

**WPFW 89.3 FM
CRITERIA FOR ASSESSING EXISTING AND NEW MUSIC
PROGRAMS**

The attached reflects criteria for assessing existing and/or new (proposed) music programs. Its primary purpose is to provide feedback and opportunity for improvement. Before any changes are made to existing programs, or new programs are added to the schedule, the WPFW General Manager and Program Director, who have the ultimate decision-making authority, should apply appropriate due process and one-on-one feedback, using criteria based on four distinct assessment levels:

Technical Competence

Artistic Merit

Social Content

Mission Adherence

CRITERIA FOR ASSESSING EXISTING AND NEW MUSIC PROGRAMS

1) Technical Competence

Ability to demonstrate basic radio operating and production skills.	High	Medium	Low
On-air articulation.	High	Medium	Low
Awareness of violations that could result in suspension or dismissal.	High	Medium	Low

2) Artistic Merit

Knowledge of current and historical musicians and musical styles.	High	Medium	Low
Breadth (e.g., selection non-redundancy)	High	Medium	Low
Ability to perform on-air interviews.	High	Medium	Low
Ability to access a collection than reflects current releases, re-issues, and rare material.	High	Medium	Low

3) Social Content

Ability to incorporate progressive information above and beyond music content.	High	Medium	Low
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4) Mission Adherence

Contributes to a lasting understanding of all nations, races, creeds, and colors.	High	Medium	Low
Programming acts as a networking agent for the community-at-large.	High	Medium	Low
Programming is engaging and intellectually stimulating.	High	Medium	Low
Ability to function as archivist and educator.	High	Medium	Low
Reflects progressive social change and democracy.	High	Medium	Low
Furtheres futuristic approaches to creative arts and cultural programming.	High	Medium	Low