

Entry Requirements

- Eligible projects must have been produced and/or implemented between January 1, 2025, and December 31, 2025.
- Applicants must respond to every question in the entry form and then upload or link to original content and/or primary documentation.
- Application form responses must be in English

*To streamline entries and ensure that judges have a comparable amount of information from each applicant, NAGC will accept ONLY ONE PAGE OF ADDITIONAL SUPPORTING MATERIAL via a PDF or link. Please provide metrics/analytics, demographics, budgets, and other supporting data within each word-limited question on the form. The link and upload spaces mainly are for sharing the original content, primary project documentation and/or communications plan.

Entry Deadlines

- Early Bird Submission Deadline – Friday, January 9, 2026 at 11:59 PM CT (Central Time)
- Final Submission Deadline - Tuesday, February 10, 2026 at 11:59 PM CT (Central Time)

Categories

- Enter as many categories as you choose.
- You can enter a single project into multiple categories if applicable.

[Review categories and descriptions](#)

Judging Process

- Awards include First Place, Second Place and Third Place for each subcategory, plus one Best in Show selected from top-scoring First Place winners.
- Entries must meet a minimum score of 70 out of 100 to be eligible for an award.
- Each entry is evaluated by a team of at least two judges approved by the NAGC Board. NAGC provides training to judges.
- NAGC reserves the right to refuse granting awards in any category or in any placement where there are insufficient qualified scores.
- Winners will be notified in April 2026 and then recognized during the awards ceremony at the 2026 NAGC Communications School. Winners need not be present to win. NAGC will announce the actual placements during the ceremony and mail awards to all winners.
- Applicants will receive access to judges' scores and feedback in June.

Judging Criteria and Scoring Method

Please write your application according to the following judging criteria:

- Quality of Content
- Specific Purpose and Objective
- Clear Intended Audience
- Detailed Budget
- Implementation
- Outcomes/Effectiveness/ROI
- Creativity
- Wow Factor

Review judging criteria and scoring method

Entry Fees

- 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.
- Nonmembers can join NAGC prior to submitting entries to pay the member entry fee rate.
- NAGC must receive entry fee payments by February 10, 2026. Applications not paid by this date will be disqualified. To ensure fairness, no exceptions will be made.

Early Bird Entries: Submit and pay by January 9, 2026

- Member: \$190
- Nonmember: \$275

Regular Entries: Submit and pay by February 10, 2026

- Member: \$250
- Nonmember: \$350

Multiple Submission Discount

- You can apply a 10% discount when you enter multiple submissions at the same time.
- The discount applies to members and nonmembers, and to early bird and regular submission rates.
- To earn the discount, applicants must submit and pay for multiple entries in the same transaction.

Your Name *

Your Title *

Your Agency or Organization *

If you represent a consultant, marketing agency, or other third-party provider, do you have permission from your client to apply for the Blue Pencil & Gold Screen Awards? *

If yes, who is your government client?

Mailing Address *

Phone Number *

Email Address *

Project Website *

Please provide a website link where interested professional colleagues can contact you or find more information about your project or organization. Should you win, this link may be shared with the public.

I Agree *

Select one or more options

☐ I hereby certify that I have authority or approval to submit this work. I give NAGC the right to display my entry in any awards promotions or displays. I also understand that the information contained in this document is subject to verification and may become public.

Category *

Select one category ([refer to category descriptions for details](#))

Audio

- ☐ Podcast
- ☐ Audio - Other

Digital

- ☐ Electronic Publication
- ☐ Social Media Outreach (NONPAID)
- ☐ Social Media Campaign (PAID)
- ☐ Website

Educational or Promotional

- ☐ K-12 Educational Program
- ☐ Campaign (greater than \$100,000)
- ☐ Campaign (less than \$100,000)
- ☐ Multicultural Communications Program
- ☐ Internal Communications

Event

- ☐ Community Engagement Forum
- ☐ In-Person Special Event
- ☐ Virtual Special Event

