

November 2022

INSTRUCTIONS FOR MEDIA APPLYING FOR RE-QUALIFICATION for 2023

Step 1: Log onto:

<https://www.travelmedia.ca>

Step 2: Go to Your Profile Page.

Step 3: Go to the Submission Page [here](#)

(NOTE, as a re-qualifying media member, you do not need to supply letters of reference)

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2023 Media Member Join/Re-qualification Form – Work Product

VIEW EDIT WEBFORM RESULTS CMCRM DEVEL

- Clone content

- Submit this form with as many examples of your work as necessary to achieve the minimum 50 points required to apply and re-qualify. .
- You can view and edit your previous submissions [HERE](#).
- Once you've completed, you may continue with your [TMAC VOLUNTEER SUBMISSIONS](#)
- Or go [HERE](#) to your review and complete page.

CONTACT

First Name
Donna

Last Name
Hart

Email
donnahart@gmail.com

Type of Submission *

- Magazine (Print & Digital)
- Newspaper
- Book
- Guide Book/Revised Edition
- Self-published OR Third Party Websites (includes blogs)
- Broadcasting - Radio
- Broadcasting - TV or Web Series
- Self-published Vlog
- Self-published Podcast
- Travel Film/Documentary
- Social Content (Youtube/Facebook/Twitter/Instagram/TikTok)

CONTINUE

WORK PRODUCT

- ADD
- LIST SUBMISSIONS
- VOLUNTEERING
- ADD
- LIST SUBMISSIONS
- REVIEW ADJUSTED SCORE AND SUBMIT
- JOIN/RE-QUAL INSTRUCTIONS
- MEDIA MEMBERSHIP POINTS TABLE
- MEDIA MEMBERSHIP FAQS



Step 3: Check/Edit Auto-filled Content

The CONTACT information will be auto-populated. Please ensure all the details are correct and complete. Please correct and complete any details that are not correct.

It should be noted that media members who previously qualified under the pre-existing membership requirements and technically do not meet the newly adopted requirements will not lose their membership. You will be grandfathered in and will remain as TMAC members for the next two years, assuming that you meet the old criteria.

Step 4: Complete Required Information

Answer/complete the following four statements.

- I have been an active member of the travel industry for the past two years.
- I have read and agree to continue to abide by TMAC's Code of Conduct.
- Please select ONE primary source of income within the travel sector.
- Please select all other sources of income that apply to you within the travel sector.

A screenshot of a web form titled "MEMBERSHIP". The form contains four sections:

- Travel Industry Experience ***: "I have been an active member of the travel industry for the past two years." with radio buttons for "Yes" and "No".
- TMAC's Code of Conduct ***: "I have read and agree to continue to abide by TMAC's Code of Conduct. All members must abide by our Code of Conduct (click here)." with radio buttons for "Yes" and "No".
- Primary Work ***: "How do you primarily earn your living? Please select ONE only. You have the option of selecting as many additional roles under Secondary Work as you like." with a dropdown menu currently showing "- Select -".
- Secondary Work**: "Other ways you also earn your living. Please select ALL that apply." followed by a list of roles with checkboxes:
 - Freelance Writer
 - Freelance Photographer
 - Staff Writer
 - Staff Photographer
 - Book Author/Editor
 - Radio/TV Producer
 - Print Editor/Publisher
 - Website Editor/Publisher
 - Radio/TV Broadcaster
 - Blogger
 - Vlogger/Videographer
 - Podcaster/Voice-based Platform
 - Content Creator

At the bottom of the form is a button labeled "CONTINUE TO THE WORK PRODUCT SUBMISSION FORM".

Step 5: Continue to Work Product Submission Form

Click on **CONTINUE TO WORK PRODUCT SUBMISSION FORM**. It will take you to this page.

