



The Awards for Excellence in Audio

Best Branded Podcast **New*

Thank you for participating as a judge in the 2026 Awards for Excellence in Audio: The Ambies! Welcome to the **Initial Screening Round!**

In this round, you'll review a select set of entries within your category. Please listen to the **timestamp provided by the submitter**, for **up to 15 minutes** of each entry. After listening, rate each submission on a **1–7 scale** (7 being the highest) across several criteria, including **Engagement, Craftsmanship**, and other key measures of excellence.

The details of these criteria are listed below.

EVALUATION AREAS:

Engagement **20%**

How engaging did you find this episode?
(not very) 1-2-3-4-5-6-7 (very)

Craftsmanship **15%**

A significant amount of craftsmanship was dedicated to creating this episode.
(disagree) 1-2-3-4-5-6-7 (agree)

Brand Integration & Alignment **25%**

The podcast balanced strong storytelling with clear, natural brand alignment.
(disagree) 1-2-3-4-5-6-7 (agree)

Subject Matter Presentation **20%**

The podcast presented its subject matter in a clear, engaging, and well-organized way.
(disagree) 1-2-3-4-5-6-7 (agree)

Overall Impact **20%**

This branded podcast left a lasting, positive impression on the listener.
(disagree) 1-2-3-4-5-6-7 (agree)

Listening Notes

As you listen, you must set aside your personal preferences and judge from the perspective of a neutral listener. Assume that you are listening to a podcast because this is a topic of interest to you.

Listen for the highest quality: a polished, professional program coupled with a clean, clear technical production. We recommend that you either keep notes as you listen, or complete the judge survey