

		More Talk Radio	
	Ryme Kalkhouda		
	Date: 18-Jul-09	2009-05-11_08-00D	
	Time: 11pm-11:50pm	08:00-8:30AM	
	time of station id:	minute 3.	
	time of underwriting:		
minute	what you hear	notes	
0:30	Announcements	1-chopped-nice with music behind, Needs TOP OF THE HOUR STATION ID, Date/Time announce and clear WHAT'S NEXT Announce	CULTURAL
1	Announcements	0:26-silence between PSAs, slow read of 2nd announcement	RALLY No2War-Vets
2	Announcements	1:20-23-silence, 1:24-2Music alternative, very beautiful, LOW Levels in transition	INSTRUMENTAL
3	Music then Station ID	2:00-2:43music, 2:44-2:46 nice transition to new tune, crackly Clumsy transition of 2 voice Station ID, announcer 2 echo, not clear show ID, Good Host ID	SHOW STARTS
4	Station ID chnd, Show Intro	Intro of guests, male host hesitant, long greetings back and forth between hosts and guest	ECONOMY ALT
5	Announcement of City Event	event announced with hesitation by host (good SMS), guest weakly reacts in agreement	ECONOMY ALT
6	ctd... then interview starts	crackle and studio crackles heard in background; interesting yet long winded question; Host Prepared	ECONOMY ALT
7	Interview	guest abhh, abhh, paper russia; host voice dips (low mic level then adjusted); good question	ECONOMY ALT
8	Interview	low guest level; original perspective, very informative;	ECONOMIC DEMOCRACY
9	Interview	very informative, original perspective	ECONOMY ALT
10	Re-Intro of Guest	Re-introduction of guest, Host invites city call-in, gives number twice, second host joins in	ECONOMY ALT
11	FundDrive Promo txs	FD Plug, Thanks, Station/Show/Station description, positive new voice, ...	FUNDG SOLICITATION
12	FundDrive Promo txs	FD Plug, Thanks, Station/Show/Station description, positive new voice, ...	FUNDG SOLICITATION
13	FD then Interview	Plug ends, Interview restarts, abrupt transition, good yet long question by male host	FUNDG SOLICITATION
14	Interview	female host adds-on question, guest sound echo/ewe	ECONOMY ALT
15	Interview	guest informative, better level would make it more compelling	ECONOMY ALT
16	Interview	good question by male host, Capitalism/Socialism discussed in historic context & guest flashes economic credentials and sources his facts	ECONOMY ALT
17	Interview	knowledgeable guest	ECONOMY ALT
18	Interview	knowledgeable guest, hosts tap table; abrupt interjective question by female host, prepared host	ECONOMY ALT
19	Interview	good moving conversation along	ECONOMY ALT
20	Interview	host wrestles papers & taps mic; GOOD CONTENT-guests links health care, environmental impact, city power, social balance in profile.	ECONOMY ALT
21	Interview	20:18 STATION ID, SHOW ID, Re-Intro of guest & subject & book plug by female host, FundDrive Plug with phone number/web announce	STATION ID, FUND SOL.
22	FundDrive Promo txs	FD Plug, Thanks, Station/Show/Station description, positive new voice, ...	FUNDG SOLICITATION

KBOO PROGRAM EVALUATION

Program__ Host(s) _____

Your name __ Date of show being evaluated __

Directions: Use the numbering system below to rate the program based on your minute-by-minute log notes. The number of points for each item is listed next to it - then add up the points for the overall score for each section.

(note: If an item is not applicable for the program, write n/a next to the item, and include the full number of points for that item in the score for the section)

PROGRAMMER PRESENCE Overall score (0 – 15): _

- _ Programmer is articulate, coherent, well-spoken, doesn't ramble [2 pts]
- _ 'Talking the copy': Pitch, Volume, Tempo, Rhythm [2 pts]
- _ Pronunciation of names and places [2 pts]
- _ knowledgeable about the subject matter [2 pts]
- _ guides the listener through the show [3 pts]
- _ presents a coherent narrative that flows smoothly from start to finish [2 pts]

