



TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS



CONTEST PROCEDURES

Eligibility — Both TAMIO members and non-members are eligible to submit entries. Entries may be submitted by any city or county government or division, or any government support agency involved in providing local services (for example, transportation authorities, public utilities, and regional councils of government). **Entries produced on or after January 1, 2008, are eligible for submission.** Current TAMIO members are eligible for the member rate for entry fees.

Judging Process/Criteria — Judging will be conducted by non-member communications professionals from throughout the state. Entries will be rated on content, creativity, and technical quality. Judges have the right to disqualify any entry that does not comply with these guidelines. Judging will not be conducted on any unpaid entries. A copy of the judging comments can be requested with the submittal of a No. 10 self-addressed, stamped envelope with each entry. Judging sheets will be mailed after the awards luncheon.

Notification of Finalists — Finalists will be notified via e-mail the week of **May 14**. Award entries will be divided into two divisions based on city population if sufficient entries are received in a specific category to warrant multiple awards.

Awards Presentation — The winners of the TAMI Awards will be announced **Friday** during a luncheon at the 2010 TAMIO Annual Conference in San Marcos. Finalists will be asked to confirm their attendance at the luncheon. Those not attending the TAMIO Annual Conference can purchase individual lunch tickets for the awards presentation. Award winners not able to attend the luncheon must arrange for shipping of the award at their expense.

Return of Entries — All entries will be displayed during the TAMIO Annual Conference. They will not be returned to specific entrants. All displayed entries may be taken upon completion of the annual conference by any attendee.



ENTRY INFORMATION

- The entry form is available online at www.texasamio.org. It can be copied for multiple entries.
- Submit a typewritten summary of the entry in two pages or less. This summary must describe results or outcome achieved through the development of this project or materials, the project budget, and the role of outside resources and marketing professionals in the project.
- Web site entries must include the Web address and sample printed pages.
- Electronic newsletter entries must include a CD and sample printed pages of at least three issues. Include the Web address if it is accessible through the Internet.
- Video entries must be provided on DVD. Please include the total running time with each video entry. DVDs that cannot be viewed will be disqualified from the competition. Total budget must be included as part of the summary.
- Marketing categories can include actual samples or photographs of the promotional items. The total budget must be included as part of the summary.
- News release entries must include at least three samples.
- Entries can include supporting materials, such as resident feedback, survey results, and other items that may be useful during the judging process. Supporting materials are not required as part of the entry.
- Multiple entries are accepted in one category; however, only one of the entries can qualify for an award.
- Each entry must include a 50-75 word, brief description of the entry to be included in the *TAMI Awards Guidebook*. Please e-mail a copy to **Shannon Gowan** at sgowan@ci.temple.tx.us. The *TAMI Awards Guidebook* will be posted online after the conference at www.texasamio.org.

Each entry must be accompanied by the following:

- Two copies of the Entry Form
- Two copies of the entry itself (publication, DVD, etc.)
- Two copies of the Summary (maximum two pages describing the entry)
- Two copies of supporting materials (if applicable)
- Two copies of a brief, 50-75 word description for the *TAMI Awards Guidebook* (also must be e-mailed)
- Entry fee (If paying by credit card, please download the credit card payment form from the TAMIO Web site at www.texasamio.org.)



COST

\$55 per entry for TAMIO members and \$75 per entry for non-members.

Join TAMIO for \$65 and get one free award entry. Additional entries would be at the member rate. An application form is available at www.texastamio.org. Please submit your application form and payment with your award entries.

Payment must accompany the entry. A single business or personal check covering all entry fees from a single organization or entrant is acceptable, provided all entries are delivered simultaneously. Checks should be made payable to TAMIO.

Credit cards are accepted. However, we would like to protect your information. Visit www.texastamio.org to download a credit card purchase form, one copy of which must be included with your entries.



DEADLINE

Entries are DUE by 5:00 p.m. on Wednesday, April 7, 2010. No extensions will be given. Payment must accompany the entry, or the entry will NOT be considered for competition. No exceptions.

Mail or ship entries to the contest coordinator:

Shannon Gowan
Director of Communications
City of Temple
2 N. Main Street, Suite 306
Temple, TX 76501-7649

E-mail description for the *TAMI Awards Guidebook* to:
sgowan@ci.temple.tx.us

For more information, call or e-mail:
Shannon Gowan
City of Temple
254-298-5602
sgowan@ci.temple.tx.us



AWARD CATEGORIES

I. **Print** (five categories)

- a. **External Newsletter** — A regularly produced newsletter or magazine distributed to residents, businesses, or other groups of external customers (submit two different issues)
- b. **Internal Newsletter** — A regularly produced newsletter or magazine distributed internally to employees of the entire organization or a specific department (submit two different issues)
- c. **Annual Report** — A printed material used as an official year-end summary for the governing body
- d. **Special Publication** — A printed material not fitting into other categories, including but not limited to brochures and recreation catalogs
- e. **Calendar** — A printed calendar piece produced annually