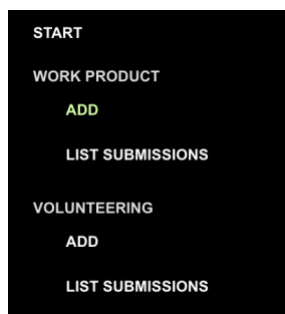
The screenshot shows the TMAC 25th Anniversary website. The header includes the TMAC logo with '25' and 'TRAVEL MEDIA ASSOCIATION OF CANADA' and the tagline 'We Are Going Places'. There are social media icons for Instagram, Twitter, and Facebook, and links for 'SEARCH MEMBERS', 'MY TMAC PROFILE', and 'LOG OUT'. A navigation menu contains 'HOME', 'ABOUT TMAC', 'MEMBERSHIP', 'CHAPTERS', 'EVENTS', 'NEWS', 'AWARDS', and 'SPONSORSHIP'. The main heading is 'Media Member Re-qualification Form - Work Product'. A green box contains instructions: 'Submit this form with as many examples of your work as necessary.', 'You can view and edit your previous submissions HERE.', and 'Once you're completed, you may continue with your TMAC VOLUNTEER SUBMISSIONS, or go directly HERE to your review and complete page.' Below this is a 'CONTACT' form with fields for 'First Name' (Helen), 'Last Name' (Earley), and 'Email'. A 'Type of Submission' section lists radio button options: Magazine, Newspaper, Book, Guide Book, Website, Radio, TV, Blog, Vlog, Podcast, and Social Content Creator - FOR BONUS POINTS ONLY. A 'CONTINUE' button is at the bottom. A dark sidebar on the right contains a menu: 'START', 'WORK PRODUCT', 'ADD', 'LIST SUBMISSIONS', 'VOLUNTEERING', 'ADD', 'LIST SUBMISSIONS', 'REVIEW ADJUSTED SCORE, SUBMIT', 'JOIN/RE-QUAL INSTRUCTIONS', 'MEDIA MEMBERSHIP POINTS TABLE', and 'MEDIA MEMBERSHIP FAQs'.

This is where you will start entering individual submissions. As in the past, you are required to achieve a minimum point score of 50.

*IF YOU ARE APPLYING UNDER OUR NEW Co-Creator Membership Category (max of 2 ppl from same company) you will be required to achieve a minimum of 100 points.



The nav box on the right-hand side will **allow** you to access any and all pages during this process.



WORK PRODUCT

ADD – This is where you go to add a new submission

LIST SUBMISSIONS – This is where you go to review existing submissions. From here, you can also VIEW, EDIT or DELETE a submission.

VOLUNTEERING

ADD – This is where you go to add a new volunteer submission

LIST SUBMISSIONS – This is where you go to review existing submissions. From here, you can also VIEW, EDIT or DELETE a submission.

REVIEW ADJUSTED SCORE, SUBMIT – This is where you will go to see your adjusted accumulated score. This is also where you will submit your completed form.

JOIN/REQUAL INSTRUCTIONS – This is where you can review/access detailed instructions.

MEDIA MEMBERSHIP POINTS TABLE – This is where you can review/access the points table.

MEDIA MEMBERSHIP FAQS – This is where you can review/access the FAQs which will be updated as required.



Step 6: Complete Work Product Submission Form

For each individual submission, you will be asked to select a Type of Submission, which include:

- Magazine (Digital & Print)
- Newspaper
- Book
- Guide Book
- Self-published OR Third Party Websites (includes Blogs)
- Broadcasting Radio
- Broadcasting – TV or Web Series
- Self-published Vlog
- Self-published Podcast
- Travel Film/Document
- Social Content (Youtube/Facebook/Twitter/Instagram/TikTok)

Note: If there is a Type of Submission not listed, please advise us. If applicable, we will review and add accordingly.

If you select one of the following Types:

- Magazine
- Newspaper
- Book
- Guide Book
- Website

You will also be asked to select:

- Words
- Photos
- Words and Photos

Please note that all fields are mandatory.

Step 7: Click on **CONTINUE**

It will take you to a page that will look something like this.

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HOME | ABOUT TMAC | MEMBERSHIP | CHAPTERS | EVENTS | NEWS | AWARDS | SPONSORSHIP | Q

Media Member Re-qualification Form – Work Product

Magazine

You are submitting an item of type *Magazine* towards your (re)qualification for TMAC Media membership.

