



TMAC SCORING CRITERIA / MATRIX

Category: Best Cultural & Historical Story

Type: Written

Description: This category celebrates stories that highlight a journey, providing information and insight into a specific place. Submissions may focus on art forms, events, local customs, or travel experiences that share historical perspectives or shed light on a specific culture. Topics might range from Indigenous traditions to a funeral ceremony in Bali, a profile of a historical figure, or a feature on the Klondike gold rush. If your story inspires readers to learn, discover, and engage with the tangible and intangible cultural and historical aspects of a destination, this is the place for it.

Judging Considerations: While category descriptions provide general guidance, winning entries should clearly align with the specified parameters. 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.

Criteria	Points
<p>Style & Creativity Considers originality, tone, and storytelling approach. Does the story present cultural or historical themes from a unique or engaging perspective? Is the tone effective, consistent, and respectful of the subject matter? Is the language strong, evocative, or illuminating?</p>	10
<p>Quality of Content Evaluates the craft and structure of the piece. Is the lead compelling and does it draw the reader in? Does the story flow logically with good transitions and organization? Is there evidence of thorough research and an effective blend of facts, historical details, anecdotes, or quotes? Does it include essential and accurate information?</p>	10
<p>Impact Measures how well the story achieves its purpose. Does it succeed in educating, inspiring, or offering new insight into a culture, tradition, or historical event? Does it leave a lasting impression or deepen the reader's appreciation of the subject?</p>	10
<p>Overall excellence Reflects the "wow" factor. Does the story stand out as exceptional within its category? Does it leave the reader with a sense of connection, curiosity, or a desire to explore further?</p>	5

Total	35
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