



Monday, November 30, 2020

INSTRUCTIONS FOR MEDIA APPLYING FOR MEMBERSHIP

Step 1: START THE LOGIN PROCESS




GO TO:

<https://www.travelmedia.ca/webform/new-media-member-qualification-form-%E2%80%93-main>

It will take you to this page.

Step 2: ENTER CONTACT INFORMATION


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New Media Member Qualification Form – Main



Welcome to the New Media Member Qualification form(s). You will be asked to complete the following:
1. The form below, where we gather your contact information, experience and some other basic information.
2. The Media Member Qualification Form - Work Product form, which you will normally submit multiple times, detailing information about your work.
3. The Media Member Qualification Form - Complete form, where you can see your accumulated score and submit your application when you have accumulated 50+ points.
Note: after completing this form, you will be required to check your email and follow the link to authenticate your account and set a password before continuing with steps 2 and 3.

CONTACT

First Name *

Last Name *

Job Title

Company Name

Street Address

City

Postal Code

State/Province

- None -

Phone Number

Email *

Step 3: COMPETE EXPERIENCE INFORMATION

Answer/complete the following four statements:

- I have been an active member of the travel industry for the past two years.
- I have read and agree to continue to abide by TMAC's Code of Conduct.
- Please select ONE primary source of income within the travel sector.
- Please select all other activities that apply to you within the travel sector.

MEMBERSHIP

Travel Industry Experience *
I have been an active member of the travel industry for the past two years.

☐ Yes
☐ No

TMAC's Code of Conduct *
I have read and agree to continue to abide by TMAC's Code of Conduct. All members must abide by our Code of Conduct (click here).

☐ Yes
☐ No

Primary Work *
How do you primarily earn your living? Please select ONE only. You have the option of selecting as many additional roles under Secondary Work as you like.

- Select -

Secondary Work
Other ways you also earn your living. Please select ALL that apply.

☐ Freelance Writer
☐ Freelance Photographer
☐ Staff Writer
☐ Staff Photographer
☐ Book Author/Editor
☐ Radio/TV Producer
☐ Print Editor/Publisher
☐ Website Editor/Publisher
☐ Radio/TV Broadcaster
☐ Blogger
☐ Vlogger/Videographer
☐ Podcaster/Voice-based Platform
☐ Content Creator

Step 4: LETTERS OF REFERENCE

1. Two letters of reference must be provided. At least one reference must be from a current TMAC industry member with whom you have worked directly. The other may be from:

- a travel media professional who is a member of TMAC or another media accredited association, or:
- a member of the travel industry profession.

Ideally references will be submitted on letterhead and provided as a PDF. Alternatively, an e-mail saved in Rich Text Format will be accepted.

REFERENCES

Please provide two references from TMAC members. At least one reference must be submitted from a TMAC industry member with whom you have worked directly in the past two years. Ideally references will be submitted on letterhead and provided as a PDF. Alternatively, an e-mail saved in Rich Text Format will be accepted.

Reference 1 *

Choose File No file chosen **Upload**

Files must be less than 4 MB.
Allowed file types: rtf pdf doc docx.

Reference 2 *

Choose File No file chosen **Upload**



Files must be less than 4 MB.
Allowed file types: rtf pdf.

Step 5. CAPTCHA CHECK & SUBMIT

Check box and click on SUBMIT

It will take you to this page.

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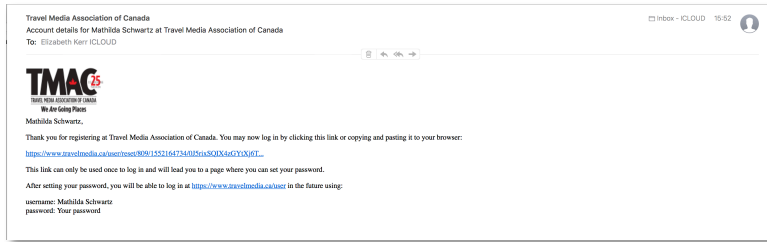
New Media Member Qualification Form – Main

✔ User with username, Mathilda Schwartz, has been created.

Thank you for your submission. Please check your email for instructions to validate your account and change your password, and then continue with submitting examples of your work for qualification.

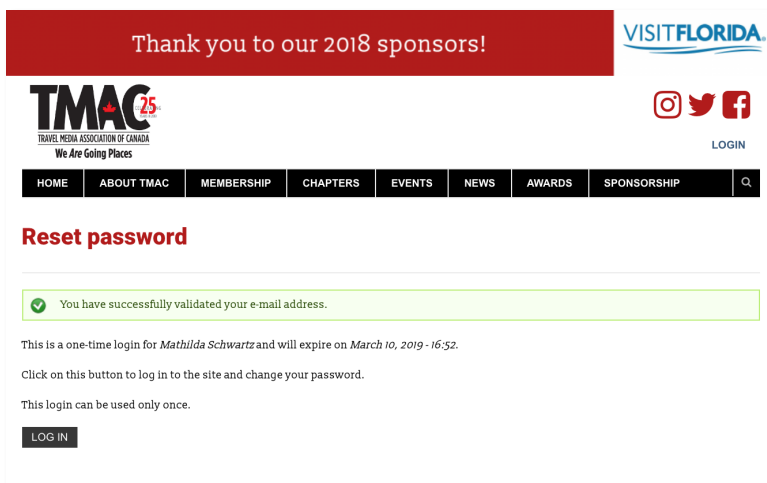
Step 6: CHECK E-MAIL

Check your e-mail for a message from the Travel Media Association of Canada. Please be patient. This may take a few minutes.





Step 7: SET PASSWORD




Click on the link in e-mail to set up a password. It will take you here. You have 24 hours to set your password before the link expires.



Click on LOGIN. It will take you to this page.

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Mathilda Schwartz, Waypoints Global



- Log in successful for *Mathilda Schwartz, Waypoints Global*.
- You have just used your one-time login link. It is no longer necessary to use this link to log in. Please change your password.

VIEW EDIT

E-mail address *

withnorth@icloud.com

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password

Confirm password

To change the current user password, enter the new password in both fields.

WORK PRODUCT

ADD

LIST SUBMISSION

REVIEW ADJUSTED SCORE, SUBMIT

JOIN INSTRUCTIONS

MEDIA MEMBERSHIP POINTS TABLE

MEDIA MEMBERSHIP FAQs

Please enter a password. Please confirm password.

Ignore:

- Pictures
- Biography
- Social Links
- Website
- Notifications

Note: When your membership has been approved, you will be asked to complete this information for your profile.

Scroll down to the bottom of the page and click on SAVE.

You are now ready to log in and complete the submission process.

Step 8: LOGGING IN

GO TO:

<https://www.travelmedia.ca/user>

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LOGIN

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Log in

LOG IN REQUEST NEW PASSWORD

Username or e-mail address *

You may login with either your assigned username or your e-mail address.

Password *

The password field is case sensitive.

LOG IN

Please log in with your user name and password in order to complete your submissions. It will take you to this page.

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Mathilda Schwartz, Waypoints Global

✓ The changes have been saved.

VIEW EDIT

Current password

Enter your current password to change the E-mail address or Password. Request new password.

E-mail address *

winorth@cloud.com

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password

Password strength: _____

Confirm password

To change the current user password, enter the new password in both fields.

WORK PRODUCT
ADD
LIST SUBMISSION
REVIEW ADJUSTED SCORE, SUBMIT
JOIN INSTRUCTIONS
MEDIA MEMBERSHIP POINTS TABLE
MEDIA MEMBERSHIP FAQS

CLICK on ADD in black box. It will take you to this page.

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Media Member Qualification Form – Work Product

✓ Submit this form with as many examples of your work as necessary.
 • You can view and edit your previous submissions [HERE](#).
 • Or go [HERE](#) to your review and complete page.

