

## WELCOME

Our Awards celebrate the very best of horticultural communications in all media.

In the information that follows, you will find all the detail you need to submit one or more pieces of work for consideration by the judging panels. There is no limit to the number of entries that you may make, provided that an individual article, photograph, TV or radio programme etc is not placed in more than one category.

The qualifying year for the 2011 Awards runs from 1st September 2010 and 30th September 2011.

The winners will be announced at the Guild's Awards Lunch at The Brewery, London, on 30<sup>th</sup> November 2011, (details of which can also be found [here](#).)

All Award categories (except voting for Lifetime Achievement Award) are open to both Guild members and non-members alike.

We are making every effort to make the entry process as simple as possible. Entry Forms are provided via links below, which you can fill in, save the completed form to your desktop, print out and post with your entry/ies.

The rules of entry for all categories can be found on "General Rules" and specific rules are given on each entry form.

If you need any further information, please do not hesitate to contact me –  
[awards@gardenmediaguild.co.uk](mailto:awards@gardenmediaguild.co.uk)

Good luck!



Kevin Smith  
2011 Awards' Administration

## The categories in brief

### Books

#### **A - Practical Book of the Year**

For the best book that covers the nuts and bolts of a particular aspect of gardening or plant group.

#### **B - Reference Book of the Year**

For the best book that includes factual information and is not usually read all the way through, or chapter by chapter.

#### **C - Inspirational Book of the Year**

For the best book that inspires gardeners to something new.

### Press

#### **D - Garden Publication of the Year**

For the national, regional or specialist consumer magazine or newspaper with the best gardening content.

#### **E - News Story of the Year**

For the writer of the best gardening news story in print or online.

#### **F - Gardening Column of the Year**

For the best gardening column in national, regional, consumer, specialist or trade press.

#### **G - Journalist of the Year**

For the best writer of the best three gardening articles published in print or online.

#### **H - Practical Journalist of the Year**

For the writer of the best practical gardening column or article in print or online.

#### **I - Trade Journalist of the Year**

For the writer of the best trade column or article from a feature or series in print or online.

### Photography

#### **J - Photographer of the Year**

For the best diverse portfolio of eight published garden and/or plant images.

#### **K - Features Photographer of the Year**

For the best themed portfolio of images, from one editorial feature – in print or online.

#### **L - Book Photographer of the Year**

For the best images from a book where the photographer's contribution comprises 80% or more of the total photographic content.

### Broadcasting

#### **M(a) - TV Gardening Programme of the Year**

For the best national or regional TV broadcast of 30 minutes or more.

#### **M(b) - TV Gardening Feature of the Year**

For the best national or regional TV broadcast of three minutes or more that is part of another TV programme.

#### **N(a) - National Radio Gardening Broadcast of the Year**

For the best national radio gardening broadcast.

#### **N(b) - Local Radio Gardening Broadcast of the Year**

For the best local radio gardening broadcast.

## **Multimedia**

### **P - Environmental Award**

For the best entry across all media that addresses and communicates the environmental issues related to gardens and gardening.

### **R - New Talent Award**

For the most talented newcomer to our world of garden media communications.

### **S(a) - Blog of the Year**

For the best gardening blog.

### **S(b) - Website of the Year**

For the best gardening website.

### **T - Plants & Well Being Award**

For the best entry across all media that shows how plants can enhance our lives

## **Lifetime Achievement**

The Guild's highest accolade to the person who has made an outstanding contribution to our world of garden media communications. (Voting open to Guild members only)

# **Deadline for entries 28<sup>th</sup> September 2011**