

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Technological Services – Electronic Newsletter or Magazine

EDITORIAL EXCELLENCE – 1-5 points for each item, maximum 20 points

1. The writing is clear, understandable and grammatically correct.
2. Interactive content was added to enhance the entry.
3. Text is timely, interesting and informative.
4. The newsletter conveys information that encourages communication with that organization (contact information, mailing addresses, phone numbers, e-mail addresses, etc.)

DESIGN/NAVIGATION – 1-5 points for each item, maximum 20 points

1. To what degree is the newsletter aesthetically pleasing? The page demonstrates an attractive use of graphics, color, and page layout. Background coordinates with text colors and graphics. Animation, graphics (if any) are justifiable.
2. The design supports the text.
3. The technological aspects of the newsletter's design make it easy to navigate, links work, it is "user friendly."
4. The message is creatively presented and holds attention.

OVERALL IMPRESSIONS AND RESULTS – 1-5 points for each item, maximum 5 points

1. Your overall impression of the publication.