

Podcast Rubric

CATEGORY	Exemplary	Proficient	Partially Proficient	Unsatisfactory	POINTS
Introduction	9 points	6 points	3 points	0 points	___/9
	Catchy and clever introduction. Provides relevant information and establishes a clear purpose engaging the listener immediately.	Describes the topic and engages the audience as the introduction proceeds.	Somewhat engaging (covers well-known topic), and provides a vague purpose.	Irrelevant or inappropriate topic that minimally engages listener. Does not include an introduction or the purpose is vague and unclear.	
	Tells who is speaking, date the podcast was produced, and where the speaker is located.	Tells most of the following: who is speaking, date of the podcast, and location of speaker.	Alludes to who is speaking, date of the podcast, and location of speaker.	Speaker is not identified. No production date or location of the speaker is provided.	
Content	9 points	6 points	3 points	0 points	___/9
	Creativity and original content enhance the purpose of the podcast in an innovative way. Accurate information and succinct concepts are presented.	Accurate information is provided succinctly.	Some information is inaccurate or long-winded.	Information is inaccurate.	
	Vocabulary enhances content.	Vocabulary is appropriate.	Vocabulary is adequate.	Vocabulary is inappropriate for the audience.	
	Includes a wide variety of appropriate, well-researched and informative sources and has well-edited quotes from "expert" sources. Quotes and sources of information are credited appropriately.	Includes appropriate and informative quotes from "expert" sources. Source quotes are credited appropriately.	Includes some variety of informative quotes from some "expert" sources. Source quotes need some editing and some credits are missing.	Includes no source quotes.	
	Keeps focus on the topic.	Stays on the topic.	Occasionally strays from the topic.	Does not stay on topic.	
	Conclusion clearly summarizes key information.	Conclusion summarizes information.	Conclusion vaguely summarizes key information	No conclusion is provided.	
Delivery	3 points	2 points	1 point	0 points	___/3
	Well rehearsed, smooth delivery in a conversational style.	Rehearsed, smooth delivery.	Appears unrehearsed with uneven delivery.	Delivery is hesitant, and choppy and sounds like the presenter is reading.	
	Highly effective enunciation, expression, and rhythm keep the audience listening.	Enunciation, expression, pacing are effective.	Enunciation, expression, rhythm are sometimes distracting.	Enunciation of spoken word is not clearly understandable or expression, and rhythm are distracting throughout the podcast.	
	Correct grammar is used throughout the podcast.	Correct grammar is used during the podcast.	Occasionally incorrect grammar is used during the podcast.	Poor grammar is used throughout the podcast.	

Subtotal 1: _____

Interview	6 points	4 points	2 points	0 points	___/6
	Open ended questions and follow-up are used that draw interesting and relevant information from the interviewee.	Open ended questions and follow-up questions are used appropriately.	Open ended questions and follow-up questions are occasionally irrelevant to the topic.	Only yes-or-no questions are used. No follow-up questions are asked.	
Graphic and Music Enhancements	6 points	4 points	2 points	0 points	___/6
	The graphics/artwork used create a unique and effective presentation and enhance what is being said in the podcast and follow the rules for quality graphic design.	The graphics/artwork relate to the audio and reinforce content and demonstrate functionality.	The graphics/artwork sometimes enhance the quality and understanding of the presentation.	The graphics are unrelated to the podcast. Artwork is inappropriate to podcast.	
	Music enhances the mood, quality, and understanding of the presentation.	Music provides supportive background to the podcast.	Music provides somewhat distracting background to the podcast.	Music is distracting to presentation.	
	All graphic and music enhancements are owned by the creator of the podcast or copyright cleared with appropriate documentation.	Graphic and music enhancements are owned by the creator of the podcast or copyright cleared.	Use of copyrighted works is questionable.	Copyright infringement is obvious.	
Technical Production	6 points	4 points	2 points	0 points	___/6
	Transitions are smooth and spaced correctly without noisy, dead space.	Transitions are smooth with a minimal amount of ambient noise.	Transitions are uneven with inconsistent spacing; ambient noise is present.	Transitions are abrupt and background noise needs to be filtered.	
	Volume of voice, music, and effects enhance the presentation.	Volume is acceptable.	Volume is occasionally inconsistent.	Volume changes are highly distracting.	
	Podcast length keeps the audience interested and engaged.	Podcast length keeps audience listening.	Podcast length is somewhat long or somewhat short to keep audience engaged.	Podcast is either too long or too short to keep the audience engaged.	
	Podcast linked from a site that included descriptive subject tags.	Podcast contained subject tags.	Podcast contains limited subject tags.	Podcast has no subject tags and difficult to locate online.	
	Podcast occurs as part of a regularly scheduled series.	Podcast occurs as part of a series.	Podcast occurs randomly.	Podcast occurs as a one-time event.	

Subtotal 2: _____

Group/Partner Work	6 points	4 points	2 points	0 points	____/6
	All team members contributed equally to the finished product and assist in editing process by offering critique and sharing in skill development.	Assisted group/partner.	Finished own part but did not assist group/partner.	Contributed little to the project.	
	Performed all duties of assigned team role and contributes knowledge, opinions, and skills to share with the team. Always did the assigned work.	Performed nearly all duties and contributed knowledge, opinions, and skills to share with the team. Completed the assigned work.		Did not perform any duties of assigned team role and did not contribute knowledge, opinions or skills to share with the team. Relied on others to do the work.	

Subtotal 3 _____

Subtotal 1: _____ +

Subtotal 2: _____ +

Subtotal 3: _____ +

Total: _____