

GUIDE FOR PUBLICITY PRESS BOOK – DEADLINE JANUARY 15 (update 1-2022)

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.. No 3-ring binders.

Label on outside cover: number and name of LGCF award, category (small, medium or large club), name of club, district and year.

PAPER: Paper should be one color, not necessarily white.

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 notices or flyers of a one-time event or any printed publication clippings, (eg. your state or regional official publication, *The National Gardener*, etc.) with the name and date of publication over each article.

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:

Small Club: 20 and under members

Medium Club: 21 - 50 members

Large Club: 51+ members

ONLY FIRST PLACE WINNERS IN EACH SIZE CATEGORY will be sent to DSGC. You will need to send an extra label following the DSGC label instructions for the DSGC Award #29 Publicity Press Book. You will also need to send an extra DSGC cover sheet with the information for the DSGC Award #29 Publicity Press Book on it. You can find all this information and what you need to do to put your book together on the DSGC website under Award #29. If you send these extra copies it will be added to your press book before sending on to Deep South. 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.

The NGC no longer has a Publicity Press Book Award.

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 SCALE OF POINTS: Use this scale of points from Deep South website.

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.)

Diversity 20 pts. - 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