



MEDIA APPLICATION

Requalification

New Application

The Travel Media Association of Canada (TMAC) was founded in Toronto in 1994. It is now registered under the Canada Corporations Act as a not-for-profit corporation, with more than 450 media and industry members in Canada and abroad, and chapters in British Columbia, Alberta, Ontario and Atlantic.

In this package you will find . . .

- Definition and an outline of the organization
- Membership criteria for media members
- A points chart showing what the various materials that may be submitted are worth
- The media member application/requalification form
- A sheet for itemizing the material used to support your application/requalification
- A checklist of what you've included with your submission

The Professional Travel Journalist:

One who produces travel editorial for the benefit of readers, viewers or listeners. The material has the goal of describing, discussing or evaluating travel experiences, products or services. The editorial is published in a forum that is professionally edited and from which the journalist receives payment for his or her work. (The only exception applies to blogs. Acceptable parameters are described below.) The editorial viewpoint is not dictated by any other advertiser or travel vendor, therefore **promotional or advertorial copy does not qualify**.

Mission Statement:

TMAC, the premier travel media association in Canada, brings together travel media and tourism industry members to foster excellence, uphold ethical standards and promote professional development.

Who are TMAC members?

Media Members	Industry Members
<ul style="list-style-type: none"> ▪ paid professional travel communicators ▪ travel writers (print and electronic) ▪ editors ▪ publishers ▪ book authors ▪ broadcasters ▪ photographers ▪ commercial web producers <p>Membership in TMAC does not preclude membership in other organizations such as SATW or PWAC. Media members must be Canadian citizens or landed immigrants.</p>	<ul style="list-style-type: none"> ▪ representatives of tourist boards ▪ airlines ▪ hotel companies ▪ public relations agencies ▪ attractions ▪ tour operators ▪ wholesalers <p>TMAC does not undertake to speak for this segment of the travel industry; rather, TMAC activities create a forum for communication and mutual benefit. Industry membership is not limited to Canadians but foreign members must be willing to serve the needs of Canadian writers. In order to serve on TMAC's Board, however, you must be a resident of Canada.</p>

All members must be willing to abide by our Code of Professional Conduct (see Code of Conduct Link on TMAC website).

Membership Benefits:

- **Networking:** networking opportunities with many of Canada's best travel media as well as travel industry suppliers.
- **Chapter Events & Meetings:** Social/professional development events organized by your regional chapter, where one exists.
- **Conference and AGM:** Opportunity to attend the TMAC Conference and vote at the Annual General Meeting.
- **TMAC Awards:** Only members can enter the TMAC Awards which celebrate the best in travel writing and photography.
- **E-Newsletter:** Subscription to the TMAC e-newsletter with news for media and industry members alike.
- **Handbook:** You will be listed in the annual membership directory published in the spring and available on-line.
- **Press Releases:** Send announcements from your organization to TMAC Media Members via email or mail.
- **Listserv:** Optional access to the TMAC listserv in which members can discuss matters of mutual interest.
- **Press Card:** TMAC press identification card.

Membership Fees:

Description	Fee	Tax	TOTAL
Select according to the province of residence			
NS (HST 15%)	\$150.00	\$22.50	\$172.50
ON, NL, NB (HST 13%)	\$150.00	\$19.50	\$169.50
BC (HST 12%)	\$150.00	\$18.00	\$168.00
AB, SK, MB, QC, PEI, NWT, NU, YT (GST 5%)	\$150.00	\$7.50	\$157.50
Application Fee (new members only) (regardless of the province of residence HST 13%)	\$125.00	\$16.25	\$141.25

Please Note:

- For new members the membership fee is prorated monthly (please check amount before submitting payment).
- In the event your membership lapses for one year or more, you will have to reapply as a new member and pay the non-refundable application fee.
- A media member joins as an individual, irrespective of his or her employment situation or marital status.

Application Procedures:

New Member Applications	Member Requalification
Material submitted for consideration must have been published or aired within the previous 24 months of the day you apply for membership. Since membership fees are assessed at the start of the calendar year, successful applicants who join part way through the year will be charged a pro-rated fee based on the month in which they are accepted.	Media members must requalify for membership every two years by submitting the appropriate supporting documentation from the previous two calendar years as described below. Membership terms and fees follow the calendar year.