Publications

- ☐ Brochure or Booklet
- ☐ Calendar
- ☐ Magazine
- ☐ Newsletter

Public Affairs

- ☐ News Release
- ☐ Outreach Campaign

Reports

- ☐ Technical or Statistical Report
- ☐ Annual Report

Video

- ☐ Educational or Instructional Video
- ☐ Promotional or Informational Video
- ☐ Short Video or PSA
- ☐ News Video

Written

- ☐ Single Written Piece
- ☐ Writing Portfolio

Visual Arts

- ☐ Graphic Package
- ☐ Single Graphic
- ☐ Photography Portfolio
- ☐ Physical Display

Title *

Organization Name as it Should Appear on the Award *

Principal Contributor Name *

Principal Contributor Title *

Principal Contributor Email *

Principal Contributor Phone *

Names of up to three additional contributors and their titles

Is one of the contributors on this entry a NAGC member? *

If yes, who?

Summary/Introduction *

Please provide a summary of your entry to orient the judges to your project. Should you win, this information also could appear in award materials and/or be shared verbally during the awards ceremony.

Purpose, Goal, or Objective *

Clearly define a specific purpose, goal and/or objective. Identify what you planned to accomplish with this entry. For example, why did you launch the project for your organization? What issue(s) did you hope to resolve? Include qualitative and/or quantitative information about the situation, context or environment, such as research, audience opinion or the definition of a problem.

Target Audience *

Tell us clearly about your intended target audience(s). What specific individuals or groups were you aiming to reach with this project? Include relevant demographic information, such as U.S. Census data.

Planning and Implementation *

Explain how you planned and implemented the project. You may cover planning, tactics, medium used, distribution method and people involved. For example, did you develop a communications plan, and if so, how did you put it into action? What information did you communicate, and when? Did you use print, digital, in person, etc.? How did you share materials (social media, email, website, flyers, event, intranet etc.)? Who was involved with planning and implementation? (The information provided here may constitute your communications plan. If you have a separate, previously written communications or promotional plan, you can upload it at the end of this application.)

Budget *

What was your budget, and how did it show fiscal responsibility or cost-effectiveness? Include details of direct and indirect costs—for example, printing, mailing, licensed graphics, video production costs and any outside contracted costs. You must include staff hours (approximate wages based on time spent). If you had any revenue offsets, explain how much and from what source(s).

Outcomes/Effectiveness/ROI *

What was the result of your project? How was your outcome aligned with the purpose of your project? For example, how was the communication received and/or acted upon? Were the outcomes what you expected? What was the Return on Investment? Was the project cost-effective, or a good value? Include relevant examples of data, analytics, audience engagement, testimonials and/or anecdotal evidence to support your results.

Special Factors *

This is your “brag” section! What factors make your entry exceptional—for example, quality of content, creativity, clear/concise/jargon-free language, appropriateness for audience, design, composition/lighting, pacing of communication, size of staff, originality, constraints overcome, innovation, development time, cost-effectiveness, etc.?

Upload or link to the original communication product(s), primary project documentation and/or communications plan. If you would like to upload or link to additional supporting materials, please **LIMIT ADDITIONAL SUPPORTING MATERIALS TO ONE PAGE ONLY** (analytics, demographics, budget, etc.); all or most of that information should be provided in the word-limited form responses.

Upload Entry

Please save all documents as one PDF and upload one file. Max size: 25 MB.

Upload Communications Plan (if applicable)

Please save all documents as one PDF and upload one file. Max size: 25 MB.

Upload Media File 1

If you are submitting an entry that requires a media file, please upload it here.

Upload Media File 2

If you are submitting an entry that requires a media file, please upload it here.

URL 1

Do you have a file(s) that is too large to upload, or it is more appropriate to share your entry with a link? Share a public URL here. **DO NOT SHARE ANY LINKS THAT REQUIRE A PASSWORD OR SPECIAL PERMISSION TO ACCESS.**

URL 2

If needed, link to another file by sharing the URL.

URL 3

If needed, link to another file by sharing the URL.

URL 4

If needed, link to another file by sharing the URL.

Entry Submission Date ***Project Image**

Submit an image that represents your project (JPEG preferred), if available. The image could be used in award materials.

Organization Logo

Submit your organization's logo (JPEG preferred). The image could be used in award materials.