

AFN Eagle Radio Peer Review Program SOP

1. PURPOSE

This Standard Operating Procedure (SOP) provides guidance for complying with the Eagle Radio Peer Review Program requirement at an AFN affiliate.

2. APPLICABILITY AND SCOPE

This SOP applies to all AFN stations with a live radio mission unless otherwise noted. The AFN Eagle Radio Peer Review Program belongs to and is the responsibility of the station manager. Station managers should be heavily involved and fully invested in this program.

3. PROCEDURES

With a focus on continuous product improvement, the AFN Eagle Radio Peer Review Program was created to serve as the station manager's comprehensive tool for sharing and critiquing live radio shows, for helping producers grow through the accomplishment of valuable and helpful peer reviews on a routine basis, and for holding producers and their supervisors accountable for participating in the program.

All AFN station managers will ensure each of their radio show hosts do the following:

- A. **EVERY DAY:** Listen to an hour of your work. Select your best hour. Do it as soon after the show as possible so you remember what you were thinking and what was happening that affected the sound of your show. Learn from the bad stuff you hear (too much talk, mispronounced words, interrupted guests, etc.) and revel in the good stuff (perfectly walked a ramp, guided a guest through a smooth, quick interview like a boss, nailed a bit, etc.). There is no deliverable for this task. Just listen and reflect.
- B. **ONCE A WEEK:** Scope one hour of your show for critique. Select your best hour. Cut out spots and music and leave only your interaction with the listeners. This should be a 10-15 minute clip for an average hour of live radio. Share that scoped clip on the Peer Review Site as outlined below, per instructions in the video linked below. Set particularly good shows aside for potential award submissions. Station managers are responsible to ensure the three* products are uploaded each week, and that three* peer reviews are done from their station for the station they were assigned to review that month. (* Most will have three

products per week, since most stations produce three live shows per day.)

- C. ONCE A WEEK: Using the Peer Review Program schedule (available on the site) and the product standard as a guide, perform a review of at least one of your peers' scoped shows.

Additional requirements:

- A. Radio section supervisors will conduct a minimum of one monthly formal written review with each DJ, using our product standard.
- B. Station Managers or Ops Managers will conduct a minimum of one quarterly formal written critique with each DJ, using our product standard.

Sharing of products and posting of critiques is done via a web portal at <http://afnops.com/radio>. This portal gives radio show hosts across the network a place to easily post links to their airchecks and give and receive valuable and constructive feedback. Detailed instructions on how to use the site are at https://youtu.be/am_q2PpbA14 (watch the video!) but in simple terms, producers select their best hour from the week (any hour will do but producers generally get the most valuable feedback on products they think are really good), telescope it, upload the clip to SoundCloud, and post the link to the Peer Review site. **Note: Do not post mp3s directly to the site. Users need to set up and manage a free SoundCloud account.**

A *telescoped* radio show is an hour of a show with most of the content removed for the purpose of evaluating the DJ's mechanics and flow. A "scoped" show should be edited to remove songs and spots, but the resulting clip should include all transitions between elements. The reason is that unless we hear the end of a liner and the beginning of the song, we can't determine whether or not the DJ is running a tight board. Unless we can hear the song ramps and how they were used, we can't determine whether the DJ is doing everything possible to keep the show tight. Once the spot sets and most of the music are cut out, the DJ's mic breaks, interviews and audience interaction remain. Each entire unedited mic break -- from the first word to the last -- every fade and ramp, and every transition from one element to the next should be included. Any pre-produced show opens, bits, or phone calls should also be included in their entirety.

A peer review partner schedule is posted to the online portal. This assigns each station a partner station to work with for a month at a time. Station partnerships ensure each DJ at every station gets a valuable critique. It also helps track uploads and feedback posts for accountability purposes. Station managers will have a voice conversation with their new partner station manager at the beginning of each month to establish a rapport and discuss each other's radio

personnel issues, challenges, strengths and goals. This should be done during the first week of each month, when stations are newly partnered. This conversation allows station managers to outline the things they hope to get out of that month's peer reviews and to help hold one another accountable for the uploading of clips and completion of the required critiques.