Definition of terms for current membership requalification:

- For media members requalifying in fall 2011 (surnames L-Z) “the *previous* two calendar years” refers to **January 1, 2009 to December 31, 2010**.
- For media members requalifying in fall 2012 (surnames A-K) “the *previous* two calendar years” refers to **January 1, 2010 to December 31, 2011**.

Process:

1. **Review** the guidelines and the application/requalification form
2. **Collect** the supporting material needed, making sure that the publication dates of the material to be submitted fall within the specified time frame. Include tearsheets, clips, etc. of material submitted. Active electronic links to published material are acceptable
3. **Complete** the application/requalification form
4. **Complete** the sheet listing and scoring your submitted materials

5. **Complete** the checklist showing the documents accompanying your submission
6. **Submit** the three completed forms and the supporting material
7. If you are a new applicant, include payment of the one-time **administration fee of \$141.25** (\$125.00 + HST)

***NOTE:** Photocopies are acceptable as are electronic clippings (must be in PDF format with the date and publication clearly identified) or an active electronic link.*

- It is your responsibility to collect the necessary editorial material and to submit it along with the three completed forms. You will be contacted if additional information is needed. We aim to have a decision on your membership within four to six weeks.
- The TMAC national board and the membership committee reserve the right to make final determinations, taking into account unusual factors and/or situations.

The Travel Media Association of Canada invites applications for membership on the basis of paid professional editorial material that indicates a major professional attachment to the information sector of the travel industry. **Editors of publications, TV and radio producers and owners of other media who do not pay for travel editorial material do not qualify for media membership themselves.**

Application Requirements

As of fall 2008, TMAC has adopted a **points-based system** for assessing membership qualification. This new system addresses changing media markets, including niche publications and web-based publications as well as applications submitted under a combination of disciplines (e.g. a writer/photographer, a web-writer/book author, etc.)

- Points are based on a text word count of 500 words and over (this applies to items published in newsletters, newspapers, magazines and websites).
- Three-quarter points are allotted for items with word counts between 351 and 499.
- Half points are allotted for items with word counts between 201 and 350 words.
- Quarter points are allotted for items with word counts below 200. (Round up to the nearest point as necessary.)
- For the 24-month qualifying period the applicant must submit published and/or broadcast material **with a total value of at least 50 points.**
- The accompanying chart shows the values assigned to material, based on the media form and the size of the circulation.

The points system does not apply to print editors and publishers or to broadcast producers.
(See separate requirements outlined below)

Professional travel website owners/editors must meet a specific set of criteria. (See separate requirements outlined below)

See following page for Points Chart

**POINTS CHART
(TOTAL OF 50 POINTS REQUIRED)**

Category	Circulation (Day of publication)	Points/ Item of text	Points/ Photos, maps & drawings
Newsletters	2,000	1	0.25
	2,001-5,000	2	0.25
	5,001 and over	3	0.5
Newspapers	5,000-10,000	2	0.5
	10,001-30,000	3	0.5
	30,001-50,000	4	0.75
	50,001-100,000	5	0.75
	100,001-200,000	6	1
	200,001 and over	7	1
Magazines	5,000-10,000	5	1
	10,001-30,000	6	1
	30,001-50,000	7	1.5
	50,001-100,000	8	1.5
	100,001-200,000	9	2
	200,001 and over	10	2
NB: Text items 351-499 words receive three-quarters the number of points listed above. Text items 201-350 words receive half the number of points listed above. Text items of 200 words or less receive one-quarter the number of points listed above. Round up to the nearest point as necessary.			
Travel Guide book run (Note: Travel literature will be considered on an individual basis)	1,500-2,000	30	0.5
	2,001-5,000	40	0.5
	5,001 and over	50	0.5
Book press runs (revisions)	Three quarters of the points of new run values (text and / or pics)		

