The Opinion Podcast Assignment: A Visceral Form of Persuasion

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Opinion Podcast Rubric

Criteria	Absent	Marginal	Emerging	Proficient	Accomplished
Podcast includes a clear thesis that offers a focused and persuasive argument.	60% or below (Criterion absent or podcast does not provide enough to assess.)	60-70% (Podcast shows some attempt at criterion.)	70-80% (Podcast somewhat demonstrates criterion.)	80-90% (Podcast mostly demonstrates criterion.)	90–100% (Podcast thoroughly demonstrates criterion.)
Introduction is engaging, provides relevant background information, and clearly identifies the host, as well as the purpose of the podcast.	60% or below	60-70%	70-80%	80-90%	90–100%
Podcast offers a variety of evidence that supports the thesis. Evidence is clear, accurate, and easy to follow.	60% or below	60-70%	70-80%	80-90%	90–100%
Interview is clearly relevant to the thesis, contains interesting information, and is conducted ethically.	60% or below	60-70%	70-80%	80-90%	90–100%
Conclusion returns to the main idea and effectively wraps up the podcast.	60% or below	60-70%	70-80%	80-90%	90–100%
Transitions between segments are clear and clean.	60% or below	60-70%	70-80%	80-90%	90–100%
Any music or sounds included enhance the content of the podcast.	60% or below	60-70%	70-80%	80-90%	90–100%

Delivery is smooth, expressive, and clear. Language is grammatically correct.	60% or below	60-70%	70-80%	80-90%	90–100%
Podcast's overall structure and organization are clear and easy to follow.	60% or below	60-70%	70-80%	80-90%	90–100%
Podcast demonstrates academic integrity by citing ideas fairly and following MLA conventions.	60% or below	60-70%	70-80%	80-90%	90–100%
Revision demonstrates writing process engagement and careful revision.	60% or below	60-70%	70-80%	80-90%	90–100%

Podcast Title:
Episode Title:

Pre-Podcast	Intro	Content	Outro
Time:	Time:	Time:	Time:
Text:	Text:	Text:	Text:
Music, sound effects:	Music, sound effects:	Music, sound effects:	Music, sound effects:
Transition to next segment:	Transition to next segment:	Transition to next segment:	Transition to next segment:

Example:

Podcast Title: *Criminal*

Episode Title: "Just Mercy"

Pre-Podcast	Intro	Content	Outro
Time: 00:00:00-00:01:45	**Time**: 00:01:46-00:02:11	**Time**: 00:02:12-00:25:02	**Time**: 00:25:03-00:26:39
Text: • Ad for Casper • Ad for Audible • Plug for another podcast, *The Polybius Conspiracy*	**Text**: • Introduction by host ("Hi, it's Phoebe") • Brief introduction of interviewee, Bryan Stevenson • Explanation of why this episode is different from their usual episodes	**Text**: • Stevenson describes first experience of meeting death row inmate • Information about podcast: "I'm Phoebe Judge. This is *Criminal*." • Story of Walter McMillian • Story of founding Equal Justice Initiative • Stevenson's argument against the death penalty	**Text**: • Number of people Stevenson has gotten off death row • Credits and thank yous • Plug for *The Allusionist* • Sponsors • Name of podcast, host • Radiotopia jingle
Music, sound effects: N/A	**Music, sound effects**: N/A	**Music, sound effects**: • "I'm Pressing On" after Stevenson references it and during info about podcast	**Music, sound effects**: • Piano music continues
Transition to next segment: N/A	**Transition to next segment:** • "Here's the show"	**Transition to next segment**: • Piano music	**Transition to next segment**: • N/A