

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Print – Flyers, Posters

STRATEGY – 1-5 points for each item, maximum 10 points

1. The message was clearly conveyed.
2. Target audiences were identified and the content was appropriately designed.

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

1. The message was creatively presented.
2. The campaign/event/activity/item used stands out for its originality or uniqueness.

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

1. Evaluate the methods and vehicles of distribution.
2. To what extent does the promotion relate to the program being publicized?
3. How likely are members of the target audience to retain or remember the activity?

OVERALL PROGRAM –Maximum 15 points

1. Evaluate the benefit of the creative exercise to the organization or program.
2. The creative exercise reflects the best possible image for the jurisdiction or program.
3. Your overall impression of the content