

Media Communications Association-International
2810 Crossroads Drive, Suite 3800
Madison, WI 53718



40th Annual MCA-I Media Festival

Call for Entries

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 **June 1st, 2008**.

Awards

The Golden Reel celebrates excellence in media communications. For 40 years, Golden Reel honors remain highly coveted and recognized internationally for their prestige. The name stands for creativity and advancement in technical applications. A Blue Ribbon panel awards outstanding projects with Gold, Silver or Bronze Golden Reel Award 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 advanced to Blue Ribbon Panels of prior festivals are not eligible.
- Entries are not limited to programs produced in the previous calendar year.
- Entries may have been created on any media and presented live or for playback on any media including the Internet. (See Entry Information for entry format details.)
- Entries with audio tracks other than English must be accompanied by some form of English translation.

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 (also available online) and fee must be submitted for **each** entry. Entries must be submitted on CD-ROM, DVD or a URL address for web applications.

Budget Production –

Includes programs in any category produced for less than \$1,000 per finished minute. In calculating production costs, in-house corporate productions must include all department burden rates relating to salaries, studio space and equipment. Programs using volunteer or donated labor, equipment and/or studio space must accurately reflect “real costs” normally associated with these resources. Documentation may be required.

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 meeting openers.

Organizational News –

Limited to an entire program from a regularly produced company news or magazine-format series. Individual stories, features or segments which make up only part of a program will not be considered.

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.

Shorts –

Includes short documentaries and feature films (less than 20 minutes shot on film or digital acquisition) intended for educational course requirements, festival competitions or general distribution. Category is open to Media Professionals as well as Students.

Student Category

Open to current high school and undergraduate college students, with proof of status. Post-graduate students must enter as professionals. Includes programs produced as a class assignment and projects done for submission to a contest by current students. The entrant must be the student(s) in charge of the production.

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Craft Category:

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.

Writing –

This entry is judged solely on the effectiveness, creativity and clarity of the script. The script must be submitted as a PDF document and accompanied by a printed script, as well as a copy of the finished program on CD-ROM, DVD or via URL. If the script is longer than 8 pages, please indicate which 8 pages should be reviewed.

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.

Audio/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.

Interactive Programming –

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. Must be submitted on CD-ROM or DVD-R, with URL listed on label (if applicable).

Recognition Process

Each entry is reviewed by a Preliminary Judging Panel to determine eligibility for Blue Ribbon level consideration. The Blue Ribbon Panel is composed of members who have served on recognition panels, and have won awards in the

past. 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%).

Viewing Limits

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.

Entry Information

Format –

Program entries must be submitted on CD-ROM or DVD and will not be returned. Web entries must submit the URL. Do not send a master or your only copy.

Entry Forms –

Each entry must be accompanied by a complete, legible entry form.

Entry Fees –

Fees for MCA-I members are \$60 per entry. Fees for non-members are \$100 per entry. Fees for student members are \$25 per entry. Fees for student non-members are \$40 per entry.

Deadline –

Entry forms, accompanied by appropriate fees, must be postmarked by **June 1st, 2008**.

Returns –

Materials will not be returned to entrants, so do not send a master or your only copy.

Payment –

Entry fees must be paid in U.S. funds. Entry deadline is **June 1st, 2008**. If you choose to pay by money order or check, please make it payable to Media Communications Association-International.

