

TAMI Award Judging Criteria

Each category (other than Best Small Shop) has a maximum score of 25 points.

Judging criteria and points that apply to all categories and are worth a maximum 5 points each:

- **Goals and Objectives:** Did the entry clearly state the goals and objectives for the project, including any specific target audiences?
- **Results and Outcomes:** Did the project/production achieve the desired goals and objectives?
- **Overall Impression:** Your overall impression of this project/production - consider its creativity, effectiveness and value to the organization.

In addition, each judge rates an entry based on its production quality. This question is worth a maximum 10 points and is category specific in its criteria:

- **Publications:**
 - Is the writing/messaging clear, understandable and grammatically correct?
 - Is the content effective for the desired audience?
 - Is the layout and design attractive and appropriate for the intended audience?
 - Is the use of photos, graphics and/or artwork effective?
- **Video:**
 - Is the message creative and effective?
 - Are music/audio, graphics, and/or special effects used effectively?
 - Is the camera work/picture composition appropriate and effective?
 - Rate your overall assessment of the technical production and content.
- **Social Media:**
 - Is the message creative and effective?
 - Does the entry stand out for its creativity and originality?
 - Is the content engaging for the intended audience?
 - Evaluate the effectiveness of the strategies/tactics associated with the entry.
- **Communication Planning:**
 - Were the plan objectives measurable and appropriate to the organization's needs?
 - Do the strategies and tactics support the goals of the plan?
 - Are the target audiences researched and identified?
 - Evaluate the methods for measuring success.
- **Crisis Communications:**
 - Were the plan objectives and goals clearly outlined and appropriate to the organization's needs?
 - Is the content appropriate, timely and compelling for the intended audience?
 - Is the content accessible to the intended audience?
 - Evaluate the effectiveness of the strategies/tactics associated with the entry.
- **Internal Communications:**
 - Is the content clear, understandable and grammatically correct?
 - Is the content appropriate, timely and compelling for the intended audience?
 - Is the content accessible to the intended audience?

- Evaluate the creativity of the entry's design or production elements.
- Marketing and Innovation:
 - Does the entry stand out for its creativity and originality?
 - How likely are members of the target audience to retain/remember the key message(s)?
 - Evaluate the effectiveness of the strategies/tactics associated with the entry.
- Media Relations:
 - Is the message creatively presented to engage the intended audience?
 - Evaluate the use of creative materials/activity to engage the media.
 - Evaluate the contribution of writing/communications tools to the effectiveness of the entry.
- Photography:
 - Does the photograph(s) effectively use composition, color, contrast and/or light to inspire a target audience?
 - Does the photograph(s) convey the desired message/story?
 - Does the use of this photography increase the likelihood members of the target audience will respond in the desired manner?
- Special Events:
 - Evaluate promotional messaging for the event.
 - Evaluate methods/channels used to promote/market the event.
 - Was the event compelling to the desired audience?
 - Was the event content consistent with the promotional message?
- Websites:
 - Is the messaging clear, understandable and grammatically correct?
 - Is the entry appropriately interactive/responsive?
 - Does the entry effectively use color, graphics, animation, etc.?
 - Is the entry user-friendly with working links/functionality?
 - Is the design appropriate for the message/intended audience?

For Best Small Shop award submissions, each of the four projects will be judged according to the entries' specific category production questions, for a maximum score of 100 points.