



TMAC SCORING CRITERIA / MATRIX

Category: Best Canadian Story

Type: All Media Forms

Description: First introduced as an award by our much-loved and missed colleague Jim (Jimmy) Kemshead, best known as "Yukon Jim" or "Yukon Jimmy", this award celebrates Canada's diverse landscapes, cultures, and people with stories that showcase a destination, theme, or a personal connection to a place. If you've written or produced a piece that shares your love or passion for some part of Canada - this is the place for it. If your story focuses on an Indigenous Experience in Canada you may want to enter it in that category.

Judging Considerations: The criteria for this category are intended to be inclusive of a broad range of media, taking into account both the story and the technical presentation of that story. **Written stories are to be judged on words only—images, layout, and design should be disregarded, if they aren't removed already during the submission process. 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. To learn more about what "All Media Forms" entails, [see this page](#).

Criteria	Points
Style & Creativity Presents the topic from a unique perspective or in an interesting way. Tone, style and structure is appropriate for the medium and intended audience.	10
Quality of Content 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. There is evidence of thorough research.	10
Impact Information shared adds value to the story and / or for the audience. Does it present an aspect of Canada in a compelling or thoughtful way?	10
Overall excellence This is the WOW factor. Does the story leave you with questions, and a desire to discover more or explore further?	5
Total	35

