



TMAC SCORING CRITERIA / MATRIX

Category: Nathan Fong Memorial Award

Type: Recognition Award

Description: Established in 2021, this award honours the memory of long-time TMAC member Nathan Fong, a Vancouver legend, award-winning food stylist, media personality, and BC chef who tirelessly promoted culinary excellence. The award celebrates TMAC members across Canada who produce compelling stories that highlight the contributions of Canadians of Asian descent to Canadian culture. Stories submitted for this award can be inspired by anything from the best places to eat in Chinatown, historical sites, modern-day attractions, culture, festivals, unusual distilleries, chef profiles, and more. All submissions must include both an Asian and a Canadian connection.

Judging Considerations: Follow the criteria below to guide your evaluation. Judges should focus on the quality, creativity, and impact of stories submitted, particularly how well they celebrate Canadian and Asian cultural connections. 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
Style & Creativity How original and engaging is the story? Does it present a unique perspective or innovative approach to highlighting Asian-Canadian culture?	10
Quality of Content Is the story well-researched, accurate, and professionally presented? Are narrative, visuals, and media elements polished?	10
Impact Does the story meaningfully engage audiences, raise awareness, or contribute to understanding and appreciation of Asian-Canadian contributions?	10
Overall excellence Does the submission stand out as exceptional in concept, execution, and influence among all entries?	5
Total	35