Category	Circulation (Day of publication)	Points/ Item of text	Points/ Photos, maps & drawings
Broadcasting (radio, TV, video, web video)	Per two-minute segment (For example, a 20-minute segment would count for 50 points)	5	n/a
Website writers NB: Text items 351-499 words receive three- quarters the number of points listed above. Text items 201-350 words receive half the number of points listed above. Text items of 200 words or less receive one-quarter the number of points listed above. Round up to the nearest point as necessary. *UVM= unique visits/month	5,000-15,000 UVM* 15,001-40,000 UVM 40,001-75,000 UVM 75,001 and over	3 4 5 6	0.5 1.0 1.5 2.0
Bloggers	5,000-15,000 UVM*	3	0.5
Blogs will be allowed at the same point system for website writers, HOWEVER, blogs will count for a maximum 25 points of the 50 points required for membership. Samples of work from additional media (video, radio or print) must be included to make up the remaining 25 points required. ALSO, UNIQUE VISITS FOR BLOGS MUST BE VERIFIED BY MONITORING PROCEDURE SUCH AS GOOGLE ANALYTICS. *UVM= unique visits/month	15,001-40,000 UVM 40,001-75,000 UVM 75,001 and over	4 5 6	1.0 1.5 2.0

Please keep in mind...

- The journalist must receive financial payment for his or her work. **Promotional and advertising material (or “advertorial”) cannot be used to qualify for membership.**
- Payment-in-kind (e.g. magazine subscriptions, giveaways, etc.) does not qualify.
- At a minimum, material must contain a travel component that either contributes a sense of place or encourages travellers to learn about a destination or visit a destination that is accessible to the public.
- *NEW: Material published or aired more than one time will now count for accumulated points. For example, if an article appears in three outlets, add up the combined circulation and award points accordingly.
- Articles must be bylined or the editor of the publication must attest to their authorship.
- Broadcasters may submit an air-check or online archived segments in lieu of a letter or proof from producers.
- *NEW: Blogs now qualify under the guidelines. HOWEVER, blogs will count for a maximum 25 points of the 50 points required for membership. Samples of work from additional media (video, radio or print) must be included to make up the remaining 25 points required. ALSO, UNIQUE VISITS FOR BLOGS MUST BE VERIFIED BY MONITORING PROCEDURES SUCH AS GOOGLE ANALYTICS.
- Pamphlets, giveaways and collections of listings with no additional editorial copy are not acceptable.
- A newsletter is defined as a publication that is available to a defined membership or through paid subscription.
- Canadian and international publications are acceptable.
- Professional travel lecturers will not be considered in the membership criteria.

Disciplines Eligible for Media Membership:

Print Editor/Publisher

THE POINTS SYSTEM DOES NOT APPLY TO EDITORS AND PUBLISHERS

- Applicant must be a salaried staff editor who is actively involved in assignments, writing and editing of travel material.
- Publishers must be actively involved in editing their own travel publications.
- Editors and publishers must submit eight (8) issues of their publication (newsletter, newspaper, magazine) produced in the 24-month qualifying period.
- The publication must pay contributors for their travel editorial material and must meet the minimum circulation numbers of 5,000 for newspapers and magazines and 2,000 for newsletters.

Professional Travel Website Owner/Editor

THE POINTS SYSTEM ABOVE DOES NOT APPLY TO EDITORS AND PUBLISHERS.
PLEASE REFER TO THE CRITERIA IN THIS SECTION

- A webmaster with an active website featuring travel material must prove that his or her writers and photographers are paid contributors.
- Payment-in-kind (e.g. magazine subscriptions, giveaways, etc.) does not qualify.
- Material that is primarily advertorial – produced and published at the order of a promotional organization or government tourism entity – will not be considered for membership.
- NEW: Blogs will be allowed. HOWEVER, UNIQUE VISITS FOR BLOGS MUST BE VERIFIED BY MONITORING PROCEDURE SUCH AS GOOGLE ANALYTICS.

COMBINED SYSTEM FOR QUALIFICATION:

There are three mandatory criteria combined worth a total of 25 points

- Applicant must provide proof the site has an average of 5,000 unique visitors per month.
- Site must be treated as a business, generating a significant portion of the web owner's total income.
- Site must have substantial travel-editorial content (advertorial and promotional writing do not qualify); the site must be updated and new content provided at least every two weeks.

Professional Travel Website Owner/Editor continued...

