



PRESS RELEASE

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UOG wins four national awards for marketing and communications

The University of Guam is the recipient of four [Blue Pencil and Gold Screen Awards](#) from the National Association of Government Communicators. The awards include first-place awards for the UOG Livestream Telethon for COVID-19 Relief held in April 2020 and the University of Guam Economic Impact Report as well as second-place awards for communication of its UOG Cares initiative and Para Hulo' Strategic Plan.



“These projects demonstrated significant engagement with their target audiences and really showcase the creativity and skill of our UOG marketing team,” said Jonas Macapinlac, chief marketing and communications officer. “We’re honored to have the University of Guam recognized on a national stage and to have our work be what other state and federal government agencies look to for inspiration.”

Listed as one of the 21 most coveted government leadership awards, the Blue Pencil and Gold Screen Awards program, through the not-for-profit organization of NAGC, recognizes excellence in government communication at all levels of government.

The university’s four awards were among a total of 97 awards recognizing more than 50 agencies in the 2021 cycle.

The winning projects for the University of Guam were:

- **UOG Livestream Telethon for COVID-19 Relief**
1st Place: Special Event
www.youtube.com/uogtritons
 A virtual event to quickly fundraise for medical gear in Guam at the onset of COVID-19 that featured video clips of various experts and entertainers bringing advice and encouragement to viewers.
- **UOG Economic Impact Report**
1st Place: Technical or Statistical Report
www.uog.edu/economic-impact
 A report commissioned and publicized by the university to substantiate the impact the University of Guam has in the local economy and job market.
- **Para Hulo' Strategic Plan Campaign**
2nd Place: Internal Communications
www.uog.edu/parahulo
 A communications campaign to package the university's five-year strategic plan in an easy-to-reference format for the university and local communities.
- **UOG Cares Initiative**
2nd Place: Educational or Promotional Campaign of Less Than \$100K
www.uog.edu/uog-cares
 A campaign produced entirely in-house with no additional marketing costs to inform UOG students of the various forms of financial, academic, and health and wellness support available to help them stay the course toward their degree during the COVID-19 pandemic.

The University of Guam also recently won three Gold Awards from the Collegiate Advertising Awards and four "Best of" awards from the Internet Advertising Competition of the Web Marketing Association — bringing 11 national awards to the island for marketing and communications in 2021.

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Photo captions:

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2020-telethon-4

A screenshot from the UOG Livestream Telethon for COVID-19 Relief in April 2020 shows a video message from health care workers at the start of the pandemic. The telethon event won a first-place Blue Pencil and Gold Screen Award in the special events category from the National Association of Government Communicators.



2020-uog-economic-impact-report-cover

The University of Guam commissioned and publicized the University of Guam Economic Impact Report in 2021 to substantiate the impact the University of Guam has in the local economy and job market. The report won a first-place Blue Pencil and Gold Screen Award in the technical and statistical reports category from the National Association of Government Communicators.



uog-cares-website

The University of Guam launched its UOG Cares initiative in June 2020 to inform students of the various forms of financial, academic, and health and wellness support available to help them stay the course toward their degree during the pandemic. The university's communications campaign for the initiative won a second-place Blue Pencil and Gold Screen Award in the educational campaigns category from the National Association of Government Communicators.



uog-para-hulo-booklet

A booklet was one of several products of a communications campaign to inform the university and local communities of the University of Guam's five-year Para Hulo' Strategic Plan. The overall campaign won a second-place Blue Pencil and Gold Screen Award in the internal communications category from the National Association of Government Communicators.

Images courtesy of University of Guam