

California Garden Clubs, Inc.

2017-19 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.

50. 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

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

For newsletters published at least three times during the awards year under one editorship or management.. Emphasis on communication of NGC, Pacific Region, CGCI, district, club programs and activities. Submit **1 copy** each of **3 consecutive issues** with application form; include this evaluation form in #10 envelope.

	<u>Points</u>	<u>Score</u>
Meets deadline	5	_____
Application complete & correct:	15	_____
Submission information correct (1); all questions answered (1)		
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.) (2)		
Cost of printing/publishing and distributing (2)		
Publication promotes NGC/CGCI objectives:	15	_____
(Promoting gardening, floral design, civic beautification, environmental responsibility and the exchange of information and ideas)		
Design & layout:	5	_____
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)		
Content:	60	_____
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 or 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)		
Total Points	100	_____

District _____