



# TMAC SCORING CRITERIA / MATRIX

## BEST SPIRIT OF CANADA STORY

### Award Description

This category celebrates those stories that bring Canada, its landscape, its cultures and its people alive on the page. This category is wide open and diverse-just like Canada. Submissions should reflect the unique stories that can only happen in Canada.

All forms of media storytelling are welcome in this category this includes digital, written and broadcast - everything from articles to podcasts, videos to digital storytelling, and immersive and interactive media.

### Judging Considerations

The criteria for this category is intended to be inclusive of a broad range of media, taking into account both story and the technical presentation of that story.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	20
Execution	Attention has been paid to the technical aspects of production, inclusive of writing structure, lighting, sound, graphic imagery, experiential design, and user experience; media dependent.	20
Substance	Details, facts and recommendations are presented in a way that's engaging and enticing for the audience.  There is evidence of thorough research.  Information shared adds value to the story and / or for the audience.	20
Style	Tone, style and structure is appropriate for the medium and intended audience.  The storyteller's experience with the subject matter shines through.  The storyteller's tone, personality and perspective is evident (if appropriate to the mode of media) and enhances the content.	20
Overall Excellence	This is the WOW factor. Does the story leave you with questions, and a desire to discover more and explore further? Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?	20
<b>TOTAL SCORE</b>		<b>100</b>