II. **Cable** (four categories)

- a. **Public Service Announcement** — A public service announcement of any length that is locally produced and used to inform cable viewers on a specific topic
- b. **Regular or Recurring Program** — A locally produced program broadcast according to a repeating schedule on a government cable channel
- c. **Special or One-Time Program** — A special or one-time locally produced program broadcast on a government cable channel
- d. **Bulletin Board** — Design, content, and “watchability” of a governing body’s bulletin boards material



AWARD CATEGORIES (CONTINUED)

III. Technological Services (three categories)

- a. **Electronic Newsletter** — A regularly produced electronic newsletter or magazine distributed to either internal or external customers (submit two different issues)
- b. **Web Site** — The official Internet site for the governing body or department/division of the governing body
- c. **Web Home Page** — The proficiency of design and content, ease of navigation, and overall interactivity of a governing body's Web site home page

IV. Marketing (two categories)

- a. **Plan or Campaign** — A coordinated campaign intended to promote a specific program, event, or other local government function
- b. **Most Creative with Least Dollars** — In times of lean budgets, this category is designed to recognize programs and materials that generate the biggest impact with the fewest resources expended

V. Media Relations (one category)

- a. **News Releases** — Written for the news media to generate information about a specific news event or occurrence

VI. Special Events (one category)

- a. **Best Special Event** — One-time or recurring event that accomplishes a set of goals established for that event

VII. The Cheryl A. Soward Communicator of the Year

Designed to honor the best and the brightest in the field of government communications, the Cheryl A. Soward Communicator of the Year Award is awarded to a government communication or other city management professional, citizen, and/or news media outlet that have excelled in the promotion or coverage of local governments, whether it be a single issue or a series of stories covering an ongoing issue or aspect of a particular jurisdiction. Members are encouraged to invite letters of application from their own administration, from media outlets, civic leaders, or anyone else who may be a stakeholder or have a perspective on the issue at hand. Letters of application should include pertinent details and timeframes. Selected finalists will be asked to prepare more extensive material, including collateral clips, video, Web page captures, and anything else that supports the application. **The application deadline for the Cheryl A. Soward Award is April 30, 2010.** Letters of application should be addressed to the TAMIO immediate past president:

Barbara Brescian

Director of Communications

1522 Texas Parkway

Missouri City, TX 77489-2170

A committee appointed by the immediate past president will make the final selection of the award recipient, who will be notified in advance of the conference.



A former television reporter and anchor, Cheryl A. Soward was named the director of public information for the City of Corpus Christi in 2002. In a relatively short municipal government career, she amassed a wealth of expertise through membership and participation in TAMIO and 3CMA. Cheryl was a member of the TAMIO Board of Directors when she lost her battle with leukemia in 2006. The Cheryl A. Soward Communicator of the Year was created to remember and honor Cheryl's life and career and to encourage the level of participation, education, networking, and enthusiasm for her profession that she brought to her membership in TAMIO.



2010 TAMI AWARDS ENTRY FORM

I have read and agree to abide by the rules of the competition as administered by TAMIO.

Entrant Signature _____

Mail or ship entries to the entries coordinator:

Shannon Gowan
Director of Communications
City of Temple
2 N. Main Street, Suite 306
Temple, TX 76501-7649

Entries are DUE by 5:00 p.m. on Wednesday, April 7, 2010. No extensions will be given. Entries after this date, or without accompanying payment, will not be considered for competition. No exceptions.

Title of Entry _____

Entrant's Name _____

Organization _____

Population _____

Phone _____ Fax _____

E-mail _____

Address _____

City _____ Zip _____

TAMIO member: Yes No

I am joining TAMIO and have enclosed my application form and check with my award entries.

Award category (Please use one form for each entry; additional forms can be photocopied or downloaded from www.texastamio.org.)

Print

External Newsletter Annual Report Calendar Internal Newsletter Special Publication

Cable

Public Service Announcement Special or One-Time Program Regular or Recurring Program Video Text Boards

Technological Services

Web Site Electronic Newsletter Web Home Page

Marketing

Plan or Campaign Most Creative with Least Dollars

Media Relations

News Releases

Special Events

Best Special Event Percent of Entry Produced: _____% In-house _____% Outside

Provide two copies of the following:

- Entry Form
- Entry
- Summary
- Supporting Materials (if applicable)
- Brief Description for the *TAMI Awards Guidebook* (also e-mail as directed)

Payment

Entries must be accompanied by a check or money order payable to TAMIO in the amount of:

\$55 per entry for TAMIO members
Join TAMIO for \$65 and get one free award entry.
\$75 per entry for non-members

Total Number Entries	_____
Join TAMIO	\$ _____
Total Amount Enclosed	\$ _____

Credit Card Payment

Visa and MasterCard are accepted. In an effort to protect your credit card information, please download a credit card payment form at www.texastamio.org.