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Once you're completed, you may continue with your TMAC VOLUNTEER SUBMISSIONS, or go directly [HERE](#) to your review and complete page.

WORK PRODUCT

- ADD
- LIST SUBMISSIONS

VOLUNTEERING

- ADD
- LIST SUBMISSIONS

REVIEW ADJUSTED SCORE, SUBMIT

MEMBERSHIP CRITERIA

FAQS

Title of Submission *

Supplied as *

@ URL

@ File upload

Publication Title *

Date of Publication *

Year | Month | Day

If more than 24 months ago, it does not qualify.

Circulation *

- Select -

If circulation is <5,000, it does not qualify.

This is where you enter the information required to score each submission. The scoring is done automatically based on the data entered.

Depending on the Type of Submission, you will be asked to provide some of the following information:

- Air Date (if MM/YY only, please add “1” for Day)
- Annual Frequency
- Audience (Listens)
- Audience (Views)
- UMV's (Unique Monthly Views)
- Broadcaster Name
- Circulation
- Date of Book Publication (if MM/YY only, please add “1” for Day)
- Date of Post (if MM/YY only, please add “1” for Day) BLOGS
- Date of Publication (if MM/YY only, please add “1” for Day)
- First Edition or Rerun/Reprint
- ISBN
- Length (Minutes)
- Media Kit (for the place of published work)



Note: We recognize that this may not always be possible. However, it is particularly helpful to substantiate circulation or UVMS for less known outlets. We will also be using Cision, Similar Web and Social Blade for verifications, if required.

- Monthly Frequency

Note: This relates to the number of times anything is posted. The posts do not all have to be authored by TMAC member joining or re-qualifying.

- Name, Title and E-mail for Your Contact
- Photo Count
- Press Run
- Publication Title
- Publisher
- Supplied as for Proof of Submission

Note: You have the option of supplying a PDF or URL. If you are supplying a URL, please supply the complete URL starting with HTTP. If supplying a PDF, please ensure that you create one PDF from multiple pages.

- Title of Submission

Note: If no official Title exists, treat it as a label you might use.

- Unique Monthly Visitors/Viewers
- Was this produced in Canada?
- Word Count

You will also be asked to answer/provide the following:

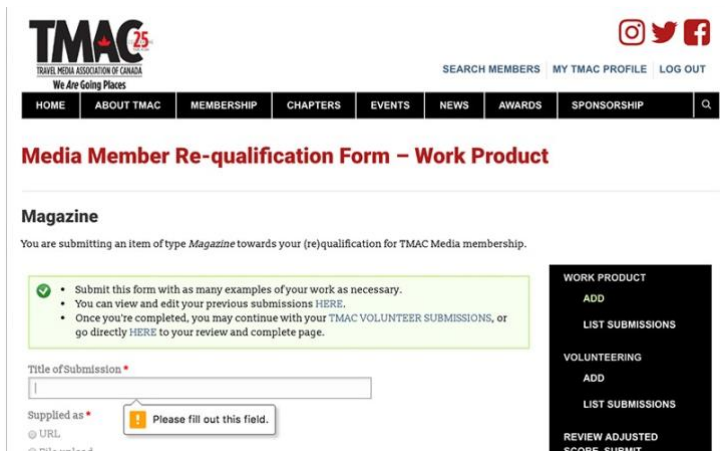
- Were you compensated for this submission?
- Is this sponsored content?
- Name, Title and E-mail for Your Contact
- Do you agree to share this information for inclusion into TMAC Editorial Directory? We may be revisiting the creation of an online Editorial Directory for member's use. This is where this information would be added, but only with your permission.

Once you have completed the form, click **SUBMIT**.