Every show host in the network is required to upload at least one telescoped hour by Wednesday of each week. In addition, each show host is required to review at least one show from the partner station and provide substantive feedback using the AFRTS Radio Standard (attached) by Friday of each week. This is meant to be an informal feedback (but not so brief that it's of no value), and therefore doesn't require the use of the checklist, but if producers choose to use it, that can be uploaded to the site as well.

When possible, producers should critique their counterpart's show (morning show DJ critiques partner station's morning show DJ, for example) to maintain a common frame of reference. The site is organized by show type (morning, midday, afternoon) to make this easier. Please keep in mind that while the minimum requirement is to provide one review per week, producers are encouraged to do as many additional reviews as practical, and they can select those from any other station.

Station managers are responsible to ensure their station's products are uploaded each week, and that peer reviews are done for their partner station each week. If for some reason a station does fewer than three daily live radio shows, the requirement for uploading should be adjusted as needed. Of course this will be discussed by the station managers during their meeting early in the month. However, station managers should still ensure their teams are conducting the minimum required three reviews per week for their partner station.

Please note that the Peer Review Site requires participants to have a registered account to upload and review shows. When a new account is needed, simply send an email to the POC at the bottom right of the Peer Review Site stating the rank, full name, and mail.mil email address of the individual needing the account.

At the end of each month, each station manager will complete an AFN Eagle Radio Peer Review Program assessment. This report will include goals (captured in the partner station meeting), as well as metrics and a brief narrative about progress made, successes / complications during the month and suggestions for process improvement. Remember: This is a station manager's program meant to foster continuous improvement in our top priority product.

AFN Amsterdam | November 2015

Eagle Radio Peer Review Program assessment

Month; Partner station/manager: Nov 2015; AFN Dublin / SFC Jones

Time and date of initial partner station manager meeting: 11am on 2 Nov

Agreed upon areas of focus: SFC Jones wanted our team to focus on her morning show host's contests and her afternoon show host's team's bit construction. Her midday show host is new so we will provide encouragement and critiques focused on fundamental board ops.

I asked SFC Jones to focus her team on our new morning show contest. How can we increase participation? In the midday, we could use ideas on Facebook integration. I also asked her see if her team could provide new ideas for our afternoon show host, who feels like he has plateaued.

Producer	# of products posted	# of reviews posted	# of feedback posts rec'd	Notes
Example Producer 1	4	7	4	Conducted three extra feedbacks by request from station X
Example Producer 2	4	6	4	Conducted two extra feedbacks on her own; one for station Y and one for station Z
Example producer 3	4	4	3	Counterpart went on leave; discussed with partner station manager ahead of time – Producer 4 will post feedback when he returns next week

What were you bringing forward from last month's peer review experience?

Last month the AFN Paris team had some really interesting ideas for us about spicing up our news elements. We worked to include a lot of their ideas. As an example, we started recording phone interviews and including those segments in our news products like AFN Paris does. We also wanted to get some feedback on the way we're doing the weather, which we stole from AFN Paris.

Narrative: How did this month go? Was your partner station cooperative and responsive? Were you able to make progress in some particular area? Any successes to report? Any complications in the program or with your team? Any goals accomplished?

This month went well for us. My partner station manager, SFC Jones, asked me to focus my team on bit construction. I think we did a good job of providing thoughtful and valuable comments explaining how they their bits could have been stronger.

I asked SFC Jones to focus his team on the new contests we've been doing. The team provided some really supportive comments as well as some good thoughts on how we can improve, specifically with regard to audience interaction via phone and social media during contests.

Future improvement plans – What can you extract from this month's feedback and continue working on, or use in the next month with your new partner station?

Bit construction – Our team got a lot of good feedback on bit construction and they were able to create stronger and stronger bits over the course of the month. We're still not there yet, and this is something we will ask our next partner station to listen to for us.