

2024 TAMIO Awards

City Council Meeting - June 18, 2024

Linda Klepper | Director of Public Affairs



Schertz Magazine – External Magazine

TAMI Award (1st Place)

Judges Comment: “I was extremely impressed with both the award entry and the magazine itself. From the gorgeous photography to the engaging layout and useful information, this magazine is an incredible resource for the Schertz community.”

2024 State of the City



Educational PSA - TAMM Award (1st Place)

Judges Comment: “It’s not easy to use actual employees for a clearly communicated, smooth flowing, and entertaining video that isn’t cringy, but this one delivered. This was a fun video. I have seen a few carpool karaoke outreach videos, but felt this one had just the right amount of singing, humor, and important information. A lot of times people get lost in the gag - you hit the sweet spot.”

Best Use of Humor – Award of Honor (3rd Place)

Judges Comment: “This was fantastic! The level of research, planning, creativity, and overall humor used to execute a effective State of the City message was impressive. It struck the right balance of informative, clear, engaging, and most importantly, human. Well done!”

Recruitment Campaign

Best Marketing Plan or Campaign

Award of Excellence (2nd Place)

Judges Comment: “The focus on creating a positive work culture and highlighting career opportunities through employee testimonials and behind-the-scenes insights has undoubtedly contributed to this success. Overall, the campaign is a commendable effort in enhancing the city’s employment brand and engaging the community. Great job!”



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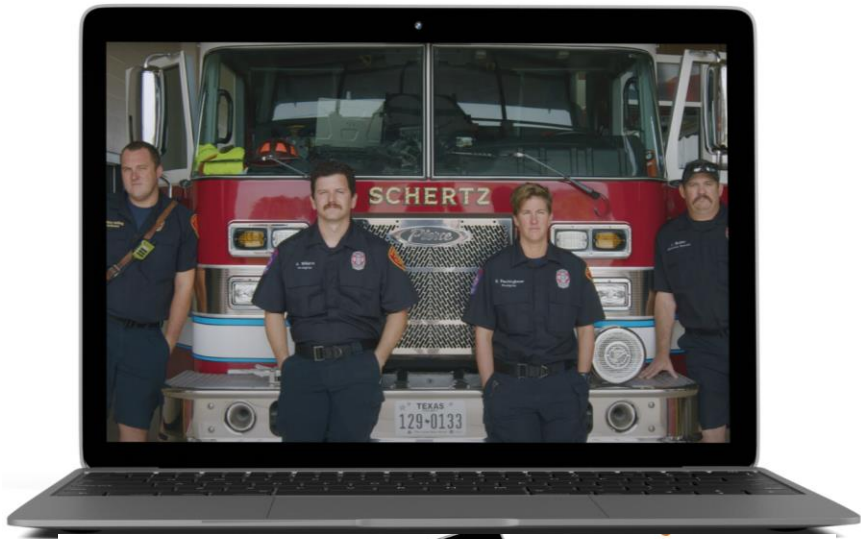
What is your professional passion?
I am passionate about fire safety and education for the community and doing all that I can to support the men and women in Fire Service.

What do you like most about working for the City of Schertz?
I enjoy working for the City of Schertz because of the family-like atmosphere. The city takes very good care of its employees by offering health and nutrition classes, opportunities for self-improvement as well as fun organized events, where everyone can come together, talk, learn or just sit down and enjoy a holiday meal together.

Felicia Canales

SCHERTZ
COMMUNITY * SERVICE * OPPORTUNITY





Recruitment Video – Marketing PSA

Award of Honor (3rd Place)

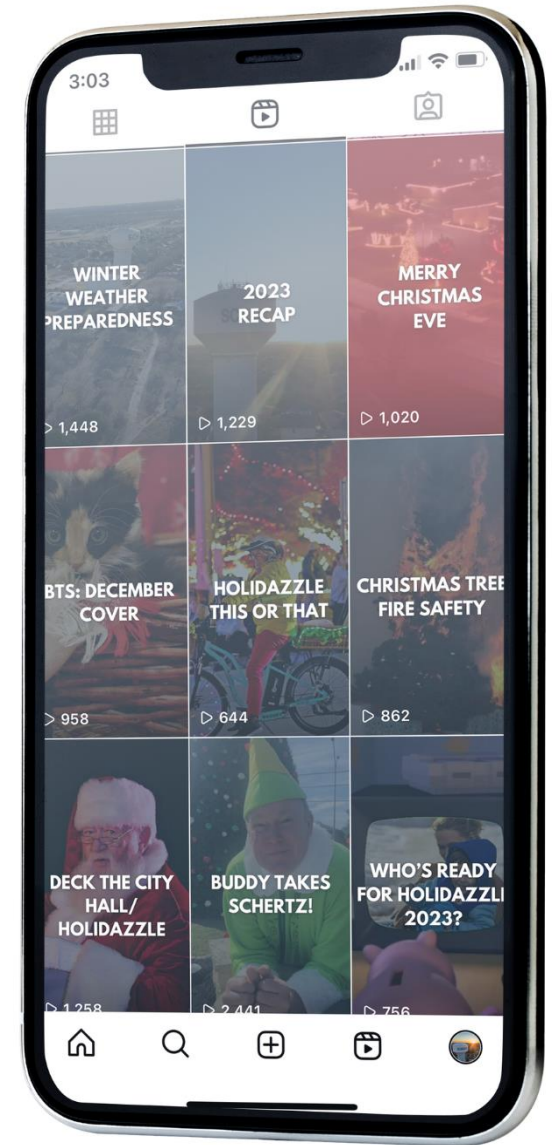
Judges Comment: “The message and video production were executed very well. The way that the video captured Schertz was excellent. The video was encouraging and it made me want to apply. Great job.”



Best Use of Short Form Video

Award of Honor (3rd Place)

Judges Comment: “These reels were a clever way to make public announcements and promote events. Nice job including trends and different elements into videos.”



COMMENTS AND QUESTIONS