Step 8 – Error Messages Due to Incomplete Field

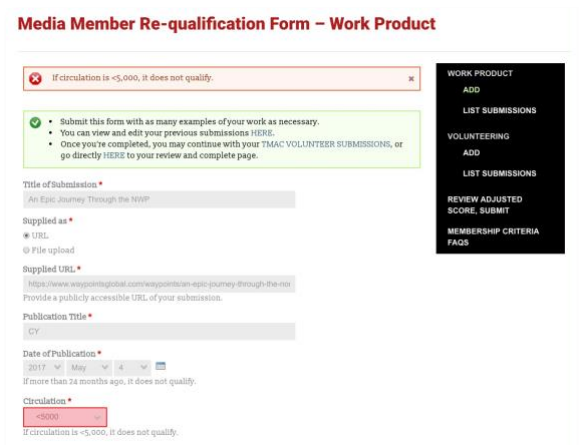
If your entries are incomplete, you will see a flagged warning that says: “Please fill out this field.”

These will appear one field at a time. Complete the field and click **SUBMIT** again.



Step 9 – Error Messages Due to Data Not Meeting Minimum Criteria

If the entered data falls below the minimum criteria for that Type, a red box listing errors as well as the corresponding fields will be highlighted in red. An example of what you may see is below.



At this point, you may check and correct the entered data, or click on **PREVIOUS PAGE** and **SUBMIT** a new entry from scratch.

Step 10 – SUBMIT ENTRY

When you click on **SUBMIT**, and receive no ERROR MESSEGES, you will be taken back to this page to enter your next submission.

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HOME ABOUT TMAC MEMBERSHIP CHAPTERS EVENTS NEWS AWARDS SPONSORSHIP

Media Member Re-qualification Form – Work Product

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Once you're completed, you may continue with your [TMAC VOLUNTEER SUBMISSIONS](#), or go directly [HERE](#) to your review and complete page.

CONTACT

First Name
Melody

Last Name
Wren

Email
melodywren2@gmail.ca

Type of Submission *

- Magazine
- Newspaper
- Book
- Guide Book
- Website
- Radio
- TV
- Blog
- Vlog
- Podcast
- Social Content Creator - FOR BONUS POINTS ONLY

CONTINUE

WORK PRODUCT
ADD
LIST SUBMISSIONS

VOLUNTEERING
ADD
LIST SUBMISSIONS

REVIEW ADJUSTED SCORE,
SUBMIT

MEMBERSHIP CRITERIA FAQs

From here, you have the option of:

ADDING WORK PRODUCT

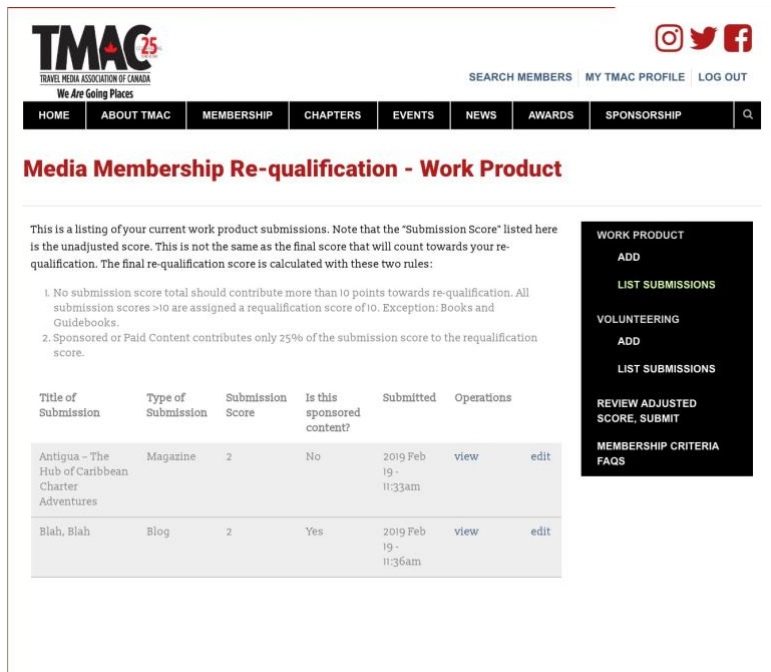
LISTING WORK PRODUCT SUBMISSIONS

ADDING VOLUNTEER POSITIONS | LISTING

VOLUNTEER POSITIONS.

