

# **NEWSLETTER/CLUB AND REGION**

## **PURPOSE:**

The award recognizes the value of journalism in furthering the fields of gardening and horticulture, and the objectives of the club, region, and TGOA/MGCA. The awards shall be given to affiliated clubs/regions of TGOA/MGCA, jointly, in the name of the clubs and regions and the Editor.

## **NUMBER OF AWARDS:**

The following awards may be presented:

### **Club Awards:**

1. Class A - 101 or more members.  
One 1st place plaque and two runner-up plaques.
2. Class B - 51 to 100 club members.  
One 1st place plaque and two runner-up plaques.
3. Class C - 50 or less club members.  
One 1st place plaque and two runner-up plaques.

### **Regional Awards:**

1. One 1st place plaque and two runner-up plaques.
2. Certificate to each region submitting entries, but not winning.

Club membership size will be determined by the year-end TGOA/MGCA club membership report for the calendar year preceding the convention.

## **CRITERIA:**

Club and Region newsletters should conform to the guidelines as defined in the Newsletter Evaluation.

## **PROCEDURE:**

Each club/region newsletter editor may select any three (3) issues of a newsletter and send eight (8) copies of each issue to the TGOA/MGCA Newsletter Committee Chairman by December 31 of each year. The newsletters selected must have been published within that current calendar year.

**(How To Spread The Word manual for editors is available from Headquarters)**

## NEWSLETTER/EVALUATION FORM

NAME OF CLUB:	REGION:	CLASS OF CLUB:	CLUB SIZE:
<b>COVER PAGE - (0-25 POINTS TOTAL)</b>			
<b>EACH OF FIVE CATEGORIES WILL BE RATED 0-5 POINTS EACH</b>			
* Appropriate nameplate			
* Upcoming meeting presented			
* President's message (comments)			
* Brief calendar of upcoming events			
* Attractive - Eye catching			
<b>LAYOUT (0-25 POINTS TOTAL)</b>			
<b>EACH OF FIVE SUB-CATEGORIES WILL BE RATED 0-5 POINTS EACH</b>			
* Consistent sequence of articles			
* Good headlines for articles & stories			
* Pages contain two columns - easy reading			
* Masthead - Offices, Editor, Address, etc.			
* Entertainment - Puzzles, Cartoons, Humor, Recipes, Poems, etc.			
<b>STYLE (0-25 POINTS TOTAL)</b>			
<b>EACH OF FIVE CATEGORIES WILL BE RATED 0-5 POINTS EACH</b>			
* Correct spelling, good grammar, etc.			
* Proper punctuation, capitalization, abbreviation			
* Qualities of unity, coherence, emphasis			
* Principles of harmony, contrast, balance			
* Simple, but accurate			
<b>CONTENTS (0-25 POINTS TOTAL)</b>			
<b>EACH OF FIVE SUB-CATEGORIES WILL BE RATED 0-5 POINTS EACH</b>			
* Illustrations (photos, graphs, charts, clip art, etc.)			
* Articles extracted, credit of author given			
* Personal column (birthdays, anniversaries, illnesses, etc.)			
* Club/Region news included			
* Gardening/Horticulture articles timely to season			
<b>TOTAL POINTS (0-100)</b>			

EDITOR: \_\_\_\_\_

MONTHS SUBMITTED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_ DATE: \_\_\_\_\_