

What is a Publicity Press Book Anyway?

by Joyce Kimball, NER Publicity Press Book Chair

A Publicity Press Book is an informal scrapbook, prepared in chronological order, cataloging all of your club's print media in one location and serves as an historical account of your club's year. The Publicity Press Book is an average sized folder or notebook, often a 3-ring binder, where your publicity person affixes neatly-cut published newspaper and magazine articles, newsletter articles, website references, published photos, etc. onto solid sheets of paper in chronological order. Not only are "frills" such as fancy scrapbook paper, lettering and embellishments not required when submitting for NGC #44 "Publicity Press Book Award"—they are frowned upon as these can be distracting to the judges who are scoring the books on content. The judging panels (both state and regional) point score each book submitted to them, divided into the standard NGC club size categories, assessing 15 points for meeting "Presentation"; 40 points for "Quality" (well written articles, etc.); 25 points for "Quantity" (frequent and variety of publication, taking into account club "dark months" and the difficulty today getting articles published in our "ever-shrinking" print media outlets). Another 20 points is available for "Diversity" where in addition to the mention of your local member or club in each article, you included the name of your district, state, region or National Garden Clubs--as appropriate and you were successful having it published.

Completed Publicity Press Books are due to your state's Publicity Press Book Chairman on or about January 25th each year. (This date varies slightly between the New England States). A panel of three judges point-score the books according to NGC guidelines, taking into consideration the published criteria for NGC Award #44, "Publicity Press Book". All forms of print media are allowed—including website coverage, newsletters, flower show schedules or any type of printed program. The highest scoring books in each size category from the state judging are then sent on to the New England Publicity Press Book Chairman where they are again point-scored by a panel of regional judges. The Regional Chairman then notifies National Garden Clubs of the First Place winners in each size category from the New England Region and National Garden Club "Certificates of Commendation" are prepared for presentation during the upcoming national convention. The Regional Chairman also prepares award certificates for the First, Second and Third Place winners to be presented to the presidents of the winning states at the fall NER Annual Meeting.

So do consider submitting a Publicity Press Book from your club recording your print media coverage for calendar year 2014 next January. Some clubs choose to work on their press books monthly, requiring only a few minutes at a time and others like to put it all together at the end of the year. And please feel free to contact me as the 2013-2015 NER Publicity Press Book Chairman if you have any questions or need further clarification about putting together a publicity press book or submitting press release to the media. Thank you.

Joyce A. Kimball, 2013-2015 Chairman
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NATIONAL GARDEN CLUBS, INC. AWARDS

(Excerpt--Page 9 from the NGC Listing of and Award Rules available at www.gardenclub.org.
User Name: Member & Password: World. Click on "Awards Listing")

Please retain this awards listing and awards rules for 2013-15 awards years.
This list also appears in *The National Gardener*, Fall issue, 2013.

AWARD RULES 2013-2015

1. **AWARDS YEAR:** January 1 to December 31 annually. This applies to all projects submitted with application form. All awards may be presented annually, if merited. Any exceptions will be noted.
2. **ELIGIBILITY:** Only National Garden Clubs members are eligible to apply for NGC awards unless otherwise stated in the award description. Members are: member garden clubs, groups of member clubs, State Garden Clubs, NGC Regions, and individual members of garden clubs. Junior, Intermediate, High School Garden Clubs, Individual Youth must be sponsored by a member garden club to be eligible for specific NGC awards. National Affiliates, Affiliate Members, and International Affiliates are eligible to apply for Awards as noted.
3. **APPLICATION FORMS:** NGC has an application form (new for 2011) (You only need to fill in the necessary information of the top portion of the NGC Application Form--no need to answer the questions. Also, Publicity Press Books do not have a page limitation).

#44 Publicity Press Book - Certificates may be awarded to winning books of evidence exhibiting quality, quantity and diversity of coverage in the print media promoting garden clubs and NGC goals and objectives.

Deadline: to State Chairman by your state's deadline; first place winners in each category sent to New England Region Chairman: Joyce A. Kimball, 4 Bow Center Road, The Cottages E-4, Bow, NH 03304-4220 (joyceakimball@comcast.net /603-229-1990) by February 23; names of winning entries (1st, 2nd & 3rd in the Region), in each category, sent to NGC Awards Committee member Debbie Hinchey, 1474 Virginia Court, Anchorage, AK 99501. (dhinchey@alaska.com / 907-278-2814) by March 23. Do not send Press Books to NGC chairman. NGC commendations are presented to winning states at the national convention; 1st Place winners are published in the listing of National Garden Club Award Winners that can be found on the NGC website.

Application: NGC Application Form with required information attached to inside front cover; second form clipped to outside. These books of evidence should be returned to states at Regional meetings.

Categories: A. Single member garden club: i small club, ii medium club, iii large club, iv ex-large club B. Group of member clubs (councils or districts, etc.)

E. National Affiliated Garden Center

Requirements for Preparing Publicity Press Book

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 ½ 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 (Ex: 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 first use of name of 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 for #44

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.