

Public Relations Awards: Guidelines for submitting entries

By Jane McKee, CGCI Communications Director

Please use the following “handy hints” when planning and preparing your award entries
Check the individual Evaluation Forms for additional details

PLAN AHEAD!

- The deadline for all **except Publicity Press Book** is **DECEMBER 1**.
 - Why that date? The awards are eligible for Pacific Region and/or National Garden Club awards and the winning entries must be forwarded for that 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.
 - The entry must be either **received or postmarked** by that date
- **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).
 - Membership brochures, calendars, cookbooks, etc. are usually printed and available before the start of the new club year.
 - With the above in mind prepare your entries BEFORE the deadline is upon you...if you mail by early November there is no need for anything other than regular mail service.
 - **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.
- Publicity Press Books are due (received or postmarked by) January 10
 - The later date is to allow for articles published during the month of December
 - 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

- **Newsletters**, like newspapers and magazines, are meant to be printed “double-sided.”
 - 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.
- **Published Articles by an Individual**
 - The award is for an article written by a garden club member.
 - The article (a) must have been published during the awards year and (b) identify the club member as the author.
 - Whether the article appeared in a newspaper, magazine or organization newsletter, the club member/author must be clearly identified in the byline. If there is no attribution, it will be assumed that the article was written by the newspaper or magazine staff reporter or the newsletter editor.
 - Press releases submitted for an event are not eligible unless the publication gives the author the byline AND the release provides more than the basic date, place, time.
 - Submit in plastic page protector
 - If the article is larger than 8 ½ x 11 either cut or fold to that size so that it can be read without removing from the page protector.
 - If longer than one page use as many page protectors as necessary (there is no limit to the number of pages for the article itself)
- **Publications** (other than yearbook or newsletter)
 - These include items such as membership brochures/rack cards, calendars, cookbooks, or manuals on educational topics (procedures, officer duties etc).
 - NOTE: The publication should include mention of membership in District (if a club), CGCI, Pacific Region & NGC. Make sure each is identified correctly.
 - The correct wording for each of these entities is as follows:
 - National Garden Clubs, Inc.
 - Pacific Region

- California Garden Clubs, Inc.
 - Your District
 - Note that “Clubs” is plural (CGCI and NGC are umbrella organizations made up of many member organizations).
 - Pacific Region and CGCI districts are geographical groupings and should not be designated as “garden club” or “garden clubs.”
- **Websites**
 - There is no longer a requirement to submit paper copies of sample pages
 - The website will be judged by viewing online
 - Make sure that all links to documents, pages or other websites are correct and active
- **Publicity Press Books**
 - There is no limit on the number of pages in the book of evidence
 - It is submitted in a report cover or folder (with prongs) either 8 1/2x11 or 9x12
 - Page protectors may be used
 - 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.
 - Page numbering and table of contents no longer required.
- **Application Forms**
 - **ALL** entries require a CGCI Award Application form
 - The forms are available from the CGCI website and are in Word format
 - Information should be typed directly onto the form. Handwriting is many times illegible
 - **NEW this year:** Provide an email address so that the judging chairman can acknowledge receipt of the entry. A specific line has been added to the form.
 - Unless otherwise instructed on the Evaluation Form, answer all the questions on the application form
 - Newsletter and website applications request specific information that is slightly different from the standard form. Check the evaluation forms for specifics.
 - The application form need only be one page (the required information in the upper portion and brief responses to the questions)
 - It ACCOMPANIES the entry but is not part of the page count for the publication entered; there is no limit on the number of pages in the actual publication.
 - Include the complete award number (with Section/Class if there is one) and name e.g. PR-2, Section 2A Club Newsletter
 - **“Submitted by”** should be the **club or district** name (not the newsletter editor or the club awards chairman) unless it is for an “Article by an Individual” in which case it is the name of the author of the article. Type the name exactly as it should be on an award certificate.
 - Print the form on standard paper
- **Evaluation forms**
 - Review the appropriate evaluation form
 - Use it as a guide to create your publication 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.