

ADDENDUM A
TGOA/TMGA Newsletter Manual & Award Program
Explanation of Evaluation Form Sub-Categories

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: 50 or more members.
One First, Second and Third place plaques.
2. Class B: 25 to 49 club members.
One First, Second and Third place plaques.
3. Class C: 25 or less club members.
One First, Second and Third place plaques.

Regional Awards:

1. One First, Second and Third place plaques.
2. Certificate to each region submitting entries, but not winning.

CRITERIA:

Club and region newsletters should conform to the guidelines as defined in the newsletter evaluation and the newsletter manual.

PROCEDURE:

Each club/region newsletter editor shall select three (3) issues of a newsletter to the TGOA/Newsletter Committee Chairman by December 31 of each year. The newsletters selected must have been published within that current calendar year.

COMMITTEE JUDGING:

Each Judge will complete one Newsletter Evaluation Form for each issue.

The judging will confront to the standard described on the form.

If the category content is not present, the Point earned shall be zero. The content must exist to earn those points.

See “Newsletter Manual & Award Program” for additional details on the national web site.

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NAME OF CLUB _____

REGION _____ CLASS OF CLUB _____ CLUB SIZE _____

COVER PAGE – (0-25 Points Total) <i>Each of Five Sub-Categories Will Be Rated at 0 to 5 Points Each</i>	Points Earned	Evaluator Comments
Appropriate nameplate		
Upcoming meeting presented		
President's message (comments)		
Brief calendar of upcoming events		
Attractive – Eye catching		
LAYOUT (0-25 POINTS TOTAL) <i>Each Of Five Sub-Categories Will Be Rated at 0-5 Points Each</i>		
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.		
STYLE (0-25 POINTS TOTAL) <i>Each Of Five Sub-Categories Will Be Rated at 0-5 Points</i>		
Correct spelling, good grammar, etc.		
Proper punctuation, capitalization, abbreviation		
Qualities of unity, coherence, emphasis		
Principles of harmony, contrast, balance		
Simple, but accurate		
CONTENTS (0-25 POINTS TOTAL) <i>Each Of Five Sub-Categories Will Be Rated at 0-5 Points Each</i>		
Illustrations (photos, graphs, charts, clip art, etc.)		
Articles extracted, credit of author given		
Personnel column (birthdays, anniversaries,		
Club/Region news included		
Gardening/Horticulture articles timely to season		

Editor's Name: _____

Cite Month of issue being judged: _____

EVALUATOR:	DATE:
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Explanation of Evaluation Form Sub-Categories

This form is set up for a maximum score of 100 points. It is divided into four categories. Cover Page, Layout, Style, Content.

Each of these four categories may be given a maximum score of 25 points, based on a total score of five (5) points for each of the five sub-categories in each category (five sub-categories times total score of five points each = 25 maximum points for each category).

It is encouraged that Evaluators post constructive comments in the highest and least scored categories. This feedback will substantiate the scoring and help the Editor improve next year.

COVER PAGE (25 Points Total)

- **Have appropriate nameplate:** distinguished design, attracts attention, name of publication and of club, affiliation of TGOA/MGCA with appropriate logo, location by city and state, show month and year published with a sequence number for each year (Volume3), plus an Issue number for each issue during year. (example, January 2011 will be, Volume 22, No 1)
- **Upcoming Meeting:** This should inform members of the next-upcoming meeting-date, address of meeting place, program, etc.
- **President's Message:** Opportunity for club leader to promote activities, policy, et.
- **Brief Calendar:** Upcoming events (near beginning of newsletter), club events, special programs and projects, gardening events outside club, etc.
- **Attractive eye-catching:** Attract attention of members, families, and prospective members, and possibly the general public.

LAYOUT (25 Points Total)

- **Consistent Sequence of Articles:** Follows good logic, meeting notices first, president's message, calendar events, club business and news, feature articles, humor, personal column, horticulture and gardening articles, etc.
- **Good Headlines for Articles and Stories:** Label type (headings of columns-short, bold type), sentence type (introduce news story – attract interest, bold type)
- **Two Columns:** Easy reading, shorter lines to read, business letter format a mistake.
- **Masthead:** Name, address, telephone number of contact (president or editor, or both) any other persons to be identified, frequency of publication, subscription rates.
- **Entertainment:** Including cartoons, puzzles, quotes, poems, humorous items, recipes, stories pertaining to members. etc.
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STYLE (25 Points Total)

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- **Correct Spelling, Good Grammar:** All important for an excellent publication.
- **Proper Punctuation, Capitalization, Abbreviations:** Makes for easy reading.
- **Qualities of Unity, Coherence and Emphasis:** The use of writing for good articles, major items given emphasis, logical connection of ideas, complete in itself.
- **Principles of Harmony, Contrast, and Balance** should prevail, do not bunch illustrations.
- **Have Simplicity – Be Accurate:** Easy to read, no cluttered pages, good design.

CONTENTS (25 Points Total)

- **Illustrations:** Spread out – don't bunch together, locate in a manner that page does not seem to lean; use of clip art is encouraged, as are graphs and charts.
- **For Articles Extracted, Author is given Credit:** Always give credit to author and publisher when using copyrighted material, article should be retyped.
- **Personal Column:** Inform club members of events affecting other members – birthdays, anniversaries, illness, deaths, marriage, awards, promotions, new members, etc.
- **Club/Region News:** Individual accomplishments, projects, shows, minutes, treasure reports, slate of officers, region meetings and projects, conventions, etc.
- **Gardening and Horticulture Articles:** Short articles timely to season, how to perform certain tasks, new cultivars, new equipment, article reviews, pests, diseases and how to combat, conservation, things to do during current month.
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