

EVALUATION FORM QUESTIONS – SAMPLE

1. Describe the overall quality of the project. (Is the idea well conceived? Is the subject matter compelling?)
2. Describe the quality of the treatment. (Is it well written? Is the storyline clearly delineated? How does it address the visuals, structure and style?)
3. How is this project innovative? (Does the subject matter present an untold story? In terms of format and presentation, how does the program take creative risks?)
4. What is the quality and content of the work-in-progress tape? What are the strengths and weaknesses of the production values, presentation of characters and visual style? For rough cuts, please comment on structure, pacing and length.
5. How does the producer demonstrate credible access/rapport with the proposed subject(s) and story?
6. Does the proposal identify a target audience? Will this program serve the needs and interests of an under-represented audience? Will this program appeal to a national broadcast audience?
7. Judged by the experience of the production team and the amount of funding requested, can the applicant's project realize its full potential and be completed on schedule and on budget?