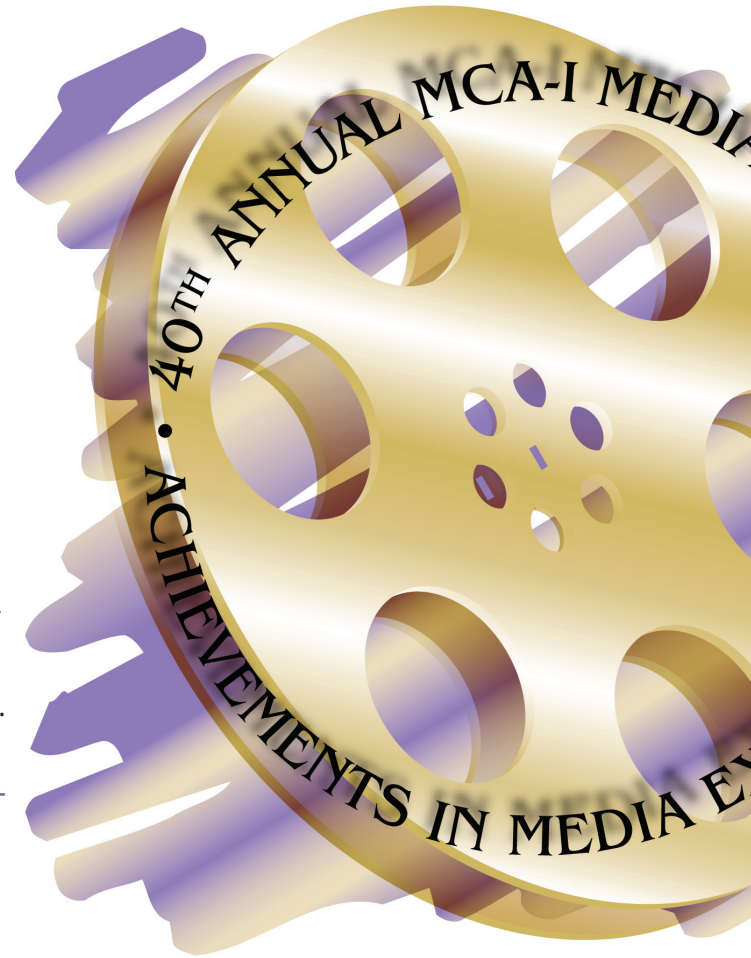
Honors

All finalists receive a certificate of recognition. Gold, Silver and Bronze award winners may purchase their awards, and additional duplicate awards, for \$100 each. Duplicate certificates are available for \$30.

Mail entries to:

Media Communications Association-International
40th Annual MCA-I Media Festival
2810 Crossroads Drive, Suite 3800
Madison, WI 53718

For any questions or additional information, please contact MCA-I headquarters at info@mca-i.org or 608-443-2464, ext.138.



DUPLICATE THIS FORM FOR MULTIPLE ENTRIES

40th Annual MCA-I Media Festival

Achievements in Media Excellence

Official Entry Form

INSTRUCTIONS:

- ✓ Please complete the entire Entry Form.
- ✓ Use only one form per entry; please feel free to duplicate this form for multiple entries.
- ✓ Do not make attachments other than required authorizations; other attachments will be discarded.
- ✓ Be sure to include your CD or DVD with payment. No materials will be returned, so please do not send a master or your only copy.
- ✓ Please type or print in blue or black ink only. Judging could be impacted by incomplete and/or hard-to-read entry forms.

1. Entrant's Information (please complete all fields):

Entrant's MCA-I Membership Number: _____
 Submitted By: _____
 Nominee's Name (Entrant must be an individual): _____

 Nominee's Company: _____
 Address (no P.O. Boxes): _____
 City: _____
 State/Province: _____
 Postal Code: _____
 Country: _____
 Phone: (_____) _____
 Fax: (_____) _____
 E-Mail: _____

2. Categories

Program Categories

- 1. Budget Production**
 CD-ROM DVD
 (URL: _____)
- 2. External Communication**
 CD-ROM DVD
 (URL: _____)
- 3. Internal Communication**
 CD-ROM DVD
 (URL: _____)
- 4. Organizational News***
 CD-ROM DVD
 (URL: _____)
 * If entering Organizational News, state how often your news/magazine production is released: _____
- 5. Public Service Announcement (PSA)**
 CD-ROM DVD
 (URL: _____)
- 6. Sales & Marketing**
 CD-ROM DVD
 (URL: _____)

7. Training

CD-ROM DVD
(URL: _____)

8. Shorts

CD-ROM DVD
(URL: _____)

Student Category

9. Student Category

Students will be judged only against other student submissions. All eligibility requirements must be met.
 CD-ROM DVD
(URL: _____)

Craft Category

10. Editing

CD-ROM DVD
(URL: _____)

11. Writing

CD-ROM DVD
(URL: _____)

12. Graphics/Animation

CD-ROM DVD
(URL: _____)

13. Audio/Sound Design

CD-ROM DVD
(URL: _____)

14. Interactive Programming

CD-ROM DVD
(URL: _____)

3. Judging Information

Program Title: _____
 _____ Length: _____

4. Program Objective and Purpose

What should audience know, do and/or feel after viewing program? Be clear and concise (i.e. after viewing this program the viewer will be able to a., b., c.). Use only the space provided.

5. Audience Description/Intended Use/Viewing Situation

Who are the viewers and in what arena are they viewing the program?

6. Entry Fees and Payment

Entry fees must be paid in U.S. funds by check, money order or credit card. Make check/money order payable to the Media Communications Association-International. MCA-I will not invoice or accept purchase orders.

Entry Fee Category (Check one)

Member \$60 per entry Non-member \$100 per entry

Student Member \$25 per entry

Student Non-member \$40 per entry

Credit Card Information (Check one)

American Express MasterCard Visa

Cardholder's Name (as it appears on card): _____

Card Number _____

Exp. Date _____ (mm/yy)

Authorized Signature _____

7. Mailing Instructions

Send a copy of the completed entry form along with your CD or DVD and payment to:

Media Communications Association-International
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ENTRY DEADLINE: June 1st, 2008

8. Authorization, Warranty and Signature

On behalf of myself and my organization, I (a) authorize MCA-I to view, publicly display and loan our program, unless otherwise indicated below; (b) warrant that I/we own or hold sufficient rights to the program and its contents to permit MCA-I to lawfully use the program in the foregoing manner; and (c) will indemnify, defend and hold MCA-I, its officers, employees, members, directors and agents harmless from any and all claims, demands, liabilities and expenses (including without limitation attorneys' fees) arising out of MCA-I use of program.

Authorized Signature: _____

Date: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State/Province: _____

Postal Code: _____

Phone: (_____) _____

Fax: (_____) _____

E-mail: _____