

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria Category:
Communications Planning

STRATEGY – 1-5 points for each item, maximum 20 points

1. The goals were researched and identified.
2. Objectives were measurable and appropriate to the organization's needs.
3. Strategies and tactics used support the goals of the plan.
4. Are the target audiences researched and identified.

IMPLEMENTATION AND EVALUATION – 1-5 points for each item, maximum 15 points

1. Evaluate the methods and vehicles of implementation.
2. Evaluate the methods for measuring success.
3. The program met its objectives.

OVERALL PROGRAM – 1-5 points for each item, maximum 10 points

1. Evaluate the benefit of the communication plan to the organization.
2. Rate your overall impression of the plan.