

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Internal Communications

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

1. The content is clear, understandable and grammatically correct.
2. The content is appropriate and attention getting for the intended audience.
3. The content is accessible to the intended audience and is timely, interesting and informative.

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

1. The message is creatively presented.
2. To what extent is there creative use of color, design or photography?

**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. The program met its objectives.

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

1. Evaluate the benefit of the effort to the organization.
2. Rate your overall impression of the campaign/plan.