

43rd Annual MCA-I Media Festival

Call for Entries



43 years of celebrating
the very **best**
in our industry!



The recognition you deserve.

Media Communications Association-International (MCA-I) invites media communications professionals to enter the highly acclaimed MCA-I Media Festival to compete for the revered Golden, Silver and Bronze Reel Awards. Entry deadline is **November 30, 2011**.

Awards

The Media Festival celebrates excellence in media communications. For 43 years, Golden Reel honors remain highly coveted and recognized internationally for their prestige. The name stands for creativity and advancement in technical applications. A nationwide set of judging panels award outstanding projects with Golden, Silver or Bronze Reel Awards in all categories.

Eligibility

Programs entered in the festival must be produced by a media communications professional or by a production company.

- Entrants must own and/or have clearance for all visual and audio elements (including music) in the program.
- Each program from a series is considered a separate entry.

- Entries which have won awards in prior MCA-I festivals are not eligible.
- Entries are not limited to programs produced in the previous calendar year.
- Entries may have been created for any media and presented live or for playback on any media including the Internet. (See Entry Information for entry format details.)
- For entries produced in a language other than English, provide an English translation via paper or electronic file.

Categories

There is no limit to the number of entries that may be submitted by an entrant, nor is there a limit to the number of categories in which a single program or project may be entered. However, a completed entry form must be submitted online with a separate payment for each category entered. Entries must be submitted on DVD or a URL address for web applications.

Documentaries/Shorts

This category includes short and feature-length programs intended for general distribution, festival competition or educational course requirements.

External Communications

Includes programs designed to present information to a company's or organization's external audiences. Examples include community service programs, image presentations, position statements, issues discussions, etc.

Internal Communications

Includes programs designed to present information to an organization's internal audiences. Examples include orientation programs, customer service presentations and other internal communication programs or websites.

Meeting Opener

The message should be an excitement-building, thought-provoking, or introduction video. This entry is judged on the effectiveness of the message to establish a theme. A common thread is that this video should be short (under 2 or 3 minutes).

Public Service Announcements (PSA)

Includes a single PSA, up to 60 seconds in length.

The PSA must have been produced for a nonprofit organization or government agency. Each PSA in a series must be entered as a separate entry (including additional fees).

Sales and Marketing

Includes programs that urge viewers to take a specific action such as purchasing a new product or service or accepting a new concept or idea. Examples are new product introductions, point-of-purchase videos, sales meeting presentations, product demonstrations and programs which encourage signing up for a cause or donating money.

Training/Educational

Includes programs that help viewers learn a skill. Successful entries will create the desired change in performance or behavior. Examples are programs that teach office procedures, interpersonal management and supervisory skills, technical skills and knowledge, crafts and other specialized procedures.

Craft Entries

Editing

This category salutes and recognizes professional editors. Programs will be evaluated on how creatively and effectively the editing helps the audience focus on the message and achieves desired results.

Graphics/Animation

This entry is judged by the quality, originality and effectiveness of the graphics (backgrounds, supers, etc.) and/or animation (i.e., modeled vehicles, characters, architecture, robotics, etc.) incorporated into the program. The entry should demonstrate artistry, creativity and effectiveness in supporting the program.

Sound Design

This entry is judged solely on the sound design of the program (sound effects, voice over, music, etc.), specifically its quality, creativity, clarity, and effectiveness in the overall program.

Web/Interactive Media

This entry is judged on the overall effectiveness of the programming on an interactive project; including its ease of navigation, style cues and use of graphics to guide the user through the interactive session. This category includes websites, games, Flash-type development and interactive presentations, such as DVD authoring. Must be submitted on DVD with URL listed on label (if applicable).

Writing

This entry is judged solely on the effectiveness, creativity and clarity of the script or website/presentation. The printed copy as well as a copy of the finished program on DVD or via URL, must be submitted by postal mail. If the script is longer than 8 pages, please indicate which 8 pages should be reviewed.

Student Entries

Open to current high school and undergraduate college students. Post-graduate students must enter as professionals. Includes programs produced as a class assignment and projects done for submission to a contest. The entrant must be the student(s) in charge of the production, which could be classified under any of the formats identified above.

All Student Golden Reel Award Winners will compete for the G. Warren Scholarship. The winner will receive \$500.

Judging Process

Entries are evaluated on effective use of the medium, creativity, production values and technical quality in three areas: Message Design (48%), Creative Elements (32%) and Production Elements (20%). If your program is 20 minutes or longer, you may select a five-minute continuous segment that you feel is most representative of your work. The Media Festival uses the Olympic Scoring Method. Panels are made up of 7 judges. The high and low scores are omitted and the entry receives the average of the five remaining scores.

Notification

All entrants will be notified of the results of the competition by email. Judging forms will be available to all entrants who request them. Finalists who qualify for the Golden, Silver and Bronze Reel Awards will be notified. The winners will be announced in Las Vegas at the Media Festival Awards Show. All entrants will be notified of the results of the competition by email mid-February, 2012.

Entrants may request their judging forms by emailing mcaimediafestival@gmail.com.

Awards Show

The **MCA-I Awards Festival Show** will be held at the Las Vegas Rio Hotel, in conjunction with the NAB Convention, on **Saturday, April 14, 2012**, from 7-10 PM. Watch for program announcements.



Awards

All finalists receive a certificate of recognition. Duplicate certificates are available for \$30. Golden, Silver and Bronze Reel Award winners may purchase their etched glass trophy, for \$110. A link to the order form will be provided to the winners.

Entry Information

Application

All entry forms must be completed and submitted online. Go to [Media Festival Entry Form link](#)

Entry Fees

MCA-I members — \$80 per entry.
Non-members — \$110 per entry.
Student members — \$25 per entry.
Student non-members — \$40 per entry.

Payment

After completing the entry form, make payment online using American Express, Visa or MasterCard. For special payment requirements, contact Executive Director, Lois Weiland, at 608-836-0722.

Materials Submission

Print and include a copy of the online application along with the program on a DVD. If your entry is web-based, submit page prints. For the writing category, submit a paper script and a copy of the finished program on DVD or URL. Materials will not be returned to applicants. Mail materials to:

**Media Communications
Association-International
43rd Annual MCA-I Media Festival
7185 Hickory Run
Waunakee, WI 53597**

Deadline

Entry form and electronic payment must be submitted online by **November 30, 2011**. The complete entry package to be judged must be postmarked no later than **December 9, 2011**.

Submit questions to mcaimediafestival@gmail.com.