



**NEW in 2023:**

## **Co-Creator Media Membership Category**

Approved by TMAC National October 2022

This is a new media membership category for travel media professionals who are not employed as individual Travel Media Professionals but rather as a team. Acknowledging that their work is undertaken as a 'team' or partners, they co-create and collaborate on their work and have difficulty meeting qualifying criteria individually – in fact it is difficult to separate their work as they create together. This has been particularly evident for those primarily working within digital platforms.

### **Criteria**

Limited to up to 2 people being named, one serving as the PRIMARY member retaining all TMAC Media Membership entitlements enjoyed by our media members, and the 2<sup>nd</sup> being named SECONDARY, with limited member entitlements. The secondary must be directly connected to the primary member in the employment as a Travel Media Professional.

The following conditions and criteria apply:

- The Co-Creators category has been created in response primarily to digital platform travel media who have indicated that they cannot work as an individual and do not own the work as an individual. It is expected that those applying under this category can clearly demonstrate they do not produce work individually, only as a pair or team, as co-creators.
- Letters of reference acknowledge/reference both Co-Creator individuals named and applying must indicate and specify that they have worked with the co-creators as a team and are unable to perform their work as Travel Media professionals without the other.
- Body of work provided for qualifying/re-qualifying must reflect/provide confirmation of the two individuals named within the Co-Creator company.
- Co-Creators will be required to achieve 100 Submission Points combined for qualifying and re-qualifying.

### **PRIMARY Member:**

- Must apply and meet the requirements to qualify as a media member.
- When completing membership application/requalification, must specify the SECONDARY member and their role within the company, verifying they are a valid member of the company and essential to the company, demonstrating they are not employed/generating income separately as a Travel Media Professional.
- Is considered the full membership holder, upon payment of annual membership fee. Serves as the named, main, point of contact for the membership.
- Retains TMAC Voting privileges.
- Is eligible to register for and participate within the TMAC Conference and Media Marketplace as a full media member. Only one set of appointments will be permitted.
- Is eligible to submit for TMAC Awards, as the PRIMARY member for the co-creator membership.

**SECONDARY Member named:**

- SECONDARY Membership fee must be paid in full at time of PRIMARY member renewal/application.
- Can attend all meetings of TMAC but DOES NOT have voting privileges;
- Can register for and attend TMAC Conference as a SECONDARY Media Member, under their PRIMARY member, upon payment of registration fees. Secondary Member is eligible to participate in the PRIMARY members media marketplace appointments (no separate sets of appointments) and within all other aspects of the Conference as a delegate.
- Is not eligible for Media Travel Grant, this benefit is retained by the PRIMARY membership.
- Has a membership profile and access to TMAC Members only section of travelmedia.ca, PD Sessions and events organized by TMAC.
- While work is eligible for consideration for TMAC Awards, submissions for consideration are done so under the PRIMARY member.
- SECONDARY members are subject to and expected to uphold TMAC's Code of Conduct.
- Is not eligible to hold office on the Board of Directors, as this opportunity is held by the PRIMARY, voting, Member.
- Is invited, and welcome, to serve on a National Committee of TMAC as a volunteer.

**Applicable FEES****1) Media Membership Fees:**

PRIMARY Media Member:

Required to pay the annual Media Membership Fee as established by TMAC National, and announced for the forthcoming year in the fall of the previous year during the membership drive and time of renewal, taking effect January 1<sup>st</sup>.

SECONDARY Member:

For 2023, it is recommended that the membership fee of \$100 plus tax, be applied, or a rate established by TMAC annually. This is in keeping with our Industry with Secondary Membership structure.

**2) Media Conference Registration:**

PRIMARY and SECONDARY members will be required to pay the conference registration fee as set out annually by TMAC.

(Mirroring the same practice applied to our Industry Secondary Membership)

**3) TMAC Awards:**

Eligibility for submissions within the TMAC Awards falls under the PRIMARY member on behalf of the Co-Creator team they represent, with applicable fees for submissions being applied.

*Approved by TMAC National Board of Directors, October 2022.*