REVIEWING ADJUSTED SCORE AND/OR SUBMITTING

When you click on **LIST SUBMISSIONS**, it will take you to this page.



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Media Membership Re-qualification - Work Product

This is a listing of your current work product submissions. Note that the "Submission Score" listed here is the unadjusted score. This is not the same as the final score that will count towards your re-qualification. The final re-qualification score is calculated with these two rules:

1. No submission score total should contribute more than 10 points towards re-qualification. All submission scores >10 are assigned a requalification score of 10. Exception: Books and Guidebooks.
2. Sponsored or Paid Content contributes only 25% of the submission score to the requalification score.

Title of Submission	Type of Submission	Submission Score	Is this sponsored content?	Submitted	Operations
Antigua - The Hub of Caribbean Charter Adventures	Magazine	2	No	2019 Feb 19 - 11:33am	view edit
Blah, Blah	Blog	2	Yes	2019 Feb 19 - 11:36am	view edit

WORK PRODUCT
ADD
LIST SUBMISSIONS

VOLUNTEERING
ADD
LIST SUBMISSIONS

REVIEW ADJUSTED SCORE, SUBMIT

MEMBERSHIP CRITERIA
FAQS

From here, you can view and edit your submissions.

Note: The Submission Score displayed here is the unadjusted score. To view Adjusted Score, click on **REVIEW ADJUSTED SCORE**, based on the following.

- No submission score total should contribute more than 10 points towards re-qualification. All submission scores >10 are assigned a requalification score of 10. Exception: Books and Guidebooks.
- Sponsored Content contributes only 25% of the submission score to the requalification score.

Step 11 – Enter Social Platforms for Bonus Points, MAX up to 10 points

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Media Member Re-qualification Form – Work Product

Social Content Creator

You are submitting an item of type *Social Content Creator* towards your (re)qualification for TMAC Media membership.

VIEW RESULTS

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Once you're completed, you may continue with your [TMAC VOLUNTEER SUBMISSIONS](#), or go directly [HERE](#) to your review and complete page.

Social Channel *
 YouTube
 Please provide a short title below for this channel.

Title of Submission *

Channel URL *

Audience (Subscribers) *
 - Select -
 If <1,000, this does not qualify

Monthly Frequency (Social Media/Blog) *
 - Select -
 If <3, this does not qualify

WORK PRODUCT
 ADD
 LIST SUBMISSIONS

VOLUNTEERING
 ADD
 LIST SUBMISSIONS

REVIEW ADJUSTED SCORE, SUBMIT

MEMBERSHIP CRITERIA FAQS

Select platform from pull-down menu.

For Facebook, Instagram, Twitter and TikTok, you will be asked for:

- Title of Submission. Please provide a short title for this channel:
- Channel URL
- Audience (Followers/Fans)
- Monthly Frequency of Posts

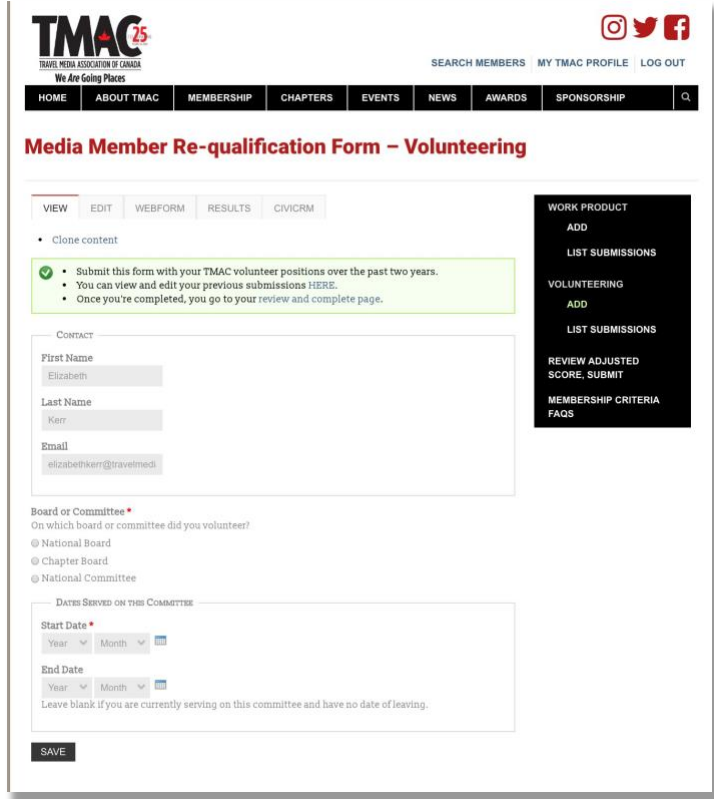
For YouTube, you will be asked for:

