

## TMAC 2016 RULES FOR ENTRY

1. Entries must have been published between September 1, 2015 and December 31, 2016.
2. An entry may only be submitted once, in one category (multiple entries of the same article/photo will be disqualified), however you are eligible to submit additional entries per category. Each entry must be accompanied by a completed entry form.
3. Only the creator of the entry may submit it, and only work done exclusively by TMAC members is eligible for the TMAC Awards.
4. An article or photo must have appeared in a publication or post that meets the same criteria and minimum circulation figure as would qualify or requalify you for TMAC media membership.
5. 2017 TMAC membership dues must be paid in full before you can enter.
6. You are allowed three complimentary entries. Each additional entry will cost \$10. If you submit more than three entries, please mail a cheque for the total amount of your additional entries to: *Travel Media Association of Canada, 21 St. Clair Avenue East, Suite 802, Toronto, ON, M4T 1L9. Alternatively, you can complete and submit the [Credit Card Authorization Form](#)* Additional entries not paid for by TMAC Awards submission deadline will be disqualified.
7. Two (2) copies must be submitted for Editorial entries. (1) in Word format with all reference to the author's name and the publication in which it appeared removed to ensure anonymity with the judges and (1) Electronic copy (scan or screen grab) of the published or posted version of the entry. Failure to do so will result in disqualification.
8. All photograph entries must be submitted in high resolution format (Minimum size: 1MB)
9. By submitting, winners and outstanding achiever awardees agree to allow TMAC to use their entries for promotional purposes at no charge.
10. TMAC reserves the right to add or remove categories at any point during the Awards running year.
11. The decisions of the award judges and award administrators are final.
12. **The deadline for submitting your entries for the 2016 TMAC Awards is Thursday, April 20, 2017 at 11:59 p.m. EST.**

## CATEGORIES FOR ENTRY

### Editorial (Published or Posted)

Please note that all categories are open to all TMAC members and we strongly encourage our growing **Digital Influencer** community to participate this year!

**1. Best Cultural/Historical Feature**

A cultural/historical feature may focus on art form, local custom, or an aspect of the past set in a particular place, e.g., attending a funeral ceremony in Bali, exploring the Roman ruins at Jerash in Jordan, or taking a backstage tour of London's Victorian-era theatres.

**2. Best Environmental/Responsible Tourism Feature**

An environmental/responsible tourism feature looks at travel from a green point-of-view and/or travel's impact on the environment, including the human culture it operates within, e.g., breeding programs for endangered animals, a behind-the-scenes look at a LEED certified hotel, or a profile of an indigenous craftsman using sustainable materials.

**3. Best Family Feature**

A family feature is one that revolves around activities done by a family or one of its members, e.g., a father and daughter hike in the Alps, a day out with teenage sons in Seattle, or white-water rafting with grandparents.

**4. Best Food/Drink Feature**

A food or drink feature focuses on the culinary features (including wine, beer or spirits) of a place or region. Perhaps a profile of a city with a lively microbrewery scene, a look at the unique ingredients used in Peruvian food, or an interview with a local chef who is famous for his homemade charcuterie.

**5. Best French-Language Feature**

This must be a story that, if it were in English, could be submitted in one of these four categories: Best Family Feature, OR Best Outdoors/Adventure Feature, OR Best Food/Wine Feature, OR Best Cultural/Historical Feature.

The purpose of this restriction is to focus on stories where the writing quality and the strength of the narrative are the two key elements, so that the judging may be done uniformly across all entries.

The feature must be written, by the author, in French. It may be a translation of an English-language story, but the translation must be done by its author, not by the newspaper or magazine in which it appears.

**6. Best Outdoors/Adventure Feature**

An outdoors/adventure feature takes the reader either into the great outdoors or possibly on an extreme adventure, or both. Canoe trips, cycling or mountain climbing might form the basis of such a story, but so too could base-jumping in the big city if it's an activity available to visitors.

**7. Best Service Feature**

A service feature is one whose primary purpose is to provide practical information, e.g., how to get a room upgrade, where to eat in Cardiff, which galleries to visit if you're mad about Van Gogh. The key to winning this award is to have a subject that may seem mundane, but is presented in a creative, entertaining manner.

**8. Best Spirit of Canada**

This category is devoted to those articles that bring Canada, its landscape, its culture and its people alive on the page. Rather than an inventory of things to do, these stories will scream "This is Canada!" when readers read them. The point is to find inventive ways to bring the Canadian experience to life. This is the category by Canadians about Canadians for Canadians. Some say Canada's personality is impossible to define. We say take your best shot.

**Photography (Published or Posted)**

Please note that all categories are open to all TMAC members and we strongly encourage our growing **Digital Influencer** community to participate this year!

