



# TMAC SCORING CRITERIA / MATRIX

**Category:** Best Audio & Video Production

**Type:** Multi Media

**Description:** This category celebrates digital and broadcast travel storytelling. Eligible submissions include podcasts, films, videos, audio guides, apps and radio. Individual episodes from a series are welcome. This category excludes vertical submission. Only submissions 3 minutes and over will be considered. **Note that for lengthy submissions, judges will only be expected to listen/watch the first 10 minutes of your audio/video piece.**

**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 and Audiostorytelling (i.e., radio, podcasts, audio guides/books). All entries must have a travel or cultural connection. Submissions without this focus will be deemed ineligible. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
<p><b>Style &amp; Creativity</b></p> <p><i>Originality and Narrative:</i></p> <ul style="list-style-type: none"><li>• Does the work present the topic from a unique perspective or in an exciting way?</li><li>• Does the work demonstrate variety and imagination in its narrative structure or presentation format?</li></ul> <p><i>Voice and Personality:</i></p> <ul style="list-style-type: none"><li>• Is the storyteller's tone, personality, and perspective clearly evident (where appropriate), and does it enhance the content?</li><li>• Does the style (e.g., editing pace, visual effects, sound design, interactive elements) feel fresh and imaginative?</li></ul> <p><i>Medium Appropriateness:</i></p>	<b>10</b>

<ul style="list-style-type: none"> <li>● Is the tone, style, and structure appropriate for the specific medium (e.g., audio, video, app) and the intended audience?</li> </ul>	
<p><b>Quality of Content</b></p> <p><i>Technical Production Excellence:</i></p> <ul style="list-style-type: none"> <li>● Has meticulous attention been paid to the technical aspects of production, including audio quality, lighting, visuals/graphic imagery, editing, and experiential design (for immersive media/apps)?</li> <li>● Are the technical elements seamless and free of distractions or flaws?</li> </ul> <p><i>Substance and Value:</i></p> <ul style="list-style-type: none"> <li>● Does the information shared add significant value to the story and/or for the audience (i.e., provide unique insights, practical guidance, or historical context)?</li> <li>● Are the details, facts, and recommendations accurate and presented in a way that's engaging and enticing for the audience?</li> </ul> <p><i>Storyteller Authority:</i></p> <ul style="list-style-type: none"> <li>● Does the storyteller's experience with the subject matter shine through (i.e., through genuine reactions, specific expertise, or purposeful anecdotes)?</li> <li>● Is the work focused and concise, achieving its specific objective within the given runtime?</li> </ul>	<b>10</b>
<p><b>Impact</b></p> <p><i>Emotional Resonance and Inspiration:</i></p> <ul style="list-style-type: none"> <li>● Does the work leave the audience with a desire to discover more and explore further?</li> <li>● Does the work evoke a strong emotional response (i.e., humour, awe, empathy, or excitement)?</li> <li>● Does the work clearly communicate a theme or purpose that resonates with the audience?</li> </ul>	<b>10</b>

<p><i>Overall Reach and Effectiveness:</i></p> <ul style="list-style-type: none"> <li>• Does the piece demonstrate a clear understanding of its audience and target platform?</li> <li>• Does the work make a significant contribution to its genre (i.e., raising the bar for travel podcasts or video features)?</li> </ul>	
<p><b>Overall excellence</b></p> <ul style="list-style-type: none"> <li>• Are you genuinely "wowed" by the overall quality, execution, and impact of the submission?</li> <li>• Does the submission stand out as a masterwork in its specific media format?</li> <li>• Does the work compel you to seek out and dive into more creative works by this storyteller?</li> <li>• Does the piece represent the pinnacle of excellence across all criteria: Style, Quality, and Impact?</li> </ul>	<b>5</b>
<b>Total</b>	<b>35</b>