



# TMAC SCORING CRITERIA / MATRIX

## EMERGING & BROADCAST MEDIA UNDER 10-MINUTES IN LENGTH

November 25, 2024

### Award Description

This category celebrates digital and broadcast travel storytelling. Submissions may include podcasts, films, videos (including short-form platforms like TikTok), audio guides, apps, or immersive media (AR/VR). Individual episodes from series are allowed. Stories over 10 minutes are eligible for alternating-year awards.

Where these exist as a series, you are restricted to submitting ONE individual episode."

### Judging Considerations

The criteria for this category are adapted from international broadcast and emerging media competitions, designed to include a wide range of media while evaluating both the storytelling and its technical presentation.

Eligible media include:

- Films and videos
- Audio storytelling (e.g., radio, podcasts, audio guides/books)
- Digital/transmedia games
- Immersive media
- Travel apps
- Interactive stories

All entries must have a travel or cultural connection. Submissions without this focus will be deemed ineligible.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	10
Execution	Attention has been paid to the technical aspects of production, inclusive of lighting, sound, graphic imagery, experiential design, and user experience.	10
Substance	Details, facts and recommendations are presented in a way that's engaging and enticing for the audience.  Information shared adds value to the story and / or for the audience.	10

Criteria	Considerations	Points
Style	<p>Tone, style and structure is appropriate for the medium and intended audience.</p> <p>The storyteller's experience with the subject matter shines through.</p> <p>The storyteller's tone, personality and perspective is evident (if appropriate to the mode of media) and enhances the content.</p>	10
Overall Excellence	<p>This is the WOW factor.</p> <p>Does the story leave you with questions, and a desire to discover more and explore further?</p> <p>Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?</p>	10
TOTAL SCORE		50