The work will be judged on composition, technical quality and ability to evoke a place, moment or sentiment:

**1. Best Action Photo**

Action photographs depict actual physical activity taking place in a travel locale, such as fly-fishing in Alberta, snowboarding in Switzerland, or Thai boxers competing in Bangkok. The background should help put the action itself in a travel context, but does not take precedence over the action itself.

**2. Best Photo Series**

Multiple photos (a minimum of four) can either illustrate an accompanying article, or could be presented as a slideshow of images to independently tell a compelling travel story. The images should be linked thematically and presented as a series.

**3. Best People Photo**

People photographs depict an aspect of culture, life or society, as perceived through the image of an individual or group. The person or people shown should clearly relate to a travel destination. The background should help "place" the subject, but not overpower the human aspect of an image.

## How to Submit an Entry

### Mail:

To submit your entry by mail, please send to:

*Attn: Emily Cloutier  
Travel Media Association of Canada,  
RE: TMAC AWARDS ENTRY  
21 St. Clair Avenue East, Suite 802,  
Toronto, ON, M4T 1L9*

### Email:

To qualify, each entry must be submitted in its own separate email:

**To:** [awards@travelmedia.ca](mailto:awards@travelmedia.ca)

**Subject line:** 2016 TMAC Awards - [CATEGORY - TITLE OF ENTRY]

*Example: 2015 TMAC Awards – Best People Photo – LADIES WHO LUNCH”)*

The following must be included in the email submission:

1. Completed entry form
2. Electronic file (.jpg, .png, .doc, or .pdf) representing the article or photo entry. Each filename must match the Subject line. Any reference to the author or publication within the text to be judged will result in disqualification.
3. Electronic copy (scan or screen grab) of the published or posted version of the entry. This document must include author's byline or photographer's photo credit, name of the publication, and the date on which the item appeared).

Each entry received will be acknowledged by email. Entries that are incomplete will be disqualified.

## Entry Fees

You are allowed three complimentary entries. Each additional entry will cost \$10. Additional entries not paid for by TMAC Awards submission deadline will be disqualified.

If you submit more than three entries, please mail a cheque for the total amount of your additional entries to:

*Attn: Emily Cloutier  
Travel Media Association of Canada,  
RE: TMAC AWARDS ENTRY  
21 St. Clair Avenue East, Suite 802,  
Toronto, ON, M4T 1L9*

Alternatively, payments by VISA or MASTERCARD can be made by completing the [Credit Card Authorization Form](#).

**TMAC Awards Frequently Asked Questions**

**Q: Do nominees have to be members of Travel Media Association of Canada (TMAC) or can they be anyone?**

*A: Nominees have to be TMAC members whose membership fees are fully paid for 2017.*

**Q: Can I nominate myself or does someone else have to nominate me?**

*A: You can only nominate yourself for entry.*

**Q: Do my entries have to have been published?**

*A: The entry article or photo must have appeared in a publication or digital posting between September 1, 2015 and December 31, 2016.*

**Q: When will the award ceremony take place?**

*A: The winners for the awards will be announced and celebrated at a dinner and ceremony on May 27, 2017 during the TMAC Annual Conference in Quebec City, Quebec.*

**Q: Will the names of the individuals who have entered into the awards be announced publicly?**

*A: All of the nominations for the awards will be kept confidential. Only the award winners will be announced publicly on May 27, 2017.*

**Q: Will any of the submitted information and attachments be made public or will they be kept confidential?**

*A: The information received for each entry and nomination will be kept confidential and only the judging panel will have access to the information. Only the names the award winners will be made public. By entering, TMAC members agree that their submissions – should they win – may be used by TMAC for promotional purposes at no charge.*

**Q: Can I submit my entry by mail or electronically?**

**A: Your entry can be submitted by mail or by email. Regardless of how you submit your entry all entries must be received by Friday, April 20, 2017 at 11:59 p.m. EST.**

**HOW TO SUBMIT AN ENTRY**

<p><b>Mail:</b> To submit your entry by mail, please send to: <i>Attn: Emily Cloutier</i> <i>Travel Media Association of Canada,</i> <i>RE: TMAC AWARDS ENTRY</i> <i>21 St. Clair Avenue East, Suite 802,</i> <i>Toronto, ON, M4T 1L9</i></p>	<p><b>Email:</b> To qualify, each entry must be submitted in its own separate email: <b>To:</b> <a href="mailto:awards@travelmedia.ca">awards@travelmedia.ca</a> <b>Subject line:</b> 2016 TMAC Awards - [CATEGORY - TITLE OF ENTRY] <i>Example: 2015 TMAC Awards – Best People Photo – LADIES WHO LUNCH”)</i></p>
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