

## PAC Public Affairs Program Evaluation

Program Name: \_\_\_\_\_

Date: \_\_\_\_\_

Programmer: \_\_\_\_\_

Please rate using the following scale:

- 5 – Excellent; very professional
- 4 – Good; room for slight improvements
- 3 – Fair; quality inconsistent
- 2 – Poor; in need of additional training and attention
- 1 – Unacceptable; significant improvement needed

MECHANICS/ENGINEERING	SCORE	COMMENTS
Broadcast equipment is operated smoothly (CD players, turntables, computer, minidisks, etc)		
Mic technique is professional (neither too close nor far; no 'P' pops, sibilance, etc)		
Phone calls are aired smoothly		
Mistakes are handled well (quick recovery without drawing undue attention)		
The program and engineering logs are followed (station IDs, PSAs, promos, transmitter readings, etc)		
Volume levels are satisfactory (neither too low nor high; evenly matched between program elements)		
Transitions between program elements are smooth (cues and segues are tight; no long pauses or abrupt changes)		
Transitions from program to program are smooth		
Other:		

CONTENT	SCORE	COMMENTS
Important topics within program subject area are covered in a timely manner		
Programmer coordinates with co-hosts to insure that important topics are covered without undue duplication		
Program demonstrates continuity <i>and</i> variety from show to show		
Guests are knowledgeable and articulate		
Guest selection is varied and brings new voices to the airwaves		
Opposing viewpoints are aired when appropriate		
Program includes PSAs and calendar events of interest to audience		

<b>CONTENT con't:</b>		
Other:		

<b>PRESENTATION</b>		
Programmer is articulate, coherent and well spoken (no mumbling, ums, uhs, ahs or extraneous words)		
Programmer sounds organized and prepared		
There is a good balance between music and talk		
Breaks are clear, focused and concise; Information is interesting and relevant		
Programmer relates well to the audience		
Regularly IDs self, any guests, program and station		
Programmer adheres to FCC and KZYX regulations governing commercialism, plugola, indecency, obscenity, etc.		
Programmer promotes following program, other shows in genre, station as a whole		
Legal IDs, underwriting and PSAs are read correctly, on time and professionally		
Other:		

What are the three things you like most about this show?

What three areas are most in need of improvement?

How would you like this show to develop in the coming year?

Please rate using the following scale:

- 5 – Excellent
- 4 – Good
- 3 – Fair
- 2 – Poor
- 1 – Unacceptable

<b>Community Spirit &amp; Involvement</b>		
Volunteers off air		
Helps with off-air aspects of pledge drive: Attends trainings Volunteers for phone shifts Helps with off air preparation and follow up		
Cleans up after self and guests; re-files CDs, PSAs, etc		
Is courteous and helpful to other programmers, especially those immediately before and after		
Is reliable in fulfilling on and off air commitments		
Is prompt and unimpaired when arriving for show		
Follows station policies, FCC regulations and other legal requirements		
Works with staff to improve deficiencies		

Additional Comments: