



Florida Master Gardener Awards of Excellence Communications

This award category consists of the development of educational materials that are part of a horticultural program for the general public or other Florida Master Gardeners. This includes written, verbal, or social media. Examples include feature articles, news columns (2), radio show, video production, or social media platform.

See the Award of Excellence Instructions for submission rules. Submit an electronic copy or link of the written, verbal, or social media. For this award application, cover the following in your 3-page narrative.

- Summary (5 points)
 - A descriptive summary of your project. Your application will NOT be judged without this summary included.
 - Provide a list of all Master Gardeners who participated in this project and their roles.
- Scope of Project (20 points)
 - Explain the purpose of the project. Who were the target audiences who might benefit from this project? List community partners if applicable. Provide the budget for the project.
- Accuracy and Clarity (20 points)
 - Project is clear and accurate and citations provided. Copyright provided for pictures in the project.
- Educational Value (20 points)
 - How was the educational message used in the horticulture program? How many times was the educational message used (examples: copies distributed, website page views)?
- Format, Logos, and Branding (20 points)
 - Is the graphic design well thought out and have an original design and theme? Identity standards for UF/IFAS, Florida Master Gardener Program, and county extension programs are followed appropriately.
- Outcome (10 points)
 - How many people participated in the project and what were their duties? Provide a written account with pictures (optional). Describe the publicity received. How was the project distributed? What was the potential impact on the community or audience? How did you evaluate this program?
- Learnings (5 points)
 - Describe any challenges you encountered or things you might change if you were to do the project again.