NAGC Blue Pencil and Gold Screen Awards
2025-2026 Categories

MAIN CATEGORY	SUBCATEGORY	DESCRIPTION
Audio	Podcast	Digital audio files made available on the internet for downloading to a computer or mobile device. A podcast typically is available as a series, with new installments received by subscribers automatically. Provide 1 to 3 examples.
	Other Audio	Other audio production (for example: PSA, hold message, audio tour, soundtrack, song, etc.).
Digital	Electronic Publication	Electronic-only publication specifically designed for online distribution; for example, a digital or interactive presentation, report, map, training resource, manual or blog, or an e-newsletter that uses a third-party email marketing platform such as MailChimp or Constant Contact. (For other newsletters, refer to the Publication > Newsletter category.)
	Social Media Campaign (Paid)	Paid advertising campaign on selected social media platform(s). Include examples of all elements used.
	Social Media Outreach (Nonpaid)	Social media content for organic outreach on selected platform(s). Include examples of all elements used.
	Website	Collection of related webpages designed for a particular organization, service, program or event.
Educational or Promotional	K-12 Educational Program	Program designed to educate, inform or persuade K-12 students on a topic or series of topics. Program elements may include, for example, video, audio, and web-based or printed elements.
	Campaign (greater than $100,000)	Campaign more than $100k that educates the public or promotes a program, service, brand, event or other government-related activity. Include examples of all materials created for the campaign.
	Campaign (less than $100,000)	Campaign less than $100k, or a grassroots campaign, that educates the public or promotes a program, service, brand, event or other government-related activity. Include examples of all materials created for the campaign.
	Multicultural Communications Program	A program or event designed to advance an understanding of multicultural issues in communities and encourage collaboration and dialogue among people or groups from diverse backgrounds.
	Internal Communications	Comprehensive campaign, project or initiative with supporting materials that presents information to an organization's internal audience, such as a webinar, training series, crisis response plan or branded content.

Event	Community Engagement Forum	Public forum held online or in person to inform and create discussion with stakeholders around an initiative, plan or policy. Include a community engagement plan, promotional materials and documentation of the forum.
	In-Person Special Event	In-person, or primarily in-person, special event, conference, news or professional conference that informs, educates or raises the profile of a government agency, program, or service. Include materials used to promote and support the event.
	Virtual Special Event	Virtual, or primarily virtual, special event, conference, news or professional conference that informs, educates or raises the profile of a government agency, program, or service. Include materials used to promote and support the event.
Publication	Brochure or Booklet	Brochure or booklet released in print and/or digital format.
	Calendar	Internal or external calendar in print and/or digital format.
	Magazine	Magazine containing articles, features, photos, graphics, and other information distributed periodically in print and/or digital format. Provide 2 to 4 examples.
	Newsletter	Newsletter, distributed to an internal or external audience, in print and/or digital format. Provide 2 to 4 examples. (This category excludes e-newsletters that use a third-party email marketing platform; refer to Digital category for those types of e-newsletters.)
Public Affairs	News Release	News release written in a factual style, intended to raise the profile of, or secure media coverage for, government-related news, events, programs, services or activities.
	Outreach Campaign	A public outreach campaign that includes a combination of communication channels, such as audio, video, print and social media. Provide examples of the elements used.
Report	Technical or Statistical Report	Single publication to provide government, consumer or other audience with technical or statistical information about a government product, service or research. Entry should not be an annual report.
	Annual Report	Single publication to communicate year-long activities of a government agency.

Video	Short Video or PSA	Single short video, such as a Public Service Announcement (PSA), up to 3 minutes long.
	Promotional or Informational Video	Single video or group of related videos providing information or promoting a project, program or finding. If submitting multiple videos, provide up to 3 examples.
	Educational or Instructional Video	Single video or group of related videos where the intent is to directly build knowledge by instruction—for example, how to fill out a government form. If submitting multiple videos, provide up to 3 examples.
	News Video	Single video or group of related videos conveying news of current events, incidents or activities affecting citizens, daily life or the normal flow of government. If submitting multiple videos, provide up to 3 examples.
Visual Arts	Single Graphic	Individual logo, design, symbol, infographic, poster or other graphic design product, created or revised. Include prior example if redesigned.
	Graphic Package	Visual branding package or promotional package that includes multiple elements for an organization, program or event. Include examples of all elements used. If redesigned, include prior example.
	Photography Portfolio	A collection of 3 to 6 photos, shot and published within the contest year, by one or more photographers from the same organization.
	Physical Display	Documentation of a bulletin board, event booth, signage, wall graphic or other physical display that conveys information. A display should entail more than a single graphic product.
Written	Single Written Piece	A single written product—for example, an article, speech or book—for which the submitter is the sole or primary writer.
	Writing Portfolio	A collection of 2 to 4 written products that are interrelated or showcase the skills of one or more writers in the same organization.