TMAC SCORING CRITERIA / MATRIX

WRITTEN WORD

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	15
Lead	Is the lead effective? Is the introduction compelling? Does it grab your attention and make you want to read?	10
Execution	Does the story flow well? Good transitions? Good structure?	10
Research	Is there evidence of thorough research? Is there an effective combination of facts, anecdotes or quotes?	10
Style	Does the tone fit the story? Is there effective use of language? Strong and illuminating? Light and entertaining? Is the tone consistent?	10
Content	Is there the inclusion of essential/expected information?	10
Outcome	How well does the story accomplish its intended mission? Does it entertain? Educate? Inspire?	15
Overall Excellence	This is the WOW factor. Does the story leave you with questions, and a desire to discover more and explore further? Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?	20
TOTAL SCORE		**100**