

Publicity Press Book (updated January 2016)

GUIDE FOR PUBLICITY PRESS BOOK--- DEADLINE JANUARY 15

THERE ARE A NUMBER OF CHANGES MADE TO THE PUBLICITY PRESS BOOK.

COVER: Submitted in a report cover or folder & paper 8 ½" x 11" size.

Not a scrapbook, NO fancy do-dads. No heavy scrapbooks or over- sized portfolios.

Label on outside cover: number and name of NGC award, category, name of club, city and state

PAPER: Paper should be one color, not necessarily white. (Bind paper in Folder or Binder)

NO HANDWRITTEN information on pages.

PAGES: There is no limit on the number of pages. *Plastic page protectors may be used.*

TABLES OF CONTENTS: You do not need a Table of Contents or page numbers.

MATERIALS: Must consist of any of the following: Newspaper, magazine, newsletter *or flyers of a one-time event or any printed publication clipping, with the name and date of publication over each article. (NGC Rules)*

Make sure the materials are in chronological order January 1 through December 31.

Materials should be cut evenly and placed evenly.

No loose clippings. Neatness and uniformity do count.

Articles should include *who*, what, where and when, etc. Where applicable; publicity should relate to organization's or individual's project and/or activities; published item must contain the name of organization and/or individual's project and/or activities and identified as a member(s) of the organization. Underline first use of name of organization and/or member in each article.

PUBLICITY: Should relate to your club's /or person's projects and/or activities; promotion of NGC objectives and goals.

CLEAR PHOTOCOPIES are permitted; reduced photocopies of *large*, lengthy articles are permitted. Downloading of published articles from the INTERNET is permitted. (For instance, if you have put something in the LGCF NEWSLETTER, you can go ahead and print it off the website. Make sure that you not only print the article but also the name of the publication and the date.)

CATEGORIES: Based on the membership of clubs: Make sure you have the correct little (*i*) for the size of your club on application and labels.

THIS HAS CHANGED!

Small Club: 29 members and under	i
Medium Club: 30-59 members	ii
Large Club: 60 – 99 members	iii
Extra Large Club: 100 members plus	iv

ONLY FIRST PLACE WINNERS IN EACH SIZE CATEGORY will be sent to NGC. You will need to send an extra label with the NGC Award #44 and the information that goes on it.

1. Make sure you have the right little (i) for the size of your club on NGC label.
2. You will also need to send an extra title sheet with the information for NGC award #44 on it and two filled out NGC Award Applications.

You can find all this information and what you need to do to put your book together on the NGC website under Award #44 on the list of NGC Awards. This information is also in the fall issue of the National Gardener.

If you send these extra copies it will be added to your press book before sending on to Deep South and National. Your press book will look more uniform and you will have a better chance of winning a NGC award.

3. One last thing, clip a note on your folder with your name and address on it since Deep South will not send your Publicity Press Book back to chairman. They will be returned to the states at their regional meeting.

POINT SYSTEM will be used: *From 100 points, errors will be subtracted making detailed notes to improve for next year . This guide & point system will be used to judge the Publicity Press Book. If your book did not score first place, detailed notes will be returned with your book from LGCF Publicity Press Book Chairman.*

PUBLICITY PRESS BOOK NEW SCALE OF POINTS THIS HAS CHANGED!

[Use this scale of points from Deep South & NGC. You can refer to Deep South & NGC Awards on their websites.]

Presentation	15 pts. - meets all requirements, neatly presented
Quality	40 pts. - articles well written; publicity related to projects and/or activities
Quantity	25 pts. - articles for each month (take in consideration dark months), use of varied publications and media (newspaper coverage is difficult, especially in larger cities), magazines, newsletters, notices/flyers, journals, etc.)
<u>Diversity</u>	<u>20 pts.</u> - local, council, district, state, national, other
Total	100 pts.

BEFORE SUBMITTING, PLEASE CHECK THE [DIRECTORY](#) FOR THE CURRENT PUBLICITY PRESS BOOK'S CHAIRMAN'S CONTACT INFORMATION AND MAILING ADDRESS