- _ Phone Calls ready to go, host introduces caller by name [1 pts]
- _ Host prepared with backup plan if call drops, something goes wrong [1 pts]

GETTING INTO SHOW Overall score (0 – 15): ____

- _ Strong segue from previous show [1 pt]
- _ Limited use of theme music or IR spots at the beginning of the show [1 pt]
- _ Introduce yourself, guests, topics [2 pts]
- _ Draw listeners in? Tell a story? Get the show kicking? [3 pts]
- _ Recap? Re-introduce everything at least every 10 minutes? [3 pts]
- _ Music breaks that fit well with topic of Public Affairs show [2 pts]
- _ Close the show properly, recap [2 pts]
- _ Segue to next show [1 pt]

RECAP Overall score (0 – 15 [half hr. show], or 30 [hour-long show]): ____

- _ Your full name -- # of times - [2 for half hr. show, 4 for hour]
- _ Name of show, name of guest -- # of times [2 for half hr. show, 4 for hour]
- _ Topic or theme of show -- # of times [2 for half hr. show, 4 for hour]
- _ KBOO I.D./Time -- # of times [1 for half hr. show, 2 for hour]
- _ B/A (Back announce) -- # of times [2 for half hr. show, 4 for hour]
- _ F/A (Forward announce) -- # of times [2 for half hr. show, 4 for hour]
- _ Promote website (has own page, says address correctly)-- # of times [2 for half hr. show, 4 for hour]
- _ Promote guide -- # of times [1 for half hr. show, 2 for hour]
- _ No phone numbers except KBOO's [1 for half hr. show, 2 for hour]

GUESTS/INTERVIEWS Overall score (0 – 25): _____

- Intro of guest interesting and compelling [3 pts]
- Program topic is relevant, fresh, up-to-date [3 pts]
- Host asks question that are brief, clear and focused; doesn't ramble [4pts]
- Host re-focuses guest when necessary, in a smooth, polite way [3 pts]
- Host does not 'listen out loud' or interrupt rudely [2 pts]
- Interview flow: Intro, Critique, Vision, Strategy [4 pts]
- Guests are prepped and know how to use mics, headphones [1 pt]
- Guest knows and adheres to Indecency policy [1 pt]
- Guest is the best choice for the topic – compelling, knowledgeable, passionate, intelligible [4 pts]

TECH/PRODUCTION Overall score (0 – 5): _____

- Technical issues are few and unnoticeable [2 pts]
- Technical errors corrected ASAP or transitioned smoothly [1 pt]
- Don't blame equipment on the air [1 pt]
- Language - Don't apologize, move on [1 pt]

KBOO VALUES Overall score (0 - 10): _____

- Connection to community - particularly underserved communities [2 pts]
- Respect for diversity, other cultures [2 pts]
- Providing a forum for unpopular/controversial views reflecting KBOO's values of peace, justice, democracy, human rights, environmentalism, social change [2pts]
- Progressive perspective - empowering, radical, uncensored, sustainable [2 pts]
- Cutting edge, eclectic, innovative, evolving, compelling [2 pts]

OTHER CONTENT Overall score (0 – 5): _____

- Proper use of IR spots through show [1 pt]
- Community calendar (or your own calendar) [1 pt]
- Mention of KBOO website or program's own website [2 pts]
- Cross-promotion of other KBOO shows [1 pt]

PROMOTION OF SHOW/STATION Overall score (0 - 10): _____

- Host maintains and updates blog, playlist, audio on KBOO website [3 pts]
- Host produces on-air promos for upcoming shows [2 pts]
- Host promotes show off-air through fliers [1 pt]
- Web and email promotion of show to potential audiences [1 pt]
- Promotion of upcoming KBOO events [1 pt]
- Promotion of KBOO in general (not disparaging the station or shows) [2 pts]

OVERALL SCORE (TOTAL – out of 100 [for half hour show] or 120 [for hour-long show]): _____
Scale: 0 – 20 Abysmal to very poor, 20 – 40 needs improvement, 40 - 50 below average, 50 - 60 average, 60 – 70 above average, 70 - 80 good, 80 – 90 excellent, 90 - 100 flawless, world class

OVERALL COMMENTS ON THE PROGRAM: