



BEFORE Preparing the Entry...READ the Instructions & Guidelines below

PR-2, Sections 1 & 2: Club & District NEWSLETTERS

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PLAN AHEAD!

- The deadline is **DECEMBER 1 (received or postmarked)**
 - Why that date? These awards are eligible for Pacific Region and/or National Garden Club awards and the winning entries must be sent to PR or NGC for judging in early January.
 - The CGCI judging panel meets in **mid-December**. The Judging Chairman needs to know how many entries there will be in order to determine the number of judges needed. Early entries facilitate this planning.
- **WHY WAIT?** The awards year is January 1 – December 31
 - Newsletter entries can be any three (3) consecutive issues within that time period...they do not need to be from the current “club year” (Sept-Dec)
 - If you submit Sep, Oct & Nov, the Nov newsletter should be published prior to or near Nov 1 so there is no reason to wait until later in the month to submit the entry.
 - With the above in mind prepare your entries BEFORE the deadline is upon you...if you mail by early-mid November it will arrive in plenty of time.
 - **DO NOT** use Priority mail, FedEx, overnight, certified/return receipt or any other special delivery. Regular first class mail will arrive in 2-3 days from anywhere in the state.

Preparing the entry

- Newsletters, like newspapers and magazines, are meant to be printed “double-sided” (both sides of a sheet).
 - For award entries print on **both sides** of the paper.
 - Unless your publication is routinely printed on glossy/magazine style paper use only standard, 20# bond paper – **NO** cardstock, photo paper or other specialty papers.
 - The above will significantly reduce mailing costs.
- Evaluation forms
 - Review the evaluation form
 - **Use it as a guide** to create your publication to ensure that it meets the criteria
 - NOTE: The publication should include mention of membership in District (if a club), CGCI, Pacific Region & NGC. Make sure each is identified correctly.
 - 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.
- Application Forms
 - **ALL** entries require a CGCI Award Application form (see sample NEXT page)
 - The forms are available from the CGCI website and are in Word format
 - Information can be typed directly onto the form - handwriting is many times illegible
 - You **MUST answer the existing questions on the application form**. In addition include the following information on the application form:
 - **Brief** description of publication
 - Number of issues per year
 - Number of copies distributed
 - How distributed (email, mail, handouts etc.)
 - Cost of printing/publishing and distributing
 - Include the complete award number (with Section/Class if there is one) and name e.g. PR-2, Section 2A Club Newsletter

California Garden Clubs, Inc.

Evaluation Form

Deadline: December 1

Place this form in an envelope attached to the CGCI Award Application Form. It will be used by the judges.

No Books of Evidence Allowed.

PR-2 PUBLICATIONS AWARDS Section 1. District Newsletters

1st \$50 Sponsor: Rita Desilets

Eligible for Pacific Region Award #2 and NGC Award #12

SUBMIT BY **DECEMBER 1*** TO THE COMMUNICATIONS DIRECTOR

Jane McKee, 1276 Palomares Ct, Fallbrook 92028-4480

*Entry must be **received or postmarked** by the deadline date

For newsletters published at least three times during the awards year. Emphasis on communication of NGC, Pacific Region, CGCI, district, club programs and activities. Submit **2 copies** each of **3 consecutive issues** in a large envelope with application form; include #10 envelope and this evaluation form.

	<u>Points</u>	<u>Score</u>
Application complete & correct: Submission information correct (2); all questions answered (3) Includes the following: Brief description of publication (3) Number of issues per year (3) Number of copies distributed (3) How distributed (email, mail, handouts etc) (3) Cost of printing/publishing and distributing (3)	20	_____
Publication promotes NGC/CGCI objectives: (Promoting gardening, floral design, civic beautification, environmental responsibility and the exchange of information and ideas)	15	_____
Design & layout: Date (volume number is optional) on front page (1/2) Name (publication or club) & date on subsequent pages (if more than one page) (1/2) Organization (pages numbered if appropriate; information easy to find; paragraphs aligned properly; good white space/balance) (1) Format: Font style/size/color selection consistent throughout (1) Printing, photos and/or graphics clear and appropriately sized (1) No typos/grammatical errors (1)	5	_____
Content: List of affiliations: NGC (3), Pacific Region (1), CGCI (1) - (5) Overall publication is informative, easy to read/understand, educational and accurate (10) Includes a variety of information (30) (one or more of the following: club, district, CGCI <u>or</u> NGC activities/projects/programs; poetry/recipes/inspirations, horticulture, floral design, conservation, therapy, youth, etc.) Articles on specific activities (club, district, CGCI or NGC) provide the necessary <i>what, where, when and who</i> . (15)	60	_____
Total Points	100	_____

District _____