

2012 Blue Pencil & Gold Screen Awards Competition CALL FOR JUDGES

Picture yourself as a judge for the National Association of Government Communicators (NAGC) Blue Pencil & Gold Screen Awards! Judging is an honor and a benefit. First, you are considered an expert in your field when you are selected by the Blue Pencil & Gold Screen Awards (BPGS) Committee to judge the works of your peers. Second, you benefit from your exposure to the tremendous talent, creativity and innovation of communicators across government. By volunteering, you learn from your peers while providing a vital service to NAGC. Judges are strongly encouraged to recruit a team of colleagues to judge assigned categories. In the alternative, independent judges will be paired with a second independent judge to select winners.

The judging process is as follows:

- Fill out the Judge Information Sheet (found online at www.nagconline.org) and send to Competitions Chair Kathy Zona at kathy_zona@yahoo.com. Indicate whether you will recruit a team of your own or if you will act as an independent judge.
- BPGS Committee selects judges and/or teams to judge each category.
- BPGS Committee provides training to judges.
- NAGC Headquarters sends out E-mail and FedEx Materials to judges.
- Judges review all material and judge each entry.
- Judges complete the “List of Winners” form, with all completed judging forms, to NAGC Headquarters.
- NAGC headquarters notifies winners.
- Winners are honored at annual Communications School.

Categories are as follows (subject to change)

Magazine	Special Purpose Product
External Newsletter	Posters
Internal Newsletter	Calendar
Print Article	Display
	Shoestring Budget
Soft/Hard Cover Book	Conference Materials
Brochures/Booklet	Promotional Campaigns
Annual Report	Public Service Announcement
Technical or Statistical Report	Public Affairs Program
Special Purpose Publication	Internal Communications
Most Improved Publication	Educational Programs
Writer’s Portfolio	Documentary
Graphic Design	Website
News Release	Electronic Publication
Media Event	Webcast
Individual Speechwriting	E-newsletter
Commercial/Studio/Staged Photography	Podcast
Journalistic/Nature	Facebook
Logo/Theme Art	Blog

YouTube
Best 140 Characters

Web Article
Branding/Rebranding

If you have questions please contact Kathy Zona.

Forms are due no later than November 30, 2011.