

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Video – Public Service Announcement (Marketing)

RESULTS/EFFECTIVENESS – 1-5 points for each item, maximum 15 points

1. Extent to which program meets its objectives.
2. The content and production value is well organized and has a logical, understandable flow.
3. To what degree is the treatment of the subject matter effective?

CREATIVITY – 1-5 points for each item, maximum 15 points

1. The message is creatively presented and holds viewer's attention.
2. Music, graphics, set-design and/or special effects are used effectively.
3. The degree to which the director integrates all of the program elements to achieve the stated objectives.

PROGRAM ELEMENTS – 1-5 points for each item, maximum 20 points

1. To what degree was the camera work and picture composition effective?
2. Was the audio (music, sound effects, narration) effective? Was there distortion? Was there clarity and good balance between sources?
3. To what degree did talent (on/off camera, professional, nonprofessional) contribute to the program?
4. Rate your overall impression of the video.