TMAC SCORING CRITERIA / MATRIX

EMERGING AND BROADCAST MEDIA - Stories 10-Minutes in Length

The criteria for this category is based on criteria that has been utilized in other international broadcast and emerging media competitions, and is intended to be inclusive of a broad range of media, taking into account both story and the technical presentation of that story.

Media eligible in this category include:

- films and video
- audio storytelling (ie. radio, podcasts, audio guides / books)
- digital / transmedia games

- immersive media
- travel apps
- interactive stories

All entries in this category should be over 10-minutes and under in length. It is assumed that all entries will have a travel / culture connection or will be deemed ineligible.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	10
Execution	Attention has been paid to the technical aspects of production, inclusive of writing structure, lighting, sound, graphic imagery, experiential design, and user experience; media dependent.	10
Substance	Details, facts and recommendations are presented in a way that's engaging and enticing for the audience. Information shared adds value to the story and / or for the audience.	10
Style	Tone, style and structure is appropriate for the medium and intended audience. The storyteller's experience with the subject matter shines through. The storyteller's tone, personality and perspective is evident (if appropriate to the mode of media) and enhances the content.	10
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?	10
TOTAL SCORE		**50**