CONTACT

First Name
Mathilda

Last Name
Schwartz

Email

Type of Submission *

☐ Magazine

☐ Newspaper

☐ Book

☐ Guide Book

☐ Website

☐ Radio

☐ TV

☐ Blog

☐ Vlog

☐ Podcast

☐ Social Content Creator - FOR BONUS POINTS ONLY

WORK PRODUCT

ADD

LIST SUBMISSION

REVIEW ADJUSTED
SCORE, SUBMIT

JOIN INSTRUCTIONS

MEDIA MEMBERSHIP
POINTS TABLE

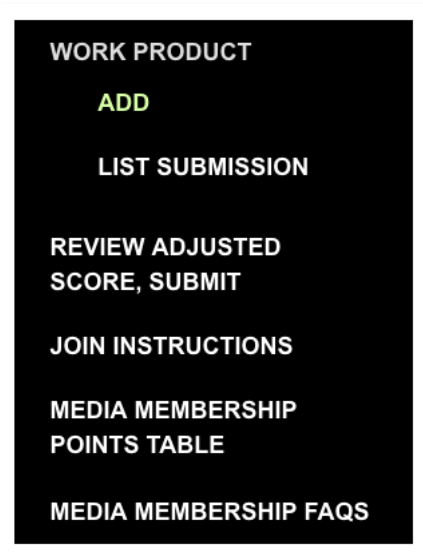
MEDIA MEMBERSHIP FAQS

CONTINUE

Step 9: COMPLETE SUBMISSIONS

This is where you will start entering individual submissions. You are required to achieve a minimum score of 50.

The nav box on the right-hand side will **allow** you to access any and all pages during this process.



WORK PRODUCT

ADD – This is where you go to add a new submission

LIST SUBMISSIONS – This is where you go to review existing submissions. From here, you can also VIEW, EDIT or DELETE a submission.

REVIEW ADJUSTED SCORE, SUBMIT – This is where you will go to see your adjusted accumulated score. This is also where you will submit your completed form.

JOIN/REQUAL INSTRUCTIONS – This is where you can review/access detailed instructions.

MEDIA MEMBERSHIP POINTS TABLE – This is where you can review/access the points table.

MEDIA MEMBERSHIP FAQs – This is where you can review/access the FAQs which will be updated as required.

For each individual submission, you will be asked to select a Type of Submission, which include:

- Magazine
- Newspaper

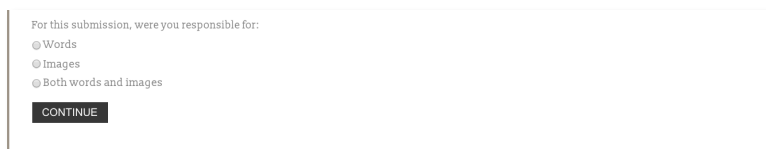
- Book
- Guide Book
- Radio
- TV
- Blog
- Vlog
- Podcast
- Social Content Creator – FOR BONUS POINTS ONLY

Note: If there is a Type of Submission not listed, please advise us. If applicable, we will add it immediately.

If you select one of the following Types:

- Magazine
- Newspaper
- Book
- Guide Book
- Blog

A drop-down menu will appear.



For this submission, were you responsible for:

- ☐ Words
- ☐ Images
- ☐ Both words and images



CONTINUE

You will also be asked to select:

- Words
- Photos
- Words and Photos

Please note that all fields are mandatory. Click on **CONTINUE**

It will take you to a page that will look something like this.

[MY TMAC PROFILE](#)
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Please select an item in the list.
[MEMBERSHIP](#)
[CHAPTERS](#)
[EVENTS](#)
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[SPONSORSHIP](#)
[Q](#)

Media Member Qualification Form – Work Product

Magazine

You are submitting an item of type *Magazine* towards your (re)qualification for TMAC Media membership.

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Or go [HERE](#) to your review and complete page.

WORK PRODUCT

[ADD](#)

[LIST SUBMISSION](#)

[REVIEW ADJUSTED SCORE, SUBMIT](#)

[JOIN INSTRUCTIONS](#)

[MEDIA MEMBERSHIP POINTS TABLE](#)

[MEDIA MEMBERSHIP FAQs](#)

Title of Submission *

Supplied as *

☐ URL

☐ File upload

Publication Title *

Date of Publication *

Year Month Day

If more than 24 months ago, it does not qualify.

Circulation *

- Select -

If circulation is <5,000, it does not qualify.

Word Count *

- Select -

If word count is <250, it does not qualify.

Photo Count *

- Select -

Annual Frequency *

- Select -

If published less than 4X annually, it does not qualify. Some exceptions apply.

Media Kit *

☐ URL

☐ PDF Attached

☐ N/A

This is where you enter the information required to score the submission. The scoring is done automatically based on the data entered.

