**PUBLICITY PRESS BOOK AWARD POINT SYSTEM** *updated 5-2021*

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|  | **POINTS ALLOWED** | **JUDGE’S**  **SCORE** |
| **PRESENTATION** – Meets all requirements, neatly presented |  |  |
| Submitted in a report cover or folder 8 ½ x 11 and neatly presented | 4 |  |
| The same color paper used for all pages | 2 |  |
| Label on cover: lists award name and number, name of garden club, number of members (listed as i, ii, iii, etc), district, & year | 4 |  |
| Cover sheet on inside of cover includes award name and number, name of club, city, number of members (ex iii), district, member of Louisiana Garden Club Federation Inc; Deep South Garden Clubs Inc; & National Garden Clubs Inc, year | 4 |  |
| A sheet placed before each month listing the month and year | 1 |  |
| **SECTION TOTAL** | **15** |  |
| **QUALITY** – Articles well written: publicity related to projects and/or activities |  |  |
| All materials must consist only of newspaper, magazine, newsletter, notices or flyers of a one – time event. Publicity may be printed from the internet. | 4 |  |
| Names and dates of publication included above each article | 6 |  |
| No handwritten information on article | 6 |  |
| Materials in chronological order | 6 |  |
| Underline first use of name of organization and/or member in each article. | 5 |  |
| Articles trimmed, evenly spaced, and securely attached | 5 |  |
| Clear photo copies | 4 |  |
| Articles well written; publicity related to projects or activities. | 4 |  |
| **SECTION TOTAL** | **40** |  |
| **QUANTITY**- Articles for each month (take into consideration dark  months - June, July, & August) Use of varied publications and media (newspaper coverage is difficult, especially in larger cities), magazines, newsletters/notices/flyers/journals, etc. |  |  |
| All articles include, what, where, when | 10 |  |
| Used more than 2 types of publications | 5 |  |
| Articles have the District, LGCF, Deep South, and NGC mentioned. | 10 |  |
| **SECTION TOTAL** | **25** |  |
| **Diversity**- Local, district, deep south, state, and national |  |  |
| District event (district meeting, president’s meeting) | 8 |  |
| State event (state convention, summer board) | 6 |  |
| Articles relating to Deep South and NGC Objectives | 6 |  |
| **SECTION TOTAL** | **20** |  |
| **OVERALL TOTAL** | **100** |  |

**REMARKS: (when critiquing, use detailed remarks)**

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**CLUB NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**