

DIGITAL MEDIA INDIVIDUAL & TRADE ONLY

Podcast Episode

Single podcast episode

Submit: Submit a link to one episode..

Judged On: Judged for accuracy, originality, creativity, and style.

Podcast Series

Podcast series

Submit: Submit links to three different episodes..

Judged On: Judged for accuracy, originality, creativity, and style.

Social Media

Multiple social media posts with a horticultural theme on a single platform

Submit: Submit links to 3-5 posts..

Judged On: Judged for accuracy, originality, creativity, and style.

Special Projects (Course/Class, App, etc.)

Horticulturally themed special project in the digital realm (e.g., an online course, app, game, or live stream)

Submit: Submit a link to a single entry..

Judged On: Judged for accuracy, originality, creativity, and style.

Video

Horticulturally themed video

Submit: Submit a link to a single entry..

Judged On: Judged for accuracy, originality, creativity, and style.

Website (Personal/Trade)

Horticulturally themed website owned by either an individual or a company

Submit: Submit a link to a single URL..

Judged On: Judged for accuracy, originality, creativity, and style.

PHOTOGRAPHY INDIVIDUAL & TRADE ONLY

Blog (Consumer-Trade)

Photography featured on a horticulture-themed blog intended for either the general public or the trade

Submit: Submit links to three different blog posts..

Judged On: Judged for technique, composition, and creativity.

Book (General Readership)

Photography in a non-fiction horticultural book intended for a general audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: Judged for technique, composition, and creativity.

Book (Technical/Reference)

Photography in a non-fiction horticultural book intended for a professional or educational audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: Judged for technique, composition, and creativity.

Calendar

Photography in a horticulturally themed calendar

Submit: Three calendars must be submitted..

Judged On: Judged for technique, composition, and creativity.

Cover (Book or Magazine, Consumer-Trade)

Cover photography for a book or magazine

Submit: Submit a link to a single entry..

Judged On: Judged for technique, composition, and creativity.

Magazine (Consumer-Trade)

Photography featured in a single magazine article in a trade or consumer publication

Submit: Submit a link to one article..

Judged On: Judged for technique, composition, and creativity.

Marketing Catalog or Brochure

Photography in a catalog or brochure that promotes a garden product or service; both trade and consumer materials eligible

Submit: Submit a link to a single entry..

Judged On: Judged for technique, composition, and creativity.

Newspaper

Photography in a single newspaper article

Submit: Submit a link to one article..

Judged On: Judged for technique, composition, and creativity.

Portfolio

Photography portfolio submitted as a cohesive collection

Submit: Submit 10 high-resolution JPGs (2000 px longest side, 2 MB max per image). Entries need not have been previously published..

Judged On: Judged for technique, composition, and creativity.

SPEAKING & BROADCAST INDIVIDUAL & TRADE ONLY

Live Presentation

Live presentation featuring a horticultural or gardening theme

Submit: Submit a link to one live recording (e.g., a Zoom recording). Speaker must be visible at all times..

Judged On: Judged for clarity, creativity, and presentation technique.

Radio Feature or Show

Single radio feature or show focused on horticultural topics

Submit: Submit a link to one entry..

Judged On: Judged for clarity, creativity, and presentation technique.

Radio Program or Series

Regular radio program or series featuring horticultural content

Submit: Submit links to three different episodes..

Judged On: Judged for clarity, creativity, and presentation technique.

Television Feature or Show

Single television feature or show focused on horticultural subjects

Submit: Submit a link to one entry..

Judged On: Judged for clarity, creativity, and presentation technique.

Television Program or Series

Television program or series dedicated to horticultural or gardening content

Submit: Submit links to three different episodes..

Judged On: Judged for clarity, creativity, and presentation technique.

WRITING INDIVIDUAL & TRADE ONLY

Blog (Consumer-Trade)

Horticulture-themed blog created for either the general public or the trade audience

Submit: Links to three different blog posts must be submitted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Book (Children's)

Children's book with a central theme related to horticulture

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Book (Fiction)

Work of fiction centered on horticulture with any real plants and garden techniques accurately depicted

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Book (General Readership)

Non-fiction horticultural book intended for a general audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Book (Technical/Reference)

Non-fiction horticultural book intended for a professional or educational audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Calendar

Text of a horticulturally themed calendar

Submit: Three calendars must be submitted..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

WRITING INDIVIDUAL & TRADE ONLY

Magazine Article (Consumer-Trade)

Single magazine article published in either a trade or consumer publication

Submit: Submit a link to one article..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Magazine Column (Consumer-Trade)

Regular magazine column published in either a trade or consumer publication

Submit: Submit a links to three different columns..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Marketing Catalog or Brochure

Writing that promotes a garden product or service; both trade and consumer marketing materials are eligible

Submit: Submit a link to a single entry..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

Newsletter (Consumer-Trade)

Printed or electronic newsletter—trade, consumer, personal, or garden club editions eligible

Submit: Submit links to three different newsletters..

Judged On: All writing submissions are judged on writing only; accompanying photography and overall production are not considered. Judged for content, clarity, originality, and style.

PUBLISHER PUBLISHER & TRADE ONLY

Book (Fiction)

Overall product judged on cover, writing, photography, layout; non-fictional plants and techniques accurately depicted

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: Judged on overall product: cover, writing, photography, layout, etc.

Book (General Readership)

Overall product judged on cover, writing, photography, layout; tone appropriate for a general audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: Judged on overall product: cover, writing, photography, layout, etc.

Book (Technical/Reference)

Overall product judged on cover, writing, photography, layout; tone appropriate for a professional or educational audience

Submit: Three book copies must be submitted. eBooks are not accepted..

Judged On: Judged on overall product: cover, writing, photography, layout, etc.

Broadcast Radio/Podcast Production - Series

Horticulturally themed radio or podcast series

Submit: Submit links to three different episodes..

Judged On: Judged for overall production values and content.

Broadcast Radio/Podcast Production – Single Program - Feature

Horticulturally themed radio or podcast single program or feature

Submit: Submit a link to a single entry..

Judged On: Judged for overall production values and content.

Calendar

Horticultural-themed calendar judged on overall design, photography/illustration, and written content

Submit: Three calendars must be submitted..

Judged On: Judged for design, photography/illustration, and written content.

Magazine – Consumer/Trade

Entire issue of a consumer or trade magazine

Submit: Submit a link to a single entry..

Judged On: Judged for overall production values, photography/illustration, and written content.

Magazine or Newspaper Article – Consumer/Trade

Magazine or newspaper article, feature, page, or section in a consumer or trade publication

Submit: Submit a link to a single entry..

Judged On: Judged for overall production values, photography/illustration, and written content.

 Magazine or Newspaper Column or Series – Consumer/Trade

Series of magazine or newspaper articles, features, pages, or sections in a consumer or trade publication

Submit: Submit a links to three different columns..

Judged On: Judged for overall production values, photography/illustration, and written content.

 Marketing Catalog/Brochure – Consumer/Trade

Overall product that promotes a garden product or service; both trade and consumer marketing materials eligible

Submit: Submit a link to a single entry..

Judged On: Judged for overall production values, photography/illustration, and written content.

 Newsletter – Consumer/Trade

Printed or electronic newsletter—trade, consumer, personal, or garden club editions eligible

Submit: Submit links to three different newsletters..

Judged On: Judged for overall production values, photography/illustration, and written content.

 Television Feature

Single television feature

Submit: Submit a link to a single entry..

Judged On: Judged for overall production values and content.

 Television Series

Television series

Submit: Submit links to three different episodes..

Judged On: Judged for overall production values and content.