Depending on the Type of Submission, you will be asked to provide some of the following information:

- Air Date (if MM/YY only, please add "1" for Day)
- Annual Frequency
- Audience (Listeners)
- Audience (Viewers)
- Broadcaster Name
- Circulation
- Date of Book Publication (if MM/YY only, please add "1" for Day)
- Date of Post (if MM/YY only, please add "1" for Day) BLOGS

- Date of Publication (if MM/YY only, please add "1" for Day)
- First Edition or Rerun/Reprint
- ISBN
- Length (Minutes)
- Media Kit *Note: We recognize that this may not always be possible. However, it is particularly helpful to substantiate circulation or UVMS for less known outlets. We will also be using Cision, Similar Web and Social Blade for verifications, if required.*
- Monthly Frequency *Note: This relates to the number of times anything is posted. The posts do not all have to be authored by TMAC member joining or re-qualifying.*
- Name, Title and E-mail for Your Contact
- Photo Count
- Press Run
- Publication Title
- Publisher
- Supplied as for Proof of Submission *Note: You have the option of supplying a PDF or URL. If supplying a PDF, please ensure that you create one PDF from multiple pages.*
- Title of Submission *Note: If no official Title exists, treat this field as a label you might use.*
- Unique Monthly Visitors/Viewers
- Was this produced in Canada?
- Word Count

You will also be asked to answer/provide the following:

- Were you compensated for this submission?
- Is this sponsored content?
- Name, Title and E-mail for Your Contact
- Do you agree to share this information for inclusion into TMAC Editorial Directory? *Note: Please ignore this question.*

Once you have completed the form, click **SUBMIT**.

Step 10: DEALING WITH ERROR MESSAGES FOR MISSING FIELDS

If your entries are incomplete, you will see a flagged warning that says:
 "Please fill out this field."

These will appear one field at a time. Complete the field and click **SUBMIT** again.

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Media Member Qualification Form – Work Product

Magazine

You are submitting an item of type *Magazine* towards your (re)qualification for TMAC Media membership.

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Or go [HERE](#) to your review and complete page.

Title of Submission *

Supplied as *

☐ URL ☒ File upload

Publication Title *

Please fill out this field.



WORK PRODUCT
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MEDIA MEMBERSHIP FAQs

Step 11: DEALING WITH ERROR MESSAGES FOR MINIMUM CRITERIA

If the entered data falls below the minimum criteria for that Type, a red box listing errors as well as the corresponding fields will be highlighted in red. An example of what you may see is below.

Be a TMAC sponsor. Check out opportunities here.

Media Member Qualification Form – Work Product

 If published less than 4X annually, it does not qualify. Some exceptions apply. 

- ✓ Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Or go [HERE](#) to your review and complete page.

Title of Submission *
The Water Carriers

Supplied as *

☒ URL
☐ File upload

Supplied URL *
<https://www.cbc.ca/radio/interactives/thesundayedition/the-water-carriers>
Provide a publicly accessible URL of your submission.

Publication Title *
CBC

Date of Publication *
2018 Sep 1
If more than 24 months ago, it does not qualify.

Circulation *
50,000+
If circulation is <5,000, it does not qualify.

Word Count *
2000+
If word count is <250, it does not qualify.

Photo Count *
0

Annual Frequency *
<4
If published less than 4X annually, it does not qualify. Some exceptions apply.

WORK PRODUCT

ADD

LIST SUBMISSION

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At this point, you may check and correct the entered data, or click on **PREVIOUS PAGE** and **SUBMIT** a new entry from scratch.

Step 12 – SUBMIT ENTRY

When you click on **SUBMIT**, and receive no ERROR MESSEGES, you will be taken back to this page to enter your next submission.



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Please select an item in the list.
SHIP
CHAPTERS
EVENTS
NEWS
AWARDS
SPONSORSHIP

Media Member Qualification Form – Work Product

Magazine

You are submitting an item of type *Magazine* towards your (re)qualification for TMAC Media membership.

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Or go [HERE](#) to your review and complete page.

WORK PRODUCT
ADD
LIST SUBMISSION
REVIEW ADJUSTED SCORE, SUBMIT
JOIN INSTRUCTIONS
MEDIA MEMBERSHIP POINTS TABLE
MEDIA MEMBERSHIP FAQs

Title of Submission *

Supplied as *
☐ URL
☐ File upload

Publication Title *

Date of Publication *
Year Month Day

If more than 24 months ago, it does not qualify.

Circulation *

If circulation is <5,000, it does not qualify.

Word Count *

If word count is <250, it does not qualify.

Photo Count *

Annual Frequency *

If published less than 4X annually, it does not qualify. Some exceptions apply.

Media Kit *
☐ URL
☐ PDF Attached
☐ N/A

From here, you have the option of:

ADDING WORK PRODUCT

LISTING WORK PRODUCT SUBMISSIONS

REVIEWING ADJUSTED SCORE AND/OR SUBMITTING

When you click on **LIST SUBMISSIONS**, it will take you to this page.

