

**MASTER
GARDENER**
UF UNIVERSITY of
FLORIDA
IFAS Extension

107 Mehrhof Hall
PO Box 110675
Gainesville, FL 32611-0675
Phone: (352) 273-4521
Fax: (352) 392-1413
<http://mastergardener.ifas.ufl.edu>

Form 10

Florida Master Gardener Awards and Recognition Form Awards of Excellence

Each county is allowed **ONE ENTRY PER CATEGORY**. Although your Master Gardener Coordinator may have been heavily involved in this effort, only the efforts of the Master Gardeners themselves are to be evaluated. Points will be deducted if it is perceived that most of the effort or submission of entry forms came from the Master Gardener Coordinator.

Only efforts made since the last awards ceremony will be considered by the judges. Any new or re-certified active Florida Master Gardener(s) are eligible. In the event your entry does **not** take top honors in this category this year, we would encourage you to improve your submission and resubmit your entry next year should you *repeat or continue* this project. If your project has won in **ANY** year, it **CANNOT BE RE-ENTERED** again, despite any significant changes in format or participants.

Judges for the awards shall be appointed by the State Master Gardener Program Leader, University of Florida. Decisions by the judges will be final.

ALL APPLICATIONS MUST BE SUBMITTED IN ELECTRONIC FORMAT

SEE BELOW FOR APPLICATION CRITERIA:

The correct and completed award application forms including:

- A typed application form not to exceed 3 pages in length. Supporting materials (where requested may be additional pages)
 - The three pages must include the 150 word project summary.
- 12 point font
- No more than 8 photographs in addition to the three pages of text. (Photos no larger than 8 x 10)
- This form typed and completed including: appropriate category checked
- Name of MG Coordinator (The coordinator must approve application prior to admission)
- Application, photos and supporting materials must all be in PDF format and packaged into one document. Submissions are to be emailed to: twichman@ufl.edu

County: Hillsborough

Name of Project: "Garden Talk" WTIS Inspiration Radio 1110 AM

Project start date: March 2012

Project end date: ongoing

Name of person(s) typing application: Nicole Pinson

Name or names of Master Gardeners preparing application: Heather Diaz, Cynthia Glover and Harriet Gord-Noghani

Name of Agent: Nicole Pinson

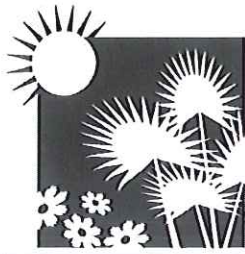
CATEGORY: Indicate only one category per entry form. You must assign your entry to a specific category to be considered for an award in that category. Entries are limited to the categories indicated below.

- | | |
|--|--|
| <input type="checkbox"/> Form 11 Beautification | <input type="checkbox"/> Form 18 Personal Communications |
| <input type="checkbox"/> Form 12 Demonstration Garden | <input type="checkbox"/> Form 19 Service to 4-H and other youth |
| <input type="checkbox"/> Form 13 Educational Materials Development | <input type="checkbox"/> Form 20 Special Audiences |
| <input type="checkbox"/> Form 14 Extension Awareness | <input checked="" type="checkbox"/> Form 22 Written or Verbal Mass Comm. |
| <input type="checkbox"/> Form 15 County Displays/Exhibits | <input type="checkbox"/> Form 23 County Master Gardener Newsletter |
| <input type="checkbox"/> Form 16 General Achievement | _____ |
| <input type="checkbox"/> Form 17 Outstanding Master Gardener | |

Email PDF Applications to:

Tom Wichman
twichman@ufl.edu

TO BE ELIGIBLE ALL ENTRIES MUST BE RECEIVED BY AUGUST 1, 2012



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Form 22

FLORIDA MASTER GARDENER

WRITTEN or VERBAL MASS COMMUNICATIONS AWARD

This award category consists of program activities by Master Gardeners that are typically related to newspaper articles or columns, television or radio. This could include one or more of the following: news article or feature story written by the Master Gardener, television, and/or radio program.

To be considered for this award, submit **one or more** of the following (along with this form and Form 10). Forms must be **SUBMITTED ACCORDING TO THE GUIDELINES ON FORM 10** for consideration by the committee. **Remember to submit Form 10 with your entry.** Entrants are limited to the category they indicate on that form.

Include for Written Mass Communications:

1. One scanned copy of news feature or article
2. Scanned copy of three (3) news columns

Include for Verbal Mass Communications

1. A link to an archived radio show or video production or
2. A cd or DVD containing radio or television performance (must be received by August 1st)

Also indicate:

- A. How often person participated in this activity, frequency of publishing? Please provide a listing of Master Gardeners who participated in this project.
- B. Audience size (where applicable) such as number of newspapers distributed, etc?

Entries in this category will be judged on:

1. Educational message was clear, concise and easy to understand (30 points).
2. Educational implication of presentation and potential impact of articles (30 points).
3. Accuracy of information (30 points).
4. Style (personality) (10 points).

5. A 150 word (or less) summary of your project so that we can let others know of your accomplishments. Your application will NOT be judged without this summary included.

Please add a few paragraphs describing any problems you encountered or things you might change if you were to do the project again.

Form 22
FLORIDA MASTER GARDENER
WRITTEN OR VERBAL MASS COMMUNICATIONS AWARD

"Garden Talk"
WTIS Inspiration Radio 1110 AM

A premier educational program was developed this year coordinated by UF/IFAS Hillsborough County Extension and the WTIS 1110 AM Radio. Representatives of the radio program approached Hillsborough County Extension FFL Agent Lynn Barber who enlisted staff and Master Gardeners with the goal of putting together one hour segments on various gardening related topics. The program is called "Garden Talk," and can be heard on Saturday mornings from 10:00 AM – 11:00 AM.

