

GCFP PUBLICITY PRESS BOOK AWARD

****National Garden Clubs, Inc. will no longer judge Publicity Press Book Awards. It will be retained by the GCFP for the 2017 -2019 award years. No decision has been made by the CAR SGC concerning this award. Further details will follow.**

Certificates may be awarded to winning Books of Evidence exhibiting quality, quantity and diversity of coverage in the print media promoting garden clubs and NGC goals and objectives.

Deadline: Books of Evidence should be sent to the State Publicity Press Book Chair by January 25;
Application forms: Two State Application Forms with required information, one firmly attached to inside front cover; second form clipped to outside.

Self-addressed envelope with postage applied must be included for return of Book of Evidence.

Categories:

- A. Single member garden club i small club, ii medium club, iii large club
- B. Group of member clubs, council, district
- C. State Affiliate (dues paid to GCFP)

Requirements for Preparing Publicity Press Book

1. Label on outside cover; number and name of award, category, name of club/s, city and state.
2. Submit in report cover or folder; 8 ½ x 11" or 9 x 12". No heavy scrapbooks or oversized portfolios. Plastic page protectors may be used. **There is no limit on the number of pages.**
3. Material may consist of any of the following: Newspaper, magazine, newsletter, notices or flyers of one-time events, clippings from printed publications (Ex: state or regional official publication, The National Gardener, etc), 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.
4. Clippings evenly cut. No loose clippings are permitted.
5. Each published item must contain the name of the organization and/or individual/s identified as a member of the organization. Underline the first mention of the organization or individual/s in each article.
6. Articles should include who, what, when, where, etc.; publicity should relate to organization's or individual's projects and/or activities and promote garden club objectives.
7. Page numbers and Table of Contents are not necessary. Contents should be affixed in chronological order, January 1 to December 31.

Scale of points:

Presentation	15
Meets all requirements, neat	
Quality	40
Articles well written, publicity related to projects and/or activities	
Quantity	25
Articles for each month (take into consideration dark months), use of various publications and media (newspaper, magazine, newsletters, other)	
Diversity	20
Local, council, district, state, national, other	
Total Points =	100