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Media Membership Re-qualification - Work Product

This is a listing of your current work product submissions. Note that the "Submission Score" listed here is the unadjusted score. This is not the same as the final score that will count towards your re-qualification. The final re-qualification score is calculated with these two rules:

1. No submission score total should contribute more than 10 points towards re-qualification. All submission scores >10 are assigned a requalification score of 10. Exception: Books and Guidebooks.
2. Sponsored or Paid Content contributes only 25% of the submission score to the requalification score.

Title of Submission	Type of Submission	Submission Score	Is this sponsored content?	Submitted	Operations
The Water Carriers	Magazine	10	No	2019 Mar 9 - 4:55pm	view edit

WORK PRODUCT

ADD

LIST SUBMISSION

REVIEW ADJUSTED SCORE, SUBMIT

JOIN INSTRUCTIONS

MEDIA MEMBERSHIP POINTS TABLE


MEDIA MEMBERSHIP FAQs


From here, you can view and edit your submissions.




Note: The Submission Score displayed here is the unadjusted score. To view Adjusted Score, click on **REVIEW ADJUSTED SCORE**, based on the following.

- No submission score total should contribute more than 10 points towards re-qualification. All submission scores >10 are assigned a requalification score of 10. Exception: Books and Guidebooks.
- Sponsored Content contributes only 25% of the submission score to the requalification score.

Step 13 – SOCIAL PLATFORMS FOR BONUS POINTS

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Media Member Qualification Form – Work Product

Social Content Creator

You are submitting an item of type *Social Content Creator* towards your (re)qualification for TMAC Media membership.

- Submit this form with as many examples of your work as necessary.
- You can view and edit your previous submissions [HERE](#).
- Or go [HERE](#) to your review and complete page.

Social Channel *

- Select -

Please provide a short title below for this channel.

Title of Submission *

Channel URL *

Monthly Frequency (Social Media/Blog) *

- Select -

If <3, this does not qualify.

CONTACT FOR THIS SUBMISSION

You must provide first, last and email address.

☐ I am the contact for this submission

First Name *

Last Name *

Title *

Email Address *

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SUBMIT

WORK PRODUCT

ADD

LIST SUBMISSION

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MEDIA MEMBERSHIP POINTS TABLE

MEDIA MEMBERSHIP FAQs

Select platform from pull-down menu.

For Facebook, Instagram and Twitter, you will be asked for:

- Title of Submission. Please provide a short title for this channel:
- Channel URL
- Audience (Followers/Fans)
- Monthly Frequency of Posts
-

For YouTube, you will be asked for:

- Title of Submission. Please provide a short title for this channel:
- Channel URL
- Audience (Subscribers)
- Monthly Frequency of Posts

Once completed, click on **SUBMIT**

STEP 14 – SUBMIT YOUR FORM

CLICK on **REVIEW YOUR ADJUSTED SCORE/SUBMIT** in black box.

The screenshot shows the TMAC website's 'Media Member Qualification Form – Complete' page. At the top, a red banner says 'Thank you to our 2018 sponsors!' next to the Ontario Parks 125 Years logo. The TMAC logo and navigation menu are visible. A green message box states: 'When your submitted work and volunteer entries have accumulated enough points, you can complete your requalification process by submitting the button below. Once you hit SUBMIT, no further changes can be made.' Below this is a contact form with fields for First Name (Mathilda), Last Name (Schwartz), and Email. To the right is a black sidebar menu with options: WORK PRODUCT, ADD, LIST SUBMISSION, REVIEW ADJUSTED SCORE, SUBMIT, JOIN INSTRUCTIONS, MEDIA MEMBERSHIP POINTS TABLE, and MEDIA MEMBERSHIP FAQs. At the bottom, a score summary shows: Score: 85 (with a note 'This score is calculated based on your work submissions HERE'), Bonus: 0 (with a note 'This score is calculated based on your volunteer submissions HERE'), and Total: 85. A black SUBMIT button is at the bottom left.

Here is where you see the final list of your submissions and your scores.
The Score is the adjusted score based on the criteria for all Submission Types.
Adjustments have been made based on:

- Maximum Values Allowed



- Sponsored Content

The Bonus score is based on your Social Channels.

Once you are 100% happy with your submissions, please click on **SUBMIT**.