



BEFORE Preparing the Entry...READ the guidelines & instructions below (Evaluation Form is Page 3)

PR-1: Publicity Press Book Award

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PLAN AHEAD!

- The deadline (received or postmarked by) for the Publicity Press Book is **JANUARY 10**.
 - Why that date? They are eligible for Pacific Region and National Garden Club awards and the winning entries must be sent to PR or NGC for judging in mid-January.
 - Collect items and compile/update the book each month (the contents are to be arranged in chronological order), or on a regular basis, to avoid the last minute rush.

Preparing the entry

- The Press Book is a compilation of items that “publicize” your organizations activities and events.
- Material must consist of one or more of the following: clippings from any printed publication i.e., newspaper, magazine, newsletter (club, district, CGCI, Pacific Region or NGC), notices/flyers for one-time events etc.
 - Appropriate articles from YOUR newsletter include information on upcoming programs, speakers, tours, fundraisers and special events (flower shows, garden tours, plant sales).
 - DO NOT include the entire newsletter issue...clip the individual article and affix/insert it on the appropriate month’s page.
 - Do not include the regular “message from the president” unless the majority of the article is about an upcoming event.
 - In addition to articles clipped (neatly) from newspapers or magazines, reduced photocopies of large/lengthy articles or downloaded copies of articles published on the Internet are permitted.
 - Clip or electronically cut and paste ONLY the actual article; do not include the full page of the publication or other articles/ads surrounding it.
 - If the article is larger than 8 ½ x 11 (full page from a local newspaper) and isn’t suitable to reduce, either cut or fold to that size and place in a page protector so that it can be read without removing from the page protector.
 - Include name and date of publication over each article.
 - Each published item must contain the name of club and/or individual identified as a member of the club.
 - Underline the first occurrence (only) of name of club and/or member in each article.
 - There is no limit on the number of pages in the completed book.
 - Submit in a report cover or folder (with prongs) either 8 1/2x11 or 9x12; page protectors may be used. **No** heavy scrapbooks or oversized portfolios.
 - Page numbering and table of contents **no longer required**.
 - Make sure that all months during the calendar year are included. Note the months that the club is “dark.”
 - Check to make sure that entries for a month are in chronological order. Be aware that Facebook page entries are in reverse order (most recent on top).
- Evaluation forms
 - Review the evaluation form
 - **Use it as a guide** to create your press book to ensure that it meets the criteria
 - Enclose a copy of the form with your entry (be sure to fill in the information at the bottom...club/district name etc.)
 - Judges’ comments may be written on the form.

California Garden Clubs, Inc. 2015-17 Evaluation Form

Deadline: January 10

Place this form in an envelope attached to the inside back cover of the book of evidence to be used by the judges.

PR-1 PUBLICITY PRESS BOOK AWARD

1st \$35 2nd \$25 3rd \$15 HM certificates, in each class

Sponsor: Modesto Garden Club

Eligible for NGC Award #44

SUBMIT BY **JANUARY 10 (received by or postmarked)** TO THE COMMUNICATIONS DIRECTOR

Jane McKee, 1276 Palomares Ct, Fallbrook 92028-4480

Book of evidence required. Complete the necessary information on the CGCI Application Form. **Do not answer the questions.** Clip the form to the inside front cover of the book. For coverage during the awards year promoting garden clubs and CGCI/NGC goals and objectives. Submit articles from newspapers, magazines, newsletters, or any printed publication (See #3 below). Include this evaluation form.

Class i Small club, 29 or less members

Class iii Large club, 60-99 members

Class ii Medium club, 30 - 59 members

Class iv Extra-large club, 100+ members

Requirements for Preparing Book of Evidence:

1. Label on outside cover: number and name of CGCI award, category, name of club, district, city and state.
2. Submit in report cover or folder; 8 ½ x 11' or 9 x 12". No heavy scrapbooks or oversized portfolios. There is no limit on the number of pages. Plastic page protectors may be used.
3. Material must consist of any of the following: Newspaper, magazine, newsletter, notices or flyers for one-time event, or any printed publication clippings (e.g. your state or regional official publication, *The National Gardener*, etc.), with the name and date of publication over each article. Clear photocopies are permitted; reduced photocopies of large or lengthy articles are permitted. Downloading of published newspaper articles from the Internet is permitted. *Judges take into consideration the difficulty in securing newspaper publicity.*
4. No page numbering or Table of Contents needed. Affix contents in chronological order January 1 through December 31.
4. Clippings evenly cut. No loose clippings permitted. NOTE: Articles are to be "clipped" from the publication; DO NOT include the entire newsletter or page from a newspaper/magazine (no ads or other articles).
5. Each published item must contain the name of organization and/or individual/s identified as a member of the organization. Underline first use of name of organization and/or member in each article.
6. Articles should include who, what, when, where, etc. where applicable; publicity should relate to organization's or individual's projects and/or activities; promotion of NGC objectives and goals.

	Points	Score
PRESENTATION	15	_____
Adheres to overall requirements (application & evaluation form correctly completed; submitted on time). (2)		
Label on front cover – see #1 above. (2)		
Newspaper clippings placed in chronological order for the awards year (2)		
Underline first mention/occurrence of club/individual identified as a member (2)		
Name and date of publication placed/typed over each article. (2)		
Material neatly assembled in press book; news clippings evenly cut; attractive order of placement. No loose clippings, handwriting or decorative items (stickers, clipart, etc.) permitted. (5)		
QUALITY	40	_____
Articles are well-written; include who, what, when, where, etc. (where applicable) (20); relate to organization's or individual's projects and/or activities and promote NGC/CGCI goals and objectives (20)		
QUANTITY	25	_____
Articles for each month (take into consideration dark months). (10)		
Use of varied publications and media: magazines, newsletters, journals, notices/flyers. (10)		
DIVERSITY OF COVERAGE	20	_____
Appears in one or more of the following publications: Local (club or community), Council/District, CGCI, Pacific Region, NGC, other.		
TOTAL	100	_____

Class: _____

Club Name: _____

District: _____