ONCE THE ABOVE CRITERIA ARE MET, POINTS CAN BE ADDED UP IN THE FOLLOWING CATEGORIES (worth 5 points each)

- The website pays writers in a monetary fee. “In kind” payments and token payments (honoraria) are not admissible.
- The website provides value-added services (e.g. newsletters, travel tips, etc.).
- The website has a significant subscriber base.
- The website is linked to major travel sites and promoted through their networks.

NB: Website owners/editors will make up the necessary 50 points using a combination of points from the three mandatory criteria listed above PLUS any of the additional four website criteria and/or any of the criteria in the writer, broadcaster and photographer categories.

Print Journalist/Travel Website Writer

- Text items 351-499 words receive three-quarters the number of points listed on the points chart.
- Text items 201-350 words receive half the number of points listed on the points chart.
- Text items of 200 words or less receive one-quarter the number of points listed on the points chart. Round up to the nearest point as necessary.
- Service-type listings (properties, attractions, etc.) that lack a substantial narrative, descriptive or critical component cannot account for more than half of the total number of qualifying points.
- The circulation for a publication must be at least 5,000 for newspapers and magazines and 2,000 for newsletters.
- **NEW:** Blogs now qualify under the guidelines. **HOWEVER**, blogs will count for a maximum 25 points of the 50 points required for membership. Samples of work from additional media (video, radio or print) must be included to make up the remaining 25 points required. **ALSO, UNIQUE VISITS FOR BLOGS MUST BE VERIFIED BY MONITORING PROCEDURE SUCH AS GOOGLE ANALYTICS.**

Photographer

- Travel editorial photographs may be published in books, newspapers, newsletters, magazines or on the Internet.
- The circulation of a publication must be at least 5,000 for newspapers and magazines and 2,000 for newsletters. Books must have a minimum press run of 1,500.

Book Author/Editor

- Books must have a minimum press run of 1,500 and be published within THREE YEARS of requalifying date. Travel books may be a combination of writing and photography.
- Self-published books must have a minimum print run of 1,500 and be available for sale through standard distribution outlets.
- If you choose not to provide press-run numbers, as long as the book has an ISBN number and otherwise qualifies, it will be assigned the default press-run of 1,500-2,000 and points calculated from there.
- Publications must have an ISBN number, be professionally edited and generate sales.
- A copy of the book and publisher contact information must be submitted with your form.
- Revisions to an existing book are worth *three quarters* the number of points of a newly published work, as listed on the points chart.
- If you are one of several contributors to a book you must be listed as a named contributor. In this circumstance, points are awarded on the pro rata basis of your contribution.
- Pamphlets, giveaways and collections of listings with no additional editorial copy are not acceptable.

Radio/TV Broadcaster/Videographer

- A broadcaster includes the writer, editor or videographer of material prepared for radio or television or video broadcast.
- An individual may only credit themselves in two of the three categories (i.e. you cannot take credit for writer, editor AND videographer, but can take credit for two of the three).
- The program must be produced in Canada, but can be aired domestically or internationally.
- Broadcasters may submit and air-check or online archived segments in lieu of a letter of proof from producers.
- Podcasts, guest spots and promotional video do not qualify at this time.

Radio/TV Producer

THE POINTS SYSTEM DOES NOT APPLY

- Producers must submit 60 minutes of travel-specific material produced in the 24-month qualifying period. The broadcast outlet using the material must pay its creators for it.
- The program must be produced in Canada, but can be aired domestically or internationally.
- Podcasts and promotional videos do not qualify.

MEDIA APPLICATION FORM

Requalification

New Application

Please read the TMAC Mission Statement, Code of Professional Conduct and membership guidelines. Media membership is open to professional travel communicators.

Date of application: ____/____/____ (dd/mm/yyyy)

Applicant's name: _____

Company or organization name (if any): _____

Address: _____

City: _____ Province: _____ Postal code: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Please check the box(es) that best describe(s) your current status:

I am applying/requalifying as a:

Print Editor/Publisher

Photographer

Professional Travel Website
Owner/Editor

Book Author/Editor

Print Journalist and/or Travel Website
Writer

Radio/TV Broadcaster

Radio/TV Producer

Freelance/Self-employed

Staff (add name and contact info of
employer):

Supporting Material details:

