

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Video – Best Use of Humor

RESULTS/EFFECTIVENESS – 1-5 points for each item, maximum 15 points

1. Extent to which program meets its objectives.
2. The content and production value is well organized and has a logical, understandable flow.
3. Does the use of humor advance the program's objectives?

CREATIVITY – 1-5 points for each item, maximum 15 points

1. Does the use of humor enhance the message and hold viewer's attention.
2. Music, graphics, set-design and/or special effects are used effectively.
3. The degree to which the director integrates all of the program elements to achieve the stated objectives.

PROGRAM ELEMENTS – 1-5 points for each item, maximum 20 points

1. Is the humor appropriate and effective?
2. To what degree was the camera work and picture composition effective?
3. To what degree did talent (on/off camera, professional, nonprofessional) contribute to the program?
4. Rate your overall impression of the video.