



Planning and Evaluation Tracking

College Year: 2008-2009

Division of: KACV-TV/FM

Person Responsible: Linda Pitner & Lana Jackson

Department of: KACV-FM

Person Responsible: Brian Frank

Purpose Statement: To provide instruction and hands-on training in radio broadcasting and to provide Amarillo and the surrounding communities with alternative programming while serving the public interest.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Provide Amarillo College students an opportunity to work in a lab that replicates a fully functioning radio station, through format execution and on-air announcing.	1. Students will be able to serve as an air personality on KACV-FM while gaining the skills needed to compete for an entry-level position in a commercial radio station, to be measured by the employment of students in the Amarillo market.	1. No Data Collected.	1. ACTION PLAN Track employment of students in Amarillo market.
2. Provide further learning opportunities for students who desire more knowledge of the day to day operations of a radio station.	2. Student workers will be hired to fill the positions of Music Director, Public Service Announcement Director and Webmaster, further enhancing their chances for employment in commercial radio. Goals for specific skills will be established upon hiring student workers for each position, and students will be evaluated	2. No Data Collected.	2. ACTION PLAN Request input from local radio Program Directors for additional skill teaching.

for learning specific skills.

3. Serve the public interest of the KACV-FM audience, informing them of public service announcements and announcements about Amarillo College while offering programming that is an alternative to other stations in the Amarillo metro market.

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3. KACV-FM broadcasts at an authorized power of 100,000 watts, covering a large geographical area while reaching many different demographics through its regular and specialty programming.

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3. No Data Collected.

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3. ACTION PLAN

Solicit and monitor feedback from public through mail and email correspondence.

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revised 8/1/05