



# 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 (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.

# Judging Criteria for 2019 TCCE Media Awards

Below are the scoring rubrics used by judge's to score TCCE member entries in the seven divisions:

## Brochures

How well does the brochure communicate the Chamber's objective?	
Is the type size/font appropriate and easy to read and follow? (Color and type)	
Does it include imagery to support content?	
Does the brochure's material and size appear to be user-friendly? (to carry, hand out, etc.)	
Does the brochure stand out and capture your interest? Is it a standard size for stand rack?	
Is the Chamber's contact information available and easy to find?	
Does the brochure motivate you to action? (Join, register for events, etc.)	
Does the brochure offer opportunity for advertising?	
Does the brochure have any innovative features? (Fold feature, layout, etc.)	
Is the brochure design cohesive with other Chamber publications? (use of color, logo, fonts, etc.)	

## Directories/Community Profiles

How well does the publication communicate the Chamber's mission/objectives?	
Are font sizes/types appropriate and reader-friendly? (color and type)	
Does the cover capture your interest?	
Does the publication include an index?	
Does it include imagery to support content?	
Is the Chamber's contact information available and easy to find?	
Does it offer opportunity for member advertising?	
Is the design cohesive with other Chamber publications?	
Does the Chamber offer an online version? Does it have links to events, sites, etc.?	
Does the publication showcase some of the Chamber's members?	

## Maps

How well does the map capture the Chamber's culture/image?	
Is the legend easy to find and easy to read?	
Are the colors/fonts/sizes user-friendly?	
Is the map also available electronically/online?	
Is the Chamber logo prominently displayed?	
Is their narrative/text describing the area and is it well written?	
Are there photos that highlight the community well?	
Is the advertising laid out to enhance the map area?	
Does the map include any innovative features?	
Judge's overall impression of the product	

## Marketing Campaigns

Visually/Graphically does the marketing campaign meet its objectives?	
Did the campaign effectively use multiple media? (e.g. flyers, e-mails, facebook)	
Was the copy well effective, appropriate and meet the campaign objective?	
Were the various pieces cohesive?	
Is contact info included in most of their marketing pieces and noticeable?	
Is the logo prominently displayed in all pieces?	
If there were sponsors, are sponsors clearly recognized?	
Overall is the campaign cohesive?	
Does the marketing campaign clearly communicate with their main audience?	
How innovative were the pieces used during the marketing campaign?	
Judge's overall impression of the campaign	

## Newsletters

How well does the newsletter communicate Chamber goals or activities?	
Is there a balance of info about events, member businesses, the chamber working for you?	
Is the font used appropriate and easy to read? (Color, type and flow)	
Does the cover capture your interest? Is it also featured on the Chamber's website?	
Does it include imagery to support content? Are hyperlinks included for the online version?	
Does the newsletter/newspaper display the Chamber's contact information?	
Does the newsletter have a call to action?	
Does it inspire the reader to follow through with the action?	
Does the newsletter/newspaper offer opportunity for advertising or to showcase members?	
Does the Chamber offer the online version of the newsletter/newspaper?	

## Social Media Marketing

How well does the social media outlet communicate the Chamber's mission/goals?	
Does it promote marketing from other chamber media? (e.g. Likes, Shares)	
Is the content engaging?	
Does it motivate you to get involved with the chamber?	
Is the Chamber engaging with its followers/members?	
Is posting activity on a consistent basis?	
Does content have a broad appeal or is it directed to a single segment?	
Is video or animation utilized?	
Do posts link back to the chamber's main website?	
Judge's overall impression of the social media	

# Websites

Does the website communicate the overall objectives of the Chamber?	
Does the website motivate you to action? (Join now, register for event, etc)	
Does the site include e-communication? (Membership application, online payments, etc.)	
Are the fonts appropriate, easy to read and enhance the look of the website?	
Is the site easy to navigate? Does the home page capture your interest?	
Do articles feed to social media? Are videos embedded?	
Is the website mobile-optimized, responsive to different device sizes?	
Are there advertising opportunities on website? (for member promotions, non dues revenue)	
Is the site up-to-date?	
Does the website have any innovative features?	

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