

PUBLICITY PRESS BOOK AWARD POINT SYSTEM *updated 1-2022*

| | 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 small, medium or large club), district, & year | 4 | |
| Cover sheet on inside of cover includes award name and number, name of club, city, number of members (small, medium or large club), 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 <u>only</u> 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 | |

