KSER Programmer Air-Check

Programmer:
Show:
Evaluation Date:

How to use this guide

If this is your first air-check, don't be nervous! This isn't about "catching you" doing something wrong, or about punishing you. This is about how to help you be the best Programmer you can be and give you clear goals to aim for as you prepare for and do your show. I will use this form to provide you consistent feedback and help you focus your efforts. These are the criteria by which your performance will be evaluated.

- *Formatics*: Radio-specific tactics like station identification, program forward promotion, station promotion, information delivery, etc.

- *Delivery*: The mechanics of speech production such as tone, diction, breath control, range, pitch and pacing. Also includes technical competence in using the equipment in the Air Room.

- *Attitude*: Just what it sounds like. Is this announcer present and making "eye contact" (being "with" your listener, using empathy)? Are you engaged, friendly (or not), enthusiastic (or not), and the rest.

- *Content*: This is the big one. Most announcers think like "voice models." They focus more on the sound of their voice than on what they're actually saying, which is the wrong approach. Your point of view is your most important asset; being able to tell a universal story in a very concentrated period of time; being able to touch emotions rather than intellect; being able to spin the illusion of dialog while monologue-ing.

Self-evaluation

To prepare for your aircheck, you'll schedule a meeting with me and we'll agree which show you would like to use for your aircheck. I'll get you a copy of the show to listen to, either by posting an mp3 on our volunteer website, or by giving you a CD.

Prior to our meeting, please listen to the show you would like to use for your aircheck and then complete this self-evaluation form.

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1 - Formatics
Radio-specific tactics like station identification, program forward promotion, station promotion, information delivery, etc.

Are your mic breaks frequent enough? (yes / no)

On a scale of 1 (exceedingly wordy) to 5 (tight and concise), rate the wordiness of your average break.

(circle) 1   2   3   4   5

Do you regularly tell listeners who you are? (yes / no)

Do you regularly ID the station and show? (yes / no)

Are your IDs done with variety from break to break? (yes / no)

Do you incorporate the web site into your breaks on a regular basis? (yes / no)

Do you regularly mention other shows on KSER? (yes / no)

Do you regularly mention what's coming up on your show, both immediately and longterm? (yes / no)

What's the average length of your mic breaks?

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2 - Delivery

The mechanics of speech production such as tone, diction, breath control, range, pitch and pacing. This also includes your technical aptitude with air room equipment.

Rate you general mic break delivery, on a scale of 1 (forced, affected) to 5 (natural)

(circle one) 1   2   3   4   5

Rate your general delivery when reading copy, on a scale of 1 (forced, halting, terrified) to 5 (flowing, natural, at ease)

(circle one) 1   2   3   4   5

Do you regularly practice reading copy before doing it live? (yes / no)

Rate your general diction on mic, from 1 (confusing, hard to understand) to 5 (clear, crisp)

(Circle one) 1   2   3   4   5

Is your overall pacing and energy appropriate for the show? (yes / no)

Do you vary your pacing from break to break? (yes / no)

Is your breathing noticeable? (yes / no)

Rate your understanding and skill in using the Board,
from 1 (Board? What's that?) to 5 (very comfortable and knowledgeable)

(circle one) 1   2   3   4   5

Are your mic and music levels consistent and well-monitored? (yes / no)

Do you consistently hit the BBC or other network programming on the mark? (yes / no/ NA)

Are there other technical matters that are challenging (EAS, ENCO, etc)? (yes / no) If so, what are they?

3 - Attitude

Are you present, and making "eye contact" with your listener (in other words, are you speaking only to one person, and not "all you out there in radio land")? (yes / no)

Do you regularly use "you" to accentuate the listener "eye contact" (for example, "you just heard" not "I just played")? (yes / no)

How are you helping the listener feel taken care of? Are you anticipating their needs and thinking about how they are experiencing your program?

How would you describe your "personality" on the air?

4 - Content
Aside from how you sound, what is it you're actually saying?

Is it evident you've prepared for your show? (yes / no)

Do you over use radiospeak ("top of the hour", "bottom of the hour", "public affairs *block*", etc.)? (yes / no)

As you listen to numerous mic breaks, what are some noticeable verbal crutches (those phrases or words you repeatedly fall back on)?

Do you regularly explain why you've chosen an artist or song? (yes / no)

Are your breaks usually constructed around a single thought or idea? (yes / no)

Do you have a limited number of elements in each break, with an emphasis on just one? (yes / no)

Do you regularly give your listeners a reason to care about what you're presenting to them? (yes / no)

Do your mic breaks help listeners understand what community radio really is? (yes / no) If so, how?

Do your breaks help listeners get to know who you are? (yes / no)

How are your mic breaks welcoming to listeners who may not know or understand the genre(s) you're presenting?

5 - Music

Does the music you're selecting fit with the program's scope and purpose? (yes / no)

Are your song-to-song, song-to-mic, and mic-to-song transitions well executed? (yes / no)

Do you vary more familiar and less familiar music to welcome those listeners who may not have intimate knowledge of your genre(s)? (yes / no)

Do you regularly incorporate new releases and other KSER library music into your show? (yes / no)

Other music comments

6 - Summary

What are the elements of your show you're most proud of?

What are some areas for improvement?

Of those areas for improvement, which one would you like to begin working on immediately? How?

Other comments