

RPW205 Podcasting

Project Evaluation: Podcast Series Proposal (PSP)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Evaluation Criteria: Content

- # Memo is framed properly, provides appropriate context & discussion of the submission, & requests appropriate action regarding the accompanying submission.
- # At-a-Glance segment distills core elements of the proposed series into coherent summary.
- # Proposal provides appropriate framing & explanation of core elements of podcast series (e.g., title, format, theme, outline, episode topics, additional details).
- # Proposal identifies competing series & ways that proposed series differs.
- # Proposal effectively frames how series with similar themes, subjects, production influence the design of the series.
- # Linked research doc provides observations & insights about content that helps frame/inspire the author's podcast series.

Evaluation Criteria: Design & Delivery

- # Memo meets format/layout expectations for the genre.
- # Proposal establishes & maintains a strong, consistent visual logic.

Project Evaluation

Total Points (200 possible)	#
Content (80 points possible)	#
Design & Delivery (80 points possible)	#
Professionalism (40 points possible)	#

Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in appropriate formats posted to the designated location.
- # Submissions demonstrate consistent professionalism & attention to detail.
- # Written content is grammatically sound.
- # Written content is stylistically appropriate (economical, direct; within acceptable norms for professional presentation), & utilizes audience-appropriate terminology.

Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission