

**National Young Cattleman
Podcast Marking Guide**

Name _____

Topic _____

Item	Max.	Score
Information and Structure <ul style="list-style-type: none">• Easy to follow, material presented in a logical manner• Tells a story that engages the listener• Topic is new to the audience, or relates important information• Ideas clearly presented• Material presented in a concise manner• Includes an introduction, body and conclusion	40	
Personality and Creativity <ul style="list-style-type: none">• Makes the listener feel or think (laugh, cry, consider the ideas further)• Material presented in a novel way that help the listener engage• Includes personal references (Why does this matter to you?)• The listener feels they have learned more about you and/or the topic.	40	
Production <ul style="list-style-type: none">• Voices were clear• Free from background noise and other distractions• Statements were not cut off during editing• No long pauses	20	
TOTAL	100	

Podcasts should be approximately 8 – 10 minutes in length.

Comments: