

call for entries

2012 Blue Pencil & Gold Screen Awards Competition

**Government
Communicators—
*Telling America's Stories***

NAGC

National Association of
Government Communicators



Dear Government Communicator,

What do you consider a national treasure? Is it the Smithsonian Museum or the Washington Monument, the White House, or perhaps Georgetown's historic waterfront? Maybe, it's the documents at the National Archives or the International Spy Museum! These are Washington's treasures; we want you to share your communications products—your treasures—in the 2012 Blue Pencil & Gold Screen Awards Competition.

Please plan to join us in Washington, DC, June 5–8, for the 2012 NAGC Communications School. The centerpiece of the Communications School is the presentation of the Blue Pencil & Gold Screen Awards Competition.

Be one of the winners of these coveted awards, but to win you have to enter the competition. The Blue Pencil & Gold Screen Awards Competition has categories that reflect the latest tools of our profession, while paying tribute to the tried and true ways we reach our target audiences. This year's categories have been redefined, now you can receive recognition in 41 categories. Are you working with social media? There are four new categories for social media alone!

In today's marketplace, employers want tangible and quantifiable signs of success. Job applicants need to separate themselves from the rest of the pack, and marketing yourself effectively in our profession—to other communicators—

requires a portfolio with impact. Winning a Blue Pencil & Gold Screen Award recognizes the kind of accomplishment that top management wants to see, customers expect and future employers look for.

Submitting entries, on behalf of your agency, is also a great way for you (and your agency management) to compare how your communications efforts—in print or electronic format—measure up against the very best efforts at Federal, state and local levels. And you are bound to walk away from the competition with new ideas and inspiration for future publications and products.

The Blue Pencil & Gold Screen Awards Competition is the only international awards program specifically for government communicators, with a 39-year reputation as the most coveted awards in government communications across the country. So, if you produce it we want to see it—and we want you to share it with your colleagues.

Early bird deadline is December 9, with the final deadline January 20, so enter your treasure in this year's competition!

Kathy Zona,
NAGC Board of Directors and
Competitions Chair



Call for Entries

Are you an employee or contractor who has produced a communication product for a Federal, state, local, or other government entity?

Be recognized: enter your product in **The National Association of Government Communicators 2012 Blue Pencil & Gold Screen Awards Competition.** This annual international awards program recognizes superior government communication products and those who produce them. We continue to listen to feedback from our industry to ensure that categories reflect the changing face of communications. This year, we combined the “Blue Pencil” and “Gold Screen” categories into a single list, revised many of the descriptions, and dropped the requirement to include production cost and budget information for some categories.

Enter as many categories as you choose—the number of opportunities to share your best work, innovation, creativity and use of technology may surprise you. The following examples show the range of opportunities in the more than 40 categories.

- Publications
- Media Relations
- Photography
- Graphic Design
- Video, Multimedia
- Electronic Communications
- Branding/Rebranding
- Social Media

One winner will be awarded Best in Show!

*Don't forget to take advantage of the FREE teleconference on “**How to Win a Blue Pencil & Gold Screen Award.**” You'll hear former Blue Pencil & Gold Screen winners provide hot tips and personal secrets to winning Blue Pencil & Gold Screen Awards. The teleconference will take place at 2 p.m. EST, Thursday, November 3. Visit the NAGC website at <http://www.nagconline.org>, for details on participating in the teleconference.*



Entry Rules

Only entries produced by or for a government organization between January 1, 2011 through December 31, 2011 are eligible.

Non-English entries must include a complete English translation.

Entries must be postmarked or date shipped by:

December 9, 2011
Early Submission Deadline

January 20, 2012
Submission Deadline

Each entry must be submitted with three complete copies of all components, including three copies of each entry form and three copies of the one page description.

Categories 26–41 Media must be submitted in CD-ROM format. Include three copies of the CD-ROM.

If entry requirements are not met, entries will be disqualified and entry fees forfeited. Description forms that are longer than one page may be disqualified.

All fees must be submitted with entries.

All completed forms must be legible.

Awards will be given to the government agency for which the work was produced.

Entry Fees

One Fee Form for all entries.

Discounted Member Fees apply only to NAGC members who had substantial input into the preparation or production of the entry and are listed as a contributor on the Entry Form.

Non-members, join NAGC when you submit your entries and pay the member entry fee(s). To learn more about membership, visit **NAGC at www.nagconline.org**.

Entries postmarked on or before December 9, 2011

Member: \$119 per single entry
\$105 each for 2+ entries

Non-Member: \$170 per entry

Postmarked between December 10, 2011 and January 20, 2012

Member: \$156 per single entry
\$140 each for 2+ entries

Non-Member: \$204 per entry



Judging Process

Awards include: First Place, Second Place and Award of Excellence.

Each entry is evaluated by a team of at least two judges chosen by the Blue Pencil & Gold Screen Awards Committee.

Category 1–25 entries are judged on all applicable criteria, including writing, editing, content, design, illustrations, printing, purpose, dissemination, cost effectiveness, technical merit and overall impression.

Categories 26–41 entries are judged on all applicable criteria, including video/graphic quality, writing, editing, content, sound quality, script, visual style, direction, innovation, cost effectiveness and overall impression.

Judges will carefully consider your one page description that includes where applicable: purpose, goal or objective, target audience, cost effectiveness, determination of success, and special factors (size of staff, constraints, development time, etc.).

Judges reserve the right to refuse granting awards in any category where there are insufficient qualified entries.

Winners will be notified prior to the presentation of the awards at NAGC's annual conference, 2012 Communications School, in Washington, DC, June 5–8, 2012.



Entry Checklist

Use the following checklist to ensure you have included all necessary items for each entry.

Three (3) copies each:

- ✓ All entry components
- ✓ One-page description containing the following information:
 1. Purpose, goal, or objective: What was this entry designed to accomplish or represent?
 2. Target audience: What specific individuals or groups were you trying to reach with this product?
 3. Cost effectiveness: Based upon the budget, intended purpose, and goal or objective: how cost effective is this entry? Not required for categories 4, 11, 13, 15 and 40.
 4. Determination of success: Did the entry meet its purpose, goal, or objective? Identify the methods used to determine your degree of success.
 5. Special factors: What factors, not covered above, make your entry exceptional (size of staff, constraints, development time, innovation, etc)?

- ✓ Complete translation of Non-English entries
- ✓ Entry form

One copy of the completed Fee Form Payment

- ✓ Check, money order, or purchase order payable to NAGC
- ✓ Accepted credit cards: American Express, Visa or Mastercard

Mail Entry form and Awards Fee Form to:

NAGC Awards Competition
201 Park Washington Court
Falls Church, VA 22046-4527
Phone: 703-538-1787

NAGC Contact: Michelle Savoie, Competitions Coordinator, Savoie@nagconline.org

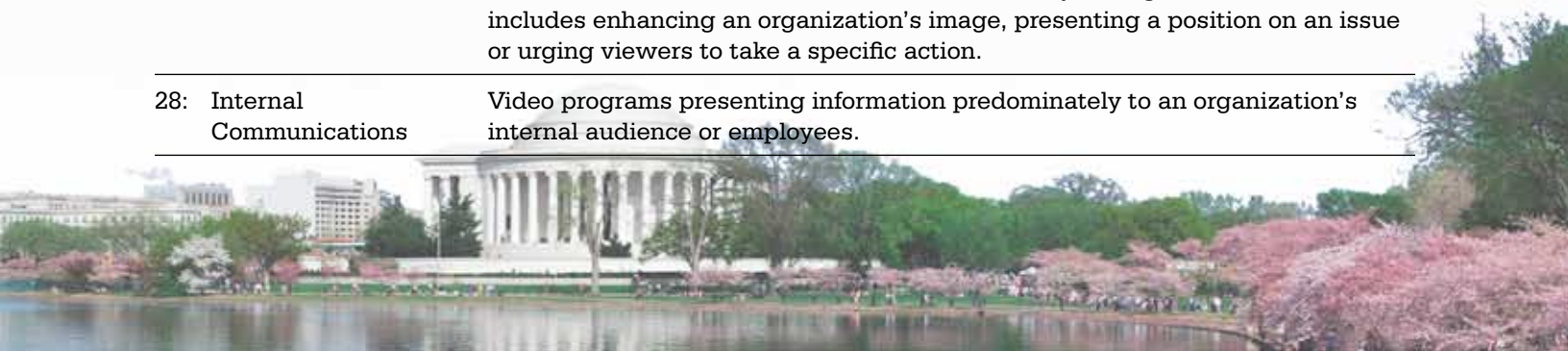


NAGC Blue Pencil & Gold Screen Awards 2012 Categories

Category	Description
1. Magazine	Printed magazine containing pictures, stories and other articles of interest. Submit 3 copies each of 3 different issues.
2. External Newsletter	Printed newsletter produced and distributed to an outside audience focusing on an organization, agency or government entity's activities or purpose. Submit three copies each of three different issues.
3. Internal Newsletter	Printed newsletter produced and distributed to an organizational audience. Submit three copies each of three different issues.
4. Article	Single article of 500 words or more communicating information in a descriptive, narrative, conversational or human-interest writing style, published in print. Provide the printed copy. <i>Production cost and/or budget information is not required for this category.</i>
5. Soft/Hard Cover Book (21+ pages)	Soft/Hard cover book released during competition year.
6. Brochures/Booklet (20 pages or less)	Brochures/Booklets released during competition year.
7. Annual Report	Single publication to communicate year-long activities of a government organization, agency or entity.
6 8. Technical or Statistical Report	Single publication to provide government, consumer, and other audiences with technical or statistical information about a government product, service or research.
9. Special Purpose Publication	Any written publication designed to promote, educate, inform, or communicate, that because of its content or intended audience does not qualify for another category.
10. Most Improved Publication	Entries in this category must contain three sets of current or three sets of previous issues. Only the following print categories qualify: brochures/booklets, magazines, newsletters, and reports.
11. Writer's Portfolio	Writer must submit a portfolio of three to five products published during the competition year for which he or she was the primary writer. <i>Production cost and/or budget information is not required for this category.</i>
12. Graphic Design	Designer must submit a single product designed and published during the contest year.
13. News Release	News release or article, written in a factual style, intended to raise the profile or media coverage of an activity, event, service, product or other government-related information. <i>Production cost and/or budget information is not required for this category.</i>
14. Media Event	Event, such as a news conference, public event or other special event that resulted in raising the profile of government or a government activity, program, event, service, product or other government-related information. Submit releases and all relevant material. This event could be a news conference, media event, public open house or an event for a specific audience not necessarily open to the public.



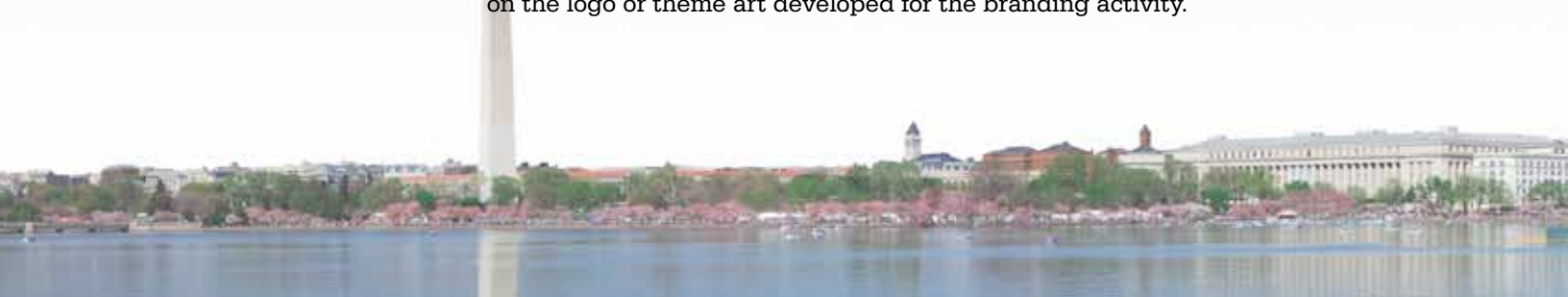
Category	Description
15: Individual Speechwriting	Writer must submit a single speech written during the contest period for which he or she has sole or majority responsibility for writing, research and content. <i>Production cost and/or budget information is not required for this category.</i>
16: Commercial/Studio/Staged Color or Black-and-White Photography	Individual color or black-and-white commercial, studio or staged photograph published during the contest period. Must be 8" x 10" and mounted on boards no larger than 11" x 14" attached with a copy of the publication page where the photo appeared.
17: Journalistic/Nature Color or Black-and-White Photography	Individual color or black-and-white documentary, journalistic or nature photograph published during the contest period. Must be 8" x 10" and mounted on boards no larger than 11" x 14" attached with a copy of the publication page where the photo appeared.
18: Logo/Theme Art	A logo or theme art created, revised or updated. Include former logos or theme art, if applicable. Attach examples of your logo or theme art in use, or provide a live URL if your logo or theme art was used on a website.
19: Special Purpose Product	Any visual communication product or collection of products that because of its design, purpose or audience does not qualify for another category, including maps.
20: Posters	Large display print items designed to promote, educate, inform or communicate information, in a graphical presentation.
21: Calendar	Internal or external calendar.
22: Display	Includes bulletin boards, displays or other graphic presentations used to convey information. Photographs of the display and/or DVD must be submitted.
23: Shoestring Budget	Entries in all categories completed with limited funding that display creative use of funds to produce a quality product and achieve the intended goal. "Produced with nothing but your shoelaces." Must specify budget, additional resources and specific methods used to evaluate results.
24: Conference Materials	Includes all material produced for a conference, meeting or other event: post cards, promotional brochures, programs, give a ways, or other material produced to support the event. Does not include stand alone training material to be presented at a meeting, conference or event.
25: Promotional Campaigns	Promotes an activity, service, product, event or other government-related purpose.
26: Public Service Announcement	A single video public service announcement up to 60 seconds long. Only the first PSA on a reel will be judged if other variations are included.
27: Public Affairs Program	A program of up to 60 minutes in length produced to address current events, individuals or issues; and/or to serve as a forum for discussion of ideas, conditions or situations of interest to a community or target audience. This includes enhancing an organization's image, presenting a position on an issue or urging viewers to take a specific action.
28: Internal Communications	Video programs presenting information predominately to an organization's internal audience or employees.



Category

Description

29: Educational Programs	A video or web site to help viewers learn a skill or to teach, educate, instruct, or inform (e.g. office procedures, interpersonal management and supervisory skills, technical skills and knowledge and other specialized processes and procedures.). Submit all segments of program to be judged on CD-ROM and provide a URL (if applicable) that will be active at time of judging.
30: Documentary	A program that documents a person, place, event or thing, or places a topic in historical or cultural context. A majority of video used must be original footage or legitimate archival footage.
31: Website	A collection of related web pages designed for a particular organization, event or purpose. (May or may not be interactive.)
32: Electronic Publication	Portions of web sites, or complete reports or other electronic materials designed specifically for an Internet audience. Printed material that is posted online for enhanced circulation and web sites are not acceptable for this category. Submit all segments of program to be judged on CD-ROM and provide a URL (if applicable) that will be active at time of judging.
33: Webcast	Event or communicative story that is broadcast to a large audience via the Internet. May include videos produced for conventions, large meetings and important organizational events. Entries must include photos of stage sets where video was presented. Provide the submission on a CD-ROM along with a URL that will be active at the time of judging.
34: E-Newsletter	Includes online newsletters produced and distributed to an internal and/or external audience. Submit copies of three successive issues on CD-ROM and provide a URL that will be active at time of judging.
35: Podcast	An audio segment posted on a web site that is part of a regular podcast series. Submit a CD-ROM with three podcasts, as well as a link to the series' web site.
36: Facebook	Page that demonstrates an activity, service, product, event or other government related purpose. Include a live URL.
37: Blog	Page that demonstrates an activity, service, product, event or other government related purpose. Include a live URL.
38: YouTube	Page that demonstrates an activity, service, product, event or other government related purpose. Include a live URL.
39: Best 140 Characters	Social media entry that in 140 characters or less demonstrates an activity, service, product, event or other government-related purpose. Can include mobile applications or initiatives, Twitter, SMS, and text campaigns.
40: Web Article	Single article of 500 words or more communicating information in a descriptive, narrative, conversational or human-interest writing style, published in print. Provide a printed copy and a live internet link to view the article. <i>Production cost and/or budget information is not required for this category.</i>
41: Branding/Rebranding Campaign	Demonstrates an agency-wide or departmental, consistent look and feel in the creation of a brand encompassing all print, electronic, web-based and audiovisual media. Campaign should be large in scope and not focus solely on the logo or theme art developed for the branding activity.



Get Even More Involved! Volunteer to Be a Judge!

