

**Texas Master Gardener Association
2006 PUBLICATION AWARD**

Association Membership/Size: Medium (Small, Medium, or Large)
Number of Members: 53



County: Hood County

Address: 200 N Gordon Street

City: Granbury, TX

Zip: 76048

Phone: 817-579-3280

Fax: 817-408-2533

e-mail: Hood-tx@tamu.edu

Publication Title: *Master Gardener Favorites, Plants for North Central Texas*

Signature of person submitting the nomination

Signature of County Extension Agent or County Program Coordinator

THIS SUBMISSION SHALL NOT EXCEED FOUR (4) PAGES TOTAL.

I. DESCRIPTION OF PUBLICATION (50 pts)

In 150 words or less please describe the publication.

Members of Lake Granbury Master Gardeners (MGs) spent almost three years doing research and compiling information for the educational book, *Master Gardener Favorites, Plants For North Central Texas*. In addition to profiling the culture, growth habit, bloom, propagation and other relevant information about almost 200 plants that perform reliably in the area, the book contains helpful lists of salt tolerant and deer resistant plants, instructions on proper watering, firewise landscaping tips, a brief glossary, advice on oak wilt disease and vegetable planting charts. The book also comes with a reference CD that contains photos of included plants. Every effort was made to ensure the originality, relevancy and accuracy of the information included.

II. QUESTIONNAIRE (200 Points)

Please answer the following questions as they relate to the entry for the award year.

Planning (35 points)

1. What is the clientele need for the publication, and how was it determined?

The population of Hood and surrounding counties has grown tremendously in recent years and this boom is expected to continue. People are relocating to Granbury from all over the country, bringing with them very little horticultural knowledge relevant to Texas. The MGs and Extension agent field hundreds of questions about what plants to grow and how to take care of them. In 2004-2005, MGs released excerpts from their proposed book in two smaller publications, which were well received by the public. Their success confirmed the need for a more extensive plant book.

2. Who is the target audience for the publication?

The target audience is anyone living in North Central Texas who wants to learn how to successfully garden and maintain a landscape in an area that has difficult soils, extreme temperatures, wildlife and drought.

3. What is/are the objective(s) of the publication?

The objectives of the publication are:

- To educate the public about how to better garden/landscape in N. Central Texas,
- To present a palette of plant materials deemed most reliable for the area,
- To offer unbiased information in a manner that can be easily understood by persons with little to average horticultural skills,
- To offer a book that will be considered an invaluable resource worthy of a modest financial investment,
- To provide a gardening resource that addresses the specific concerns of area residents/gardeners, and
- To provide an educational product that pays for itself and generates revenue to support educational endeavors.

4. How does the publication support the mission of Texas Cooperative Extension?

- The book is educational, meets the needs of its audience and addresses local concerns.
- The publication increases the availability of horticultural information distributed to the community.
- The book's content helps to answer frequently asked questions.
- The book can be utilized as a reference tool by the Extension agent when meeting with constituents.

Development of the Publication (65 points)

5. How many Master Gardeners were involved in developing the publication?

There were seven committee members responsible for research, writing, editing and final decisions as to what would be included in the publication. However, the whole organization provided photos and input on plants and their care.

6. How many Master Gardener volunteer hours were contributed in developing the publication?

In 2006, a total of 605 MG hours were contributed to develop the publication. (1,483 total hours contributed since 2003)

7. Describe the roles Master Gardeners served in developing the publication (i.e. author, editor, desk-top publisher, artist, committee chair etc - no names of Master Gardeners should be mentioned).

- Administrative: phone calls, scheduling meetings, making copies
- Research: compiling data from multiple printed and online resources
- Writing: drafting plant profiles and special sections
- Editing: rewriting, proofing, research, formatting
- Design: layout of pages, cover design
- Photography: taking photos, soliciting photos from members, friends
- Developing the CD: design and functionality, use of photos, production of CDs
- Print Coordination: obtaining bids, selecting materials, overseeing production
- Promotion and Sales: publicity, finances

8. How were Texas Cooperative Extension personnel involved in developing the publication?

- Counsel: review of materials, advice on reliable resources
- Administrative: answering calls, distributing books
- Promotion: mention in weekly cable television show

9. How was the use of accurate, research-based information in the publication assured/insured? (i.e. Texas Cooperative Extension personnel, outside sources, etc.)
- The book committee selected plants for inclusion based on feedback and survey information from the entire organization and the Extension agent.
 - Plant information was developed for the book by using multiple reliable state university resources, such as the Texas A&M plant database, as well as publications and online resources published by credible horticulturists and nursery professionals.
 - All plant entries were subjected to a rigorous review process.
10. Were any other organizations involved in the sponsorship or development of the publication? If yes, describe their involvement. No.
11. If funding was needed for development and production of the publication, how was it acquired?
Money for printing was allocated from the previous year's fundraising efforts — a plant sale and a garden tour. Book sales will cover the initial costs and provide some funds for reprinting. The books cost \$10.49 each and sell for \$20 each.
12. In addition to the above comments, describe any other involvement the Master Gardener organization had in developing the publication?
- A MG took the cover photo of a daylily in the member's garden.
 - The book's original format and design were totally produced by MGs.
 - The book's content was based on a wealth of shared information from the organization's members in addition to university-based data. Members completed surveys regarding various plants and their culture. Selected members participated in the review process. The Committee then produced an original publication, one that is unique, written by MGs familiar with local conditions and sure to become an invaluable community resource.
 - Members helped to promote and distribute the books to friends, neighbors, realtors and businesses.
13. Does the Texas Cooperative Extension logo appear on the front page of this publication or anywhere else? If not, why not? Yes, the logo is on page two of the publication.

Implementation (65 points)

14. How many copies of the publication were printed/produced?
200 copies of the publication were printed.

15. How and where were the publications distributed?

The book was finalized in October 2006. All 50 copies taken to the group's fall educational seminar were sold. After Thanksgiving, when the CDs were finalized, MGs published a story in the local newspaper announcing availability of the book for Christmas giving — 19 copies were sold the next day. Books were distributed at the Ext. office. The books were also available online. (Two area businesses offered to carry the books.) About 100 books were sold by Dec. 31. The remaining books will be sold at a plant sale and during various Speaker's Bureau presentations, workshops, etc., in 2007.

16. Is this a periodical (annual, monthly) publication or a 1-time publication? If previously published, when was the publication first published and how frequently is it published?

This is a one-time publication that may be reprinted. Updates may be offered on the MG website. Using limited information from a draft of the book, two smaller booklets were produced in advance — *Spring/Summer Favorites* and *Fall Favorites* — to evaluate the public's need/desire for a larger, more comprehensive publication.

Evaluation (35 points)

17. How were the publication and its impact evaluated?

- This just-published book is selling rapidly, indicating a high demand for the included information.
- The previous smaller booklets sold out and their format was copied by other MG organizations.
- The full impact will be evaluated by sales and reprint requests, feedback from the public at MG presentations, phone calls and comments to the Extension agent and, long term, a demonstrable difference in home landscape/gardening practices.

18. To what degree did the publication meet the intended objective(s)?

- Readers have commented on the book's valuable content and ease of use.
- It gives readers a lot of in-depth information on plants that are reliably grown in the area.
- It helps newcomers as well as established residents to make good landscape choices.
- It has a glossary that helps people with various skill levels to understand terminology.
- It addresses problems familiar to local gardeners, i.e., drought, saline lake water, wildlife, fire danger, etc.
- It is priced economically and includes a photo CD.
- The book has generated local media attention and is selling well, generating funds for future programs.

19. Describe any plans to revise, expand, or reprint the publication? How would this be funded?

When current inventory is sold, additional books will be printed as needed. Updates will be offered occasionally on the MG website. The need for a revised version will be evaluated in the future and will be dependent upon resources.

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

No, it has not. The smaller booklet, *Spring/Summer Favorites*, won a TMGA award.

III. PUBLICATION AWARD (250 points)

Judges will assign these points based on how the entry itself compares to the other entries received in this category. Points will be based on the following considerations.

		Points Awarded	Possible Points
	Visual appeal		45
	Accuracy of information		45
	Usefulness to the intended audience		45
	Achievement of the publications intended objectives		45
	Readability		45
	Editing		25
	TOTAL		250