

# 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.

50. NEWSLETTER AWARDS Section 2. Club Newsletters  
**1st \$35 and 1st, 2nd, 3rd, HM certificates in each class/sub-class  
(Eligible for Pacific Region Award #2 and NGC Award #12)**

Sponsors: Class A – Greg & Robin Pokorski; Class B - Sue Bennett

Class A. 1 8 ½ x 11" or one 8 1/2x14" sheet per issue (1 or 2 sides)

Class B. 2 or more sheets per issue (3+ sides)

1) Small clubs (up to 59 members)

2) Large clubs (60+ members)

SUBMIT BY DECEMBER 1 TO

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

For informative, stimulating newsletters published four times or more a year, under one editorship or management, distributed to club members. Notices or flyers of one-time events do not qualify. Include information on NGC, Pacific Region, CGCI, district and club programs and activities. Submit ONE (1) copy each of three (3) consecutive issues with application form and this evaluation form.

	<u>Points</u>	<u>Score</u>
Meets deadline	5	_____
Application complete & correct:	15	_____
Submission information correct (1); all questions answered (1)		
Includes the following:		
<b>Brief</b> 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 (2), Pacific Region (1), CGCI (1), District (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)		
<b>Total Points</b>	<b>100</b>	_____

Class: \_\_\_\_\_ Club: \_\_\_\_\_

District \_\_\_\_\_