In addition to entering the Blue Pencil & Gold Screen Awards Competition, you can also get involved by volunteering as a judge. Judging is an honor and a benefit. First, you are considered an expert in your field when you are selected by the BP&GS Awards Committee to judge the work of your peers. Second, you benefit from your exposure to the tremendous talent, creativity, and innovation of communicators across government. For more information about judging, log on to www.nagconline.org or contact Competitions Director Kathy at kathy_zona@yahoo.com. (Note: volunteer judges will be assigned to judge categories in which they have not submitted an entry.)



NAGC Contact: Staff Use Only:
Receipt ID # _____
Date Received: _____
Postmarked: _____

2012 Blue Pencil & Gold Screen Awards Competition

ENTRY FORM

Please read entry rules before completing. Submit three copies of this form with each entry.

Awards Category you are entering:

Submission time:

- Early Submission (postmarked on or before December 9, 2011)
- Submission Deadline (postmarked between December 10, 2011 and January 20, 2012)

Title of Entry: _____

Category Name: _____

Entry # _____ of _____ total entries submitted

Production Cost/Budget Information:

Percent produced in-house: _____%

Percent produced by a commercial firm _____%

Name of Firm: _____

Total cost to produce: \$ _____

(Production cost information is not required for categories 4, 11, 13, 15 and 40.)

(If in-house, include \$ amounts for staff hours and other production costs.)

Total number produced: _____

Cost per copy/item: \$ _____

Award Information

Government organization: _____

(NAGC may modify the information to accommodate plaque sizes.)

Principal contributor: _____

Title: _____

Names of up to three additional contributors and their titles

1st Contributor: _____

Contributor Title: _____

2nd Contributor: _____

Contributor Title: _____

3rd Contributor: _____

Contributor Title: _____

3rd Contributor: _____

Contributor Title: _____

Contact Person

The person submitting this entry will also be the contact person for all correspondence related to awards, judging, and results.

I hereby certify that I have authority or approval to submit this work. I understand that all entries become the property of NAGC and will not be returned. I give NAGC the right to display my entry in any awards promotions or displays. Further, I understand that the information contained in this document is subject to verification and may become public.

Name: _____

Title: _____

Agency/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Submit all entries to: NAGC Awards Competition, 201 Park Washington Court, Falls Church, VA, 22046.

NAGC

National Association of
Government Communicators

NAGC Contact: Michelle Savoie, Competitions Coordinator, savoie@nagconline.org

2012 Blue Pencil & Gold Screen Awards Competition

FEE FORM

Please read entry rules before completing. Combine all fees for multiple entries on one Fee Form.
Each submitted entry must be listed. List of entry titles and principal contributors' names:

Title of Entry	Principal Contributor
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Membership Information:

NAGC Member Non-Member Join now and receive member rate

Membership Fees:

Active **\$120**
Individual employed by or seeking a position in Federal, State, or local government

***Agency/Organization** **\$480**
Group of up to 5 individuals who meet the Active membership requirements

Affiliate **\$250**
Non-governmental person engaged in communications activities that will enhance NAGC

***Affiliate Group** **\$1000**
Any group of up to 5 individuals from an organization meeting Affiliate category requirements

Fees:

Early Submission: postmarked by December 9, 2011

Member: \$119 for one entry
\$105 each for 2+ entries

Non-Member: \$170 per entry

Regular Submission: Postmarked between December 10, 2011 and January 20, 2012

Member: \$156 for one entry
\$140 each for 2+ entries

Non-Member: \$204 per entry

Fees Due:

Total Number of Entries _____ x Entry Fee _____ = Total Entry Fees _____

Membership Fee (new member or renewal—please give member name) + _____

Member Name _____ Total Fees Due _____

Fees Contact Information:

This person will be the contact for all questions regarding payment and will receive receipts.

Name: _____

Title: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone: _____ Fax: _____

Payment Information: NAGC Tax ID#:52-1046350

Check/Money Order
Payable to NAGC (Must be included with Fee Form)

Purchase Order (PO #: _____)

Credit Card: AMEX VISA MASTERCARD

Cardholder Name: _____

Phone: _____

Card Number: _____

Security Code: _____

Expiration Date: _____

Signature: _____



National Association of Government Communicators

NAGC Contact: Michelle Savoie, Competitions Coordinator, savoie@nagconline.org

