

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Print – External Newsletter or Magazine

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

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

APPROPRIATE DESIGN and TYPOGRAPHY – 1-5 points for each item, maximum 15 points

1. The layout and design is attractive and appropriate for the intended audience.
2. The design supports the text.
3. Is the use of color effective.

PHOTOS/ILLUSTRATIONS – 1-5 points for each item, maximum 10 points

1. Photos are used to assist in telling stories, are reproduced well, and have outlines.
2. Illustrations, design and artwork are effective and appropriate..

OVERALL IMPRESSIONS AND RESULTS –Maximum 5 points

1. Rate your overall impression of the publication.