

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Best Media Relations

**STRATEGY** – 1-5 points for each item, maximum 15 points

1. To what extent was research conducted?
2. To what degree are objectives quantifiable and the message clear?
3. Evaluate the appropriateness of techniques used.

**CREATIVITY** – 1-5 points for each item, maximum 10 points

1. The message is creatively presented to engage the intended audience
2. Use of creative materials or activity to engage the media.

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

1. Evaluate the methods and vehicles of implementation.
2. To what extent does the writing/communications contribute to the effectiveness?
3. Did the program meet its objectives.

**OVERALL PROGRAM** – 1-5 points for each item, maximum 15 points

1. Evaluate the benefit of the media relations effort to the organization.
2. How well does the medium chosen reflect the best possible image for the jurisdiction?
3. Rate your overall impression of the entry.