

## **PODCAST OF THE YEAR JUDGING CRITERIA**

Our committee and judges will assess podcasts according to three main criteria.

1. Audio Production/Sound Quality
2. Content and Preparation
3. X-factor/Engagement

### **AUDIO PRODUCTION/SOUND QUALITY**

Judges will base their scores on questions such as:

- Could you understand and hear the podcast clearly?
- Would you describe the podcast as somewhat pleasant to listen to, or was it harsh on your ears in some way?
- Were the voices in the podcast balanced or were some much louder than others?
- Were there any major gaps, glitches, or editing or mixing issues in the audio?

### **CONTENT AND PREPARATION**

We realize that a lot of work goes into the research and preparation of good content before the moment podcasters hit the 'record' button. Our judges will be looking to reward podcasts that have made an effort to give listeners valuable content.

Judges will base scores on questions such as:

- Was it easy to know what the podcast was about early on in the listening?
- Was there a flow to the structure of the information or entertainment being presented?
- Is there any evidence of research and preparation having been done to provide interesting and/or useful facts and information to the listener?
- Would you recommend this podcast to those interested in the topic/s that the podcast is about?

### **X-FACTOR/ENGAGEMENT**

No matter how good the content, or how well produced it is, if the personalities delivering it don't resonate with the listener, the listener will struggle to make this podcast a continuous part of their life.

To assess podcasts on this critical element judges base scores on questions such as:

- What was the quality of the hosts and/or guests? Were the interactions between them enjoyable?
- Did you want to keep listening?
- Were the host(s) committed to their audience?
- Would you recommend this podcast to someone who hasn't heard a podcast before?

