

## Podcast Rubric

Criteria	Proud to Podcast	Publishing Perfect	Needs Attention
<p><b>Content</b> <i>You may have created the most beautiful, creative and clever podcast ever, but if it doesn't contain the appropriate or required content, you haven't done your job. Check and double check the requirements for the purpose and content of your podcast.</i></p>	<ul style="list-style-type: none"> <li>• Creatively and cleverly presents information in a unique way to keep audience engaged and eager to hear more</li> <li>• Information or theme is accurate and appropriate</li> <li>• Contains all the required elements</li> </ul>	<ul style="list-style-type: none"> <li>• Effectively presents information to keep audience listening</li> <li>• Information or theme is nearly accurate and appropriate</li> <li>• Contains all the required elements</li> </ul>	<ul style="list-style-type: none"> <li>• Listen to sample podcasts from your class or iTunes to get ideas about how to keep your audience listening</li> <li>• Check your information for accuracy</li> <li>• Check your assignment sheet and rubric to include all the required elements</li> </ul>
<p><b>Attention-getting and relevant opening</b> <i>The opening few seconds of a commercial either turn viewers off or invite them to listen to the rest of the podcast. Work hard to create an opening that will capture attention and show relevance to the listener.</i></p>	<ul style="list-style-type: none"> <li>• Establishes one clear theme and consistently maintains focus</li> <li>• Selects quality content that includes all important vocabulary</li> <li>• Arranges podcast using own words</li> <li>• Always written with the audience and purpose in mind</li> <li>• Title(s) entice audience to listen</li> </ul>	<ul style="list-style-type: none"> <li>• Establishes purpose and reasonably maintains focus</li> <li>• Selects adequate content and includes most of the important vocabulary</li> <li>• Arranges script using own words</li> <li>• For the most part, the audience and purpose are easily observed throughout</li> <li>• Title is appropriate but could be more creative and enticing</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify your purpose and/or theme</li> <li>• Check to see that you have enough content</li> <li>• Review the important vocabulary</li> <li>• Rewrite script so it is in your own words</li> <li>• Content not appropriate for audience</li> <li>• Amp up your attention grabber so that your audience is compelled to listen</li> </ul>
<p><b>Delivery and Continuity</b> <i>Choose a major theme or benefit and stick with it. The viewer/listener cannot absorb more than one major idea in 60 seconds.</i></p>	<ul style="list-style-type: none"> <li>• Extremely well-rehearsed, smooth delivery</li> <li>• Highly effective enunciation, expression, and rhythm to keep your audience listening</li> <li>• Consistently uses correct grammar</li> <li>• Volume of voice enhances presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Well-rehearsed and almost always smooth delivery</li> <li>• Adequate enunciation, expression, and rhythm with just a few disruptions in flow</li> <li>• Nearly always uses correct grammar</li> <li>• Volume of voice is sufficient, but could be noticeably improved.</li> </ul>	<ul style="list-style-type: none"> <li>• Practice your podcast until it doesn't sound like you are reading.</li> <li>• Make your voice sound expressive and rhythmic</li> <li>• Increase or decrease your pace</li> <li>• Try it again without laughing</li> <li>• Double check your grammar</li> <li>• Check voice levels</li> </ul>

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<p><b>Enhancements</b>  <i>(Optional or Required?)            Enhance, not replace, your message. If your audience pays more attention to your sound and effects, they'll remember the sounds but not your message—even if the message is clearly in your podcast.</i></p>	<p><i>Images, music, sound effects...</i></p> <ul style="list-style-type: none"> <li>• Always enhance the quality and message of the podcast</li> <li>• Evoke emotional responses from your audience</li> </ul>	<p><i>Images, music, sound effects...</i></p> <ul style="list-style-type: none"> <li>• Enhance the podcast's message, but are somewhat distracting</li> <li>• Evoke a bit of emotion from audience</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify the purpose of your enhancements. <i>HOW</i> does the image/music/ effects make your audience want to keep listening?</li> <li>• Trim down or change your enhancements so that they support your message, not take it over</li> </ul>
<p><b>Technical Production</b>  <i>All of your work will be wasted if your audience cannot hear you, if there is background noise, if the ad doesn't make sense, or if you have abrupt stops and starts. Make sure you check sound levels, have a quiet place to record, and have a "popper stopper" if possible. Leave plenty of time for editing and re-recording.</i></p>	<ul style="list-style-type: none"> <li>• Smooth transitions, spaced correctly without noisy dead space</li> <li>• Makes every effort to filter out unwanted ambient (room) noise</li> <li>• Sound remains at a consistent level throughout</li> <li>• Chapters are in logical sequence and graphics change at appropriate intervals</li> <li>• Podcast is <i>short</i> enough to keep your audience interested and engaged</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly smooth transitions; minimal amounts of noisy dead space</li> <li>• Some ambient (room) noise can be heard</li> <li>• Music is somewhat appropriate</li> <li>• Fairly logical sequence of chapters and most of the graphics change at appropriate intervals</li> <li>• Podcast is <i>short</i> enough to keep your audience listening</li> </ul>	<ul style="list-style-type: none"> <li>• Edit out dead space</li> <li>• Filter your background noise (use a popper stopper) and record again</li> <li>• Check your music output levels or style of music</li> <li>• Check your sound levels</li> <li>• Re-examine your chapter sequence and/or graphic changes</li> <li>• Trim down your piece to contain only essential parts of your message</li> </ul>