

Preparing a Publicity Press Book

REQUIREMENTS INCLUDE:

1. Label on outside cover: number and name of NGC award, category, name of club/s, city and state.
2. Submit in report cover or folder; 8 1/2" x 11" or 9" x 12". No heavy scrapbooks or oversized portfolios. There is no limit on the number of pages. Plastic page protectors may be used.
3. Material must consist of any of the following: newspaper, magazine, newsletter, notices or flyers for one-time event, or any printed publication clippings (e.g. your state or regional official publication, *The National Gardener*, etc.), with the 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. *Judges take into consideration the difficulty in securing newspaper publicity.*
4. No page numbering or Table of Contents needed. Affix contents in chronological order January 1 through December 31.
5. Clippings evenly cut. No loose clippings permitted.
6. Each published item must contain the name of organization and/or individual/s identified as a member of the organization. Underline the first use of the name of the organization and/or member in each article.
7. Articles should include who, what, when, where, etc., where applicable; publicity should relate to organization's or individual's projects and/or activities; promotion of NGC objectives and goals.

SCALE OF POINTS

PRESENTATION - meets all requirements, neatly presented	15
QUALITY - articles well written; publicity related to projects and/or activities	40
QUANTITY - articles for each month (take in consideration dark months), use of varied publications and media (newspaper, magazines, newsletters, journals, etc.)	25
DIVERSITY - local, council, district, state, national, other	20
TOTAL POINTS	100

