



# RUBRIC: UL Podcast Service (updated 2018)

Live Performance at State Championship  
Team event (2 or more students)  
ONE TEAM MAY APPLY PER SCHOOL  
Page 1 of 2

## A Brief History of UL Podcast Service (Why the changes?)

The University of Louisville's Podcast service, ULEAP, has ground to a halt because of Apple's nonsupport of the podcasting platform/server we were running. We did this as a free service to the Commonwealth. Hosting of podcasts at one time was an expensive proposition because of bandwidth considerations. Hosting services range from the professional, Podbeam, Rackspace, and now Amazon. But these do cost. But we can still host for free in several formats using several platforms that generate RSS feeds, the technical heart of the podcast format. We will accept a podcast from ANY hosting service that provides:

- Multiple Episodes
- RSS Feed
- Student centered and developed.
- Hosted on the internet.

## Resources: FREE Podcasting hosts include:

**Podomatic:** Simple to use, create with builtin hooks to iTunes. FREE account available.

**Audioboo:** the popular audio upload and instant sharing service. One of the strengths of Audioboo – considered a sort of audio YouTube by many – is the short processing time. Even uploads of 100MB can be readied for a listen within 5 minutes.

With a free Audioboo account, you can upload audio of up to 3 minutes, with no limit to the number of posts. For a podcast that is regularly longer than this, clearly this is too short. However, if you podcast short shows regularly, then Audioboo is a great place to have your podcast. Regularly used accounts get a lot of attention, and if your content is suitable and popular, they may even offer you extended hosting for a discount (disclosure: the writer of this has such an arrangement).

A strength of Audioboo is the flexible embed code (enabling your fans to listen to your podcast from your blog, Facebook and Twitter without visiting Audioboo), but perhaps the biggest bonus is the excellent mobile app for [iOS](#) and [Android](#), enabling instant Audioboo uploads – ideal for podcasts that feature interviews recorded on location.

**SoundCloud:** Similar to Audioboo, SoundCloud offers a small amount of storage that can be used to upload podcast, although for free accounts this must not total more than 120 minutes, this might not suit longer podcasts but can prove useful for shorter affairs covering very specific topics. If this isn't enough, paid hosting packages are available. Currently there is no facility for RSS, but you can join a [SoundCloud with RSS beta project](#) which will equip your podcast for sharing on iTunes. SoundCloud clips can be embedded and shared on Facebook, Twitter and blogs, leaving your listeners barely aware that anything has changed. Meanwhile, your audio content will be exposed to a whole new audience.

Also available from SoundCloud is a mobile app ([iOS](#) and [Android](#)), enabling you to upload direct from your phone or table

## Resources: Video How To's:

Soundcloud Podcasting:

<https://www.youtube.com/watch?v=ApGjzjrgMCw>

AudioBoo Podcasting:

<https://www.youtube.com/watch?v=y-HPYue4b8>

Podomatic:

[https://www.youtube.com/watch?v=iug-Q\\_KCvYg](https://www.youtube.com/watch?v=iug-Q_KCvYg)

## What the STLP Coordinator should do:

- Contact Steve Swan with any questions regarding category. Email [steve.swan@louisville.edu](mailto:steve.swan@louisville.edu)
- Share the rubric with students
- Determine which students should apply for this category

## What the student should do:

- Review the rubric
- Pay special attention to details contained in rubric regarding hosting of the podcasts
- Ask questions to [steve.swan@louisville.edu](mailto:steve.swan@louisville.edu) (with your STLP Coordinator/Teacher's knowledge)



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 Page 2 of 2

CATEGORY	4	3	2	1	Points
<b>Hosting</b>	Podcast is hosted through a podcast hosting service, is episodic in nature with more than one episode, and subscribable to any user	Podcast is hosted through another podcast hosting site server, with one episode, and subscribable to any user	Podcast is not hosted. with just one episode and subscribable to any user	Podcast is a standalone file and is not subscribable to any user	
<b>Video Composition</b>	All video is framed properly/ Heads not cut off/ Camera angle good/ Steady	Most of the video is framed properly/ Heads not cut off/ Camera angle good/ Steady	Some of the video is framed properly/ Heads not cut off/ Camera angle good/ Steady	None of the video is framed properly/ Heads not cut off/ Camera angle good/ Steady	
<b>Audio/Video Quality</b>	Good audio/video quality throughout the entire podcast (Proper lighting, no background noise, constant audio levels, good color balance)	Good audio/video quality throughout the majority (85-95%) of the podcast. (Proper lighting, no background noise, constant audio levels, good color balance).	Good audio/video quality through some of the podcast (Proper lighting, no background noise, constant audio levels, good color balance)	Poor audio/video quality throughout the podcast	
<b>Total Presentation</b>	Clear intent, well organized, and truly episodic throughout the entire podcast.	Clear intent, well organized, and truly episodic throughout the majority (85-95%) of the podcast.	Clear intent, well organized, and truly episodic through some (70-84%) of the podcast.	Intent not clear and poorly organized.	
<b>Production</b>	Students produced all of the podcast. (Video, Audio, and Editing.)	Students produced most of the podcast. (Video, Audio, and Editing.)	Students produced some of the podcast. (Video, Audio, and Editing.)	Students produced little of the podcast. (Video, Audio, and Editing.)	
<b>Creativity</b>	The podcast is very creative.	Some evidence of creativity in the podcast.	Little evidence of creativity in the podcast.	No evidence of creativity in the podcast.	
<b>TOTAL (20 Possible)</b>					