



# MEDIA AWARDS EVALUATION CRITERIA

The TCCE Media Contest is a statewide competition identifying and recognizing excellent work in the areas of chamber marketing and media efforts. A panel of experts in the respective fields judge Media Contest entries in each category and provide feedback (when appropriate) based on the following criterion. The chamber may want to also use these as a reference as the description is being completed on each application.

## **Brochures**

(One-Pagers, direct mailing pieces, etc.)

Judges will provide their overall impression of the brochures submitted by the chamber. Judges will examine the purpose of the brochure, its content and writing, visual elements (design), as well as branding and whether the piece achieves its purpose.

## **Directories/Community Profiles**

Judges will provide their overall impression of directories, magazines, or community profiles submitted by the chamber. Judges will examine whether or not the publications is reflective of the chamber or community. They will further review overall layout/design, editorial and photo content, overall publication objective and whether it is met.

## **Maps** (Community maps.)

Judges will provide their overall impression of maps submitted by the chamber. They will specifically evaluate ease of use, layout/design, and editorial features of the publication.

## **Marketing Campaigns**

(Media mix pertaining to promotion of the Chamber itself or a specific Chamber event or activity.)

Judges will provide their overall impression of marketing campaigns submitted by the chamber. They will specifically identify whether the campaign captures the “voice” of the chamber, community or specific project it represents. They will also review the media used, the call to action, and cohesiveness of the overall project.

## **Newsletters/Newspapers (Printed or Electronic)**

(Monthly newsletters, tabloids, inserts, booklets, etc.)

Judges will provide their overall impression of electronic or print versions of newsletters/newspapers submitted by the chamber. They specifically evaluate whether there is a balance of information about the chamber, events, business/members, etc. Judges will critique layout, editorial/writing, photography and other general characteristics of publications.

## **Social Media Marketing**

(Social networking/promotion platforms, Facebook, LinkedIn, mobile phone apps, etc.)

Judges will provide their overall impression of the use of social media by the chamber. Judges will look specifically at areas including how the chamber furthers its brand through social media, overall content, engagement by members/target audience, innovation in posts and creativity, as well as the overall use of social media by the chamber (i.e. are multiple tools in use, is there a singular focus, etc.).

## **Websites**

Judges will provide their overall impression of the chamber website; specifically at areas including overall structure/navigation, ease of use, use of branding and advancing the mission of the chamber.

Judges will also critique content and visuals. They will also judge how the site motivates the user to action, if it is up-to-date and whether it incorporates any innovative or unique features.  
application.