

Aiiiseee! Game Show Season 1 Feedback

	Likes	Room for Improvement	Recommendations
General	Clear and easy language Anyone can listen and understand Makes you want to listen even if you are not yet in a relationship	Purpose of the show doesn't come out strongly Names of couple members are hard to associate with flow of Q&A	Clearly state show's purpose Find a way for listeners to easily follow who's who (e.g. couple A, B, C?)
Title	An exclamation is very suitable as you are surprised when a couple does not know something or knows exact things about his/her partner	Does not make one expect to hear a relationship show Sounds like youth slang May fail to attract an older target audience	
Theme Song	Rhythm and words are catchy and just right for the show	Theme song is repeated too much; takes up much of the allocated time slot	Reduce the amount of time devoted to the theme song
Presenters	The way presenters ask questions is very attractive. Presenters are very active, charming. Encourages attention and makes participants feel free to share ideas. Interjections make episode live and active	Presenters talk too much, tend to overshadow the participants Repeat each other's words Too many interjections Some questions are attacking/despising Name "Uncle Lover Lover" can be offensive and misinterpreted	Reduce repeats, interjections, amount of presenter talk time Ensure questions/language used isn't attacking Revisit Uncle Lover Lover
Participants		Seem to be faking or acting Responses seem too brief; format doesn't allow for elaborate narrative Responses do not feel original Feels like they're not reflecting real life situations	
Questions	Questions and category/age of participants were well-matched	Listeners unsure if questions are same or different in each episode	Specify in beginning and/or end that questions are different every episode
Interstitials		Listener confusion by the transition from studio to street	Improve transition to neighborhood presenter

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		<p>Not clear if couples were the same ones as those in the studio</p> <p>Transition feels abrupt.</p> <p>Neighborhood reporter not understood well</p>	
Recruitment		<p>Limited to Facebook, which limits the pool of applicants</p> <p>Limited to Dar</p> <p>Unclear how to enroll</p> <p>Couple selection criteria unclear</p>	<p>Expand/diversify ways to join/request to enter the show</p> <p>Expand to other regions</p> <p>Explain how couples can enroll</p> <p>Give clear selection criteria</p>
Prizes		<p>Did not announce the prize they won</p> <p>Prizes should be neutral, not mention alcohol</p>	<p>Prize won should be explicitly mentioned in the show</p> <p>Prize to be one should be stated in advance of the episode to motivate couples to enter</p>
Broadcast		<p>Day/time may not be convenient for listeners (may be socializing, visiting)</p> <p>Durations over 1+ hour is too long</p> <p>One radio station may limit reach</p>	<p>Do a weekday broadcast and/or repeat</p> <p>Consolidate time slot</p> <p>Make available on regional radio stations</p>
Other			<p>Encourage couples to listen together</p> <p>Bring the rural community into the show</p> <p>Invite influential people, e.g. singers</p>