- On the “list of supporting material “ sheet, please include:
 - title of article
 - name of publication
 - date of publication
 - circulation numbers (*for newspapers please specify the circulation on the **day of publication**, not the weekly totals*)
 - add a contact name and telephone number at the publication – this may be needed to verify details
- With each submitted item be sure to include the name and date of publication.
 - Photocopies are acceptable as are electronic clippings (must be in PDF format with the date and publication clearly identified) or an active electronic link.
- Material for which no payment was received cannot be used to qualify.
- Book authors must enclose a copy of the book (or a photocopy of the cover, table of contents page, the copyright page showing ISBN number, date of publication, one complete chapter and the page containing the author/contributor’s bio, if available) along with information on the print run, and name, email and phone number of the publisher. Complete books will be returned if requested.
- For work appearing in the broadcast media (television/radio) please provide the:
 - name, email address and phone number of your producer
- If you are a producer, please provide the same information for your immediate superior.

I hereby apply for membership in the Travel Media Association of Canada and agree to abide by its rules and Code of Professional Conduct. In the event that my membership is revoked at any time, I agree to relinquish my membership (press) card immediately upon request of the association. I agree not to hold TMAC or its individual members or board members legally liable if my membership is refused or revoked. I agree to pay a one-time non-refundable application fee in amount of \$125 + HST (\$141.25) regardless of whether my membership application is approved.

The decisions of the national board of the Travel Media Association of Canada are final. Applicants who are denied membership may re-apply after generating sufficient qualifying material.

Signature _____

Date _____

Approval Details

- Please note that media members join as individuals, irrespective of their employment situations or marital status.
- It is the policy of the TMAC board to advise all membership approval/denial within a four to six week period of receiving a completed application.
- Upon acceptance as a TMAC member you will be advised of your username and password to enable you to update your own listing on the TMAC website.
- Upon approval, new media members will be invoiced for the remaining annual membership fee as well as be asked to submit a head shot of themselves (photo or high-resolution JPEG) to use for a press card.
- Any requalification bid that is unsuccessful will be automatically referred to the board for review. If the applicant is not successful, he/she will be notified in writing and if the annual membership fee has been paid, it will be returned.
- Applicants who apply mid-term will be charged a pro-rated membership fee based on the month they are accepted.
- If you fail to be accepted or to requalify, you may reapply once within the next 12 months after generating sufficient qualifying material.

Please submit application, supporting documents and cheque to:

TRAVEL MEDIA ASSOCIATION OF CANADA
c/o T•O Corporate Services
55 St. Clair Avenue West – Suite 255
Toronto, Ontario M4V 2Y7
Tel 416-934-0599
Fax 416-967-6320
E-mail: info@travelmedia.ca
Website: www.travelmedia.ca

Media Membership Application/Requalification

CHECKLIST

Name: _____

It is your responsibility to collect the necessary editorial material and to submit it along with the completed forms. Incomplete applications will not be processed.

IN THE PACKAGE YOU SEND, BE SURE TO INCLUDE:

- Completed application/requalification form (pages 12, 13, 15 and 16);
- Completed list of supported material (Excel spreadsheet);
- Copies of text/photos (tearsheets, clips, PDFs [printed or electronic], etc.) for which you are claiming points;
- This checklist;
- New applicants:** one-time, non-refundable administration fee of \$141.25 (\$125 + HST);
- Media renewal form;
- Submit a photo for your press card (JPG preferred, but we will accept physical photos no larger than 3 x 3 centimeters).

Thank you! We'll be in touch if any additional information is needed.

We aim to have a decision on your membership within four to six weeks.

Sincerely,



Cathy Stapells
TMAC Media Membership Committee Chair

TMAC MEDIA MEMBERSHIP/REQUALIFICATION
LIST OF SUPPORTING MATERIALS

ITEM NO.	TITLE (article/book/broadcast)	BROADCASTER / WEBSITE / PUBLICATION / PUBLISHER	PUB./ AIRED (DATE)	CIRCULATION (on publication date)	CONTACT (name & title) (phone and e-mail)	PRINT PTS.	PIC PTS.	B'CAST PTS.	WEB PTS.
1									
2									
3									
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17									
18									
19									

NAME OF APPLICANT _____

A TOTAL OF 50 POINTS IS REQUIRED FOR MEMBERSHIP.
PLEASE ENSURE THAT THIS LIST IS COMPLETED IN FULL.