



TMAC SCORING CRITERIA / MATRIX

BEST STORY ABOUT TRAVEL WITHIN CANADA

November 25, 2024

Award Description:

Celebrate Canada's diverse landscapes, cultures, and people with a story that showcases a destination, theme, or your personal connection to a place. If you've written or produced a piece that shares your love for some part of Canada—this is the place for it.

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.

*****For written entries judging will focus exclusively on the written content; photos or layout should not influence evaluations.***

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 emotions or experience 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 or explore further? Does it present an aspect of Canada in a compelling or thoughtful way? Do you want to dive into more of this storyteller's creative works?	20

Criteria	Considerations	Points
TOTAL SCORE		100