- Title of Submission. Please provide a short title for this channel:
- Channel URL
- Audience (Subscribers)
- Monthly Frequency of Posts

Once completed, click on **SUBMIT**

STEP 12 – Enter Volunteer Positions

Click on **ADD VOLUNTEER POSITIONS** in black box. It will take you to this page.



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Media Member Re-qualification Form – Volunteering

VIEW | EDIT | WEBFORM | RESULTS | CIVICRM

- Clone content

- Submit this form with your TMAC volunteer positions over the past two years.
- You can view and edit your previous submissions [HERE](#).
- Once you're completed, you go to your review and complete page.

CONTACT

First Name
Elizabeth

Last Name
Kerr

Email
elizabethkerr@travelmedi

Board or Committee *
On which board or committee did you volunteer?

National Board

Chapter Board

National Committee

Dates Served on this Committee

Start Date *

Year: [dropdown] Month: [dropdown]

End Date

Year: [dropdown] Month: [dropdown]

Leave blank if you are currently serving on this committee and have no date of leaving.

SAVE

WORK PRODUCT

ADD

LIST SUBMISSIONS

VOLUNTEERING

ADD

LIST SUBMISSIONS

REVIEW ADJUSTED SCORE, SUBMIT

MEMBERSHIP CRITERIA

FAQS

For 2023 re-qualification, you will be able to add your volunteer positions for 2019, 2020, 2021, and 2022 year to date (in 2023 requalification will revert back to the past 24 months). Here you are asked to identify whether your position was for the:

- National Board
- National Committee
- Chapter Board

From here, a pull-down menu will enable you to select your role.

You will then be able to enter the START/FINISH (if applicable) dates you served in that position. NOTE FOR 2023 re-qual, you can reach back to 2019, and include current year prorated. 6 months or more in a volunteer position at 100% points, under 6 months at 50% points.

REMINDER: a maximum of 10 points can be accumulated for your volunteer roles.

Click **SAVE**.

To add another position. click on **ADD SUBMISSIONS** in black box.

To review, view, edit your volunteer positions, click on **LIST SUBMISSIONS**.

STEP 13 – SUBMIT YOUR FORM

CLICK on **REVIEW YOUR ADJUSTED SCORE/SUBMIT** in black box.

Media Member Requalification Form – Complete

VIEW EDIT WEBFORM RESULTS CIVICRM

✓ When your submitted work and volunteer entries have accumulated enough points, you can complete your requalification process by submitting the button below. If not choose one of the two options below:

- submit another TMAC Work example
- or submit another TMAC Volunteer position.

CONTACT

First Name
Elizabeth

Last Name
Kerr

Email
elizabethkerr@travelmedi

Score *
222
This score is calculated based on your work submissions HERE

Bonus *
10
This score is calculated based on your volunteer submissions HERE

Total *
232

Submit

Here is where you see the final list of your submissions and your scores.

The Score is the adjusted score based on the criteria for all Submission Types. Adjustments have been made and are reflected based on:

- Maximum Values Allowed
- Sponsored Content

The Bonus score is the adjusted score based on the criteria for Volunteer positions. An adjustment has been made based on:

- # of Months served
- Maximum Value Allowed

Once you are 100% happy with your submissions, please click on **SUBMIT**.