



The Texas Association of Museums Media Innovation & Excellence Awards or TAMMIES for short, are designed to showcase museums that are doing innovative things with media and technology. We want to see how your museums are incorporating technology into exhibits and programs; how you are using technology to reach virtual audiences outside of the traditional museum space; and how you are using social media to engage with audiences in innovative ways. A separate student category will highlight the important work being done by college students in our Texas museums.

Winning projects are chosen by a jury of media and technology experts and the awards will be presented at the Texas Association of Museums upcoming annual meeting. Each category is eligible for either Gold, Silver, Bronze, or Honorable mention depending on the number of entries in each category.

Winners will receive recognition at the Annual Meeting, on the TAM Newsletter, and on the TAM website.

## 1. How to Enter, Policies, Eligibility, and Fees

TAMMIES: How to Enter

**Submit an online entry form for each project.**

The limit is 5, but please consult our policies, included below, before entering.

You will receive a confirmation email upon completion of each submission. If you are an external producer, such as a graphic designer, exhibit designer, or PR firm outside of museum staff and submitting a project on behalf of a Museum, notify the Museum that you are submitting to the TAMMIES.

Here are the steps to follow for submission:

- Submit detailed information using our online entry form.
- Make your payment via the online entry form and then a confirmation email will be sent.

NOTE: All media for the virtual, in-museum, social media, and student categories must be uploaded using our online entry form or viewable via a URL referenced in your entry.

### Policies

- There is a limit of 5 (five) entries submitted by the same organization (Museum or independent producer). Note: Submissions from producers on behalf of a Museums count toward the total number of submissions from an institution allows for five digital entries.
- There can be no more than 3 (three) entries by the same institution in the same category. Note: Submissions from producers on behalf of a Museums count toward the total number of submissions from an institution.
- An entry can ONLY be submitted to 1 (one) category.
- There is a one year time limit (January - December 2025) for entries submitted.
- By entering the TAMMIES awards competition, submitters are granting permission for the Texas Association of Museums to use promotional images or excerpts from the submissions provided by the entrants to showcase entries on TAM's website, TAM Newsletter, social media, Professional Development programs and for archival purposes.
- The competition is not responsible for incomplete submissions.
- You are required to be a TAM institutional member museum to submit.

### Eligibility

TAM institutional member museums are eligible to submit. Productions made by independent or commercial producers on behalf of a TAM institutional member museum may also be submitted.

## **Fees**

The entry fee for the TAMMIES awards is \$30 per submission. This fee covers the awards and technology used to facilitate the submission and review process. No individuals are compensated for their participation. At the end of the entry submission process, you will be able to pay by credit card or check. Please verify the number of your entries.

## **2. Categories and Criteria**

The Texas Association of Museums Media Innovation & Excellence Awards (TAMMIES)

The TAMMIEs will recognize institutions for excellence in digital and printed communications. Museums engage with their audiences in a variety of ways including catalogs, invitations, videos, digital, mobile technologies, online exhibitions, and social media. The TAMMIEs recognize this evolving media landscape and encourage best practices and innovation in the field.

### **Three media and technology categories and a student category (4 total categories)**

#### **1. In-Museum Experiences**

This category recognizes a museum's use of technology in the museum to educate audiences, through innovative, multimedia exhibit installations, educational material, or web/mobile based museum tours.

##### **For example:**

- audio tour (mobile app, mobile website)
- location-based services (navigation tool such as QR codes, bluetooth beacons, wifi, indoor gps)
- interactive kiosks
- video installation
- Other in-museum tools

#### **2. Social Media Campaigns**

This category recognizes museums that are exploring new social media outlets and adapting to the needs and tastes of changing audiences. These museums are innovative in their approach and take full advantage of the technology available. Submissions will be artifacts from a social media campaign such as screen shots, photos, and URLs.

##### **For example:**

- Twitter
- Facebook
- Instagram
- Tumblr
- Flickr
- Tik Tok
- Snapchat
- Other social media tools

#### **3. Virtual Experiences**

This category recognizes a museum's use of technology outside of the museum to educate audiences. Projects should demonstrate effective use of multiple media formats, innovative ways of complementing physical exhibitions or providing surrogates for physical experiences in online only exhibitions.

##### **For example:**

- microsite
- online collection
- image database
- digital exhibition
- Podcast
- Blog
- virtual or augmented reality
- Live-stream video or archived video
- other online tools

**\*\* Criteria for above three categories: How was it innovative and Why was it successful**

## Criteria

To enter the TAMMIES Award competition, you must fill out an entry form online. Completing this form with as much detail as possible will help the judges evaluate your project properly.

TAMMIES Award categories are based on the primary purpose of the project, regardless of the media in which it is executed. Although your entry might fit into more than one category, select **ONLY** one category that best reflects the reason your Museum created the project.

## 3. Judging Entries and Winner Notification

### How Entries are Judged

Jury committees are composed of Museum, higher education, and media professionals with expertise in media and technology programming, production and subject content. Persons having a personal or professional association with an entry may not serve on a jury judging that category.

If you would like helpful feedback from the jury that reviewed your project, please contact [admin@texasmuseums.org](mailto:admin@texasmuseums.org) and we will try to accommodate you. Please note: Jury Chairs will only be able to respond to requests for comments after the awards.

### How Winners are Notified

Entrants will be notified of their awards status via e-mail.

Winners in each category receive either a Gold, Silver, Bronze or Honorable Mention award. All awards will be presented and featured at the TAM Annual Meeting. Winning entries are publicized on the TAM website and in the TAM Newsletter.

### Winning Entries

Winners will be contacted once all judging has been finalized and information processed by the Awards Committee chairs. Winners will not know what specific level of award they have won until the TAMMIES Awards reception. At that time the Gold, Silver, Bronze and Honorable Mention winners (if applicable) will be announced for each category and a representative will be asked to accept the award.

If you receive an email that you have won an award, within one week's time you are required to:

- Confirm receipt of the award acknowledgement
- Notify us that there will be a representative to claim the award at the Annual Meeting

Note: If you have multiple winners please send a separate response for each, do not combine.

Questions? [admin@texasmuseums.org](mailto:admin@texasmuseums.org)