Master Gardeners Heather Diaz, Cynthia Glover, and Harriet Gord-Noghani each created radio programs for the station. Heather developed programs on herbs and hummingbirds. Cynthia spoke about caladiums. Harriet discussed vermicomposting. Prior to giving the talks, Master Gardener volunteers submitted an outline to Nicole Pinson, Urban Horticulture Agent and Master Gardener Coordinator, Lynn Barber, FFL Agent, and to Deborah Rae Roseman, radio program host. With all programs, credit is given to the University of Florida/IFAS Hillsborough County Extension Service.

Radio programs are archived Inspiration WTIS 1110 AM Radio Program "Garden Talk" website at this link: <http://wtis1110archives.com/GardenTalk.htm> Programs are provided as in-kind donations to the UF/IFAS Hillsborough County Extension Service. The land grant institution and UF/IFAS Extension Service are promoted and credited on each program.

6/2/12	Caladiums	96,000 listeners/ \$200 in-kind
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<http://wtis1110archives.com/gardentalk6212.mp3>

6/9/12	Growing Herbs in the Florida Garden	96,000/ \$200 in-kind
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<http://wtis1110archives.com/GardenTalk6-9-12.mp3>

7/21/12	Cooking with Herbs	96,000/ \$200 in-kind
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<http://wtis1110archives.com/gardentalk72112.mp3>

6/16/12	Get Those Hummers	96,000/ \$200 in-kind
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<http://wtis1110archives.com/GardenTalk6-16-12.mp3>

6/30/12 Vermicomposting

96,000/
\$200 in-kind

<http://wtis1110archives.com/gardentalk63012.mp3>

Total: 480,000 listeners/
6,563 listening to
archives/
\$1,000 in-kind

"Garden Talk" is a new joint collaborative educational effort between the UF/IFAS Hillsborough County Extension Service and Inspiration 1110 AM Radio. The program is airs on Saturday mornings from 10:00 AM – 11:00 AM, and programs are archived for future use on the Garden Talk website. Publicity and business cards are marketed and produced by WTIS 110 AM Radio. The archived presentations are used as continuing education for veteran Master Gardeners, are referenced and utilized in the current MG class, and will be posted on the Hillsborough County Extension website for use by residents. UF IFAS Extension logo are available on the website and Hillsborough County Extension contact information is provided during every presentation so residents know where to get their gardening questions answered. To date, "Garden Talk" has an estimated 480,000 listeners, more than 6,000 listening to archived programs, and has provided \$1,000 in in-kind services to the UF/IFAS Extension.

http://www.wtis1110.com/wp/?page_id=588

Garden Talk is a joint production between WTIS Radio,
The Hillsborough County Extension and The University of
Florida Institute of Food and Agricultural Science.
Hillsborough County BOCC
5339 County Road 579
Seffner, FL 33584-3334
813-744-5519

Garden Talk



Garden Talk is a joint production between WTIS Radio,
The Hillsborough County Extension and The University of
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Hillsborough County BOCC

5339 County Road 579

Seffner, FL 33584-3334

813-744-5519

[audio archives](#)

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*Garden Talk hosted by Members of the Florida
Extension Office*



Airs Saturday 10:30am-11:00am

Archived Shows

<u>Garden Talk 3-17-12</u>	<u>Garden Talk 6-23-12</u>
<u>Garden Talk 3-31-12</u>	<u>Garden Talk 6-30-12</u>
<u>Garden Talk 4-8-12</u>	<u>Garden Talk 7-7-12</u>
<u>Garden Talk 4-15-12</u>	<u>Garden Talk 7-14-12</u>
<u>Garden Talk 4-21-12</u>	<u>Garden Talk 7-21-12</u>
<u>Garden Talk 5-5-12</u>	<u>Garden Talk 7-28-12</u>
<u>Garden Talk 5-12-12</u>	
<u>Garden Talk 5-19-12</u>	
<u>Garden Talk 6-2-12</u>	
<u>Garden Talk 6-9-12</u>	
<u>Garden Talk 6-16-12</u>	



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Inspiration AM 1110 is a Tampa radio legend, debuting as Tampa's first rock n' roll radio format in 1965 and then as the AM counterpart to well-known WQYK airing country music before it become the home to Tampa's longest airing eclectic Christian talk radio.

WTIS 1110 AM Radio

By Lynn Barber



I was contacted by Deborah Ray Roseman, WTIS Radio, a few months ago about our partnering with them for a weekly Saturday morning Garden Talk program. We met on a few occasions and WTIS provided and installed the equipment needed for us to broadcast from the Extension Service versus their radio studio in St. Petersburg. To date, we have recorded/presented 5 broadcasts: Virginia on Water-Wise/Microirrigation, Susan Haddock, Commercial Horticulture Agent, on the Green Industries Best management Practices (GI-BMP), Nicole on Terrariums and I presented 2 on Overall Extension Programs and Services, Mulch and a promotional piece for the program regarding Environmental Horticulture and Extension.

Upcoming sessions include:

Pat O'Shea - Hassle-free Houseplants

Monica Raguckas – Composting

Nicole - High Color, Low Maintenance Plants and the Master Gardener Program

Monica Raguckas and Harriet Gord-Noghani - Vermi-composting

Mary Keith, Extension Family & Consumer Science Agent - on Food Supply and Hurricane Preparedness

Garden Talk airs on Saturday mornings from 10-11am. The radio programs are archived on their website which is: http://www.wtis1110.com/wp/?page_id=588

If you are in the Speaker's Bureau and have a talk you would like to give on this radio show, please contact me. We can pre-record the show or present it live with listeners calling in their questions. I know many of you have created excellent presentations and have great presentation skills. We hope you will get involved in this Extension and Master Gardener media opportunity!

