

Texas Master Gardener Association

**PUBLICATION AWARD**

Association Membership: Medium  
(Small, Medium, or Large)

Date: Jan 15, 2005

County: Hood  
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Publication Title: *Hood County Master Gardeners Fall Favorites*

**Brief Description of Publication: (150 words or less)**

*Fall Favorites* spotlights plants, which Master Gardeners have grown successfully in Hood County and that are at their peak in the fall. The text was developed using information the publication committee compiled in response to the numerous calls to the Extension Service requesting data on plants that grow well in local soils and weather conditions. We selected fall performing plants to showcase at the Tarleton Fall Garden Market, an annual horticulture educational event sponsored by Tarleton State University. The eight-section booklet has a color cover that features plants in Master Gardeners' gardens. A CD consisting of color photographs of all *Fall Favorites* plants is included. The text elaborates on the growth habit, ideal environment, and care of each selection.

Reann McHaney  
Name of person submitting the nomination

\_\_\_\_\_  
Signature of County Master Gardener Program Coordinator

Please answer the following questions as they relate to the entry. **Do not exceed two (2) pages of questionnaire**

### **I. Organization and Leadership (150 Points)**

**1. Describe the Association or Corporation organizational structure of the publication committee.**

The committee comprises a chairman, six researchers/writers and one computer-aided designer.

**2. Describe how the individual, committee or group determines the publications program for the calendar year.**

The committee as a group determines the publications program. The publication details plants that have proven reliable in Hood County. This was in response to questions from the public. Producing the *Fall Favorites* publication and distributing it at the Fall Garden Market served as a test market. The committee continues to produce the award winning *Education through Sharing* manual for new Habitat for Humanity homeowners.

**3. What is the involvement of the Association or Corporation leaders?**

The executive committee is advised of committee meetings, decisions about the project and the time frame for completing each phase. The current president and the immediate past president are members of the executive and publications committees.

**4. What is the involvement of the membership? How are new members or interns encouraged to participate in the Publications program?**

The membership is advised of plants selected for a publication and asked to give their opinions on the selections. They are also asked for photographs to be used in the CD portion of the publication. The committee chairman provides monthly updates to the membership and extends an invitation to join the committee.

**5. What is the involvement of the Extension Office professional staff?**

The Extension Office relates questions from the community regarding plant selection and suitability to our environment. This triggered the production of the *Fall Favorites*. The office also offers the use of an extensive reference library.

**6. What is the involvement of the county residents? (Example – Do you solicit ideas, questions, etc. from the public?)**

The primary objective of *Fall Favorites* is to provide information requested by county residents and to use their responses to evaluate its effectiveness.

### **II. Publication. (150 Points)**

**1. What are the objectives or goals of the Publications program?**

The publication committee has short- and long-term goals. The over-all goal is to answer frequently asked questions about plant selection and care in our local environment. The short-term goals were to produce *Fall Favorites* for the Fall Garden Market and a Spring and Summer Favorites in time for our spring garden tour in 2005. The long-term goal is to produce a more comprehensive plant guide for newcomers to our area or new gardeners and share our experiences with seasoned gardeners.

**2. How does the Publications committee determine if the publication is providing educational material?**

The publication is the result of frequently asked questions. This publication answers those and more. All copies have been dispersed and more copies have been requested.

**3. What is the evaluation process? How do you determine if it follows the guidelines of Texas Extension Service and Texas A&M University?**

Our membership and County Extension Agent evaluated the publication during production. We used research-based information from the extension service and correlated it with information on the TAMU website.

**4. Describe how the Publication committee determines if its publication is reaching the intended audience.**

The sale and requests for *Fall Favorites* determine its success.

**5. What is the period(s) of publication? (Once, annually, quarterly, monthly, weekly or as needed)**

The publication has been printed once as we are working on our short-term goal. We will print as needed. We are anticipating printing again for the spring garden tour and plan to complete and print a spring and summer guide as well.

**6. How many copies were distributed in this Award year?**

50 copies

**7. Describe outside partners and their role in the production of this publication.**

A local office supply store sold us supplies at a discount. The invitation from Tarleton State University - Stephenville to participate in the Fall Garden Market provided us an avenue to distribute Fall Favorites.

**8. How was this publication funded?**

Publications have a line item in the annual budget.

**9. How many Master Gardeners were involved in the production of this publication?**

Seven Master Gardeners were involved in the production of this publication. Six committee members determined the format, researched and wrote the text. One Master Gardener offered his computer skills to produce the cover page and CD.

**10. How many volunteer hours were contributed in the production of this publication?**

Six hundred and fifty (650) volunteer hours have been spent over the past year to compile information on reliable plants in Hood County. Part of this information was extracted for the *Fall Favorites*.

**11. Has this publication won any previous TMGA awards? If yes, explain the changes that were made to this publication.**

*Fall Favorites* has not won any previous TMGA award.

**III. Publication Award. (700 Points)**

These points will be given to the Publication itself compared to all entries received in this category.