

RPW205 Podcasting

Project Evaluation: Podcast Teaser (PT)

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.
- # Teaser(s) effectively emphasizes the podcast series title & topic.
- # Teaser(s) effectively highlights the experience, audio content & appeal of the podcast series.
- # Teaser(s) makes effective use of recorded elements from series episodes (e.g., clips, theme music, additional sounds).
- # Teaser(s) seem likely to positively engage prospective listeners.

Evaluation Criteria: Design & Delivery

- # Memo meets format/layout expectations for the genre.
- # Teaser audio is strong, clear, & free of glitches or production issues.

Project Evaluation

Total Points (100 possible)	100
Content (40 points possible)	40
Design & Delivery (40 points possible)	40
Professionalism (20 points possible)	20

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.
- # Audio editing is effective, professional.
- # Written & audio content is grammatically sound.
- # Written & audio 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