

# Awards

The Carolina Silver Reel Awards™ celebrate excellence in media communications. Silver Reel honors are highly coveted and recognized for their prestige. The name stands for creativity and excellence in technical achievement. The judging panels may choose to award outstanding projects with either a Carolina Silver Reel of Excellence™ or a Carolina Silver Reel of Merit™. Awards may be presented in eight festival categories: Documentary, Public Service Announcement, Website, Sales and Marketing, Training, Internal Communications, External Communications, and Craft awards.

## 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 been previously submitted are not eligible.
- Entries are 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 for a URL address for web applications.

**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.

**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.

**Documentary** – 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.

## **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 Judging Panel to determine level consideration. The judging panel is composed of members who have served on recognition panels, and have won awards in the past. Central Carolina entries will be judged by members of the Minneapolis chapter, as part of a reciprocal judging arrangement.

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 \$75 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 **September 25, 2009**.

## **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 **September 25, 2009**. If you choose to pay by money order or check, please make it payable to Central Carolinas Chapter of Media Communications Association-International.

# Honors

All finalists receive a certificate of recognition.

Award of Excellence and Award of Merit winners will receive one award trophy.

Additional duplicate awards, for \$100 each. Duplicate certificates are available for \$30.

# Mail or deliver entries to:

Horizon Video Productions  
ATTN: Carolina Silver Reels  
4222 Emperor Blvd, Suite 520  
Durham, NC 27703

For any questions or additional information, please contact Silver Reels Chairman – Martin Brown  
[thprods@earthlink.net](mailto:thprods@earthlink.net) or 919-644-8393.

*DUPLICATE THIS FORM FOR MULTIPLE ENTRIES*

# 24th Carolina Silver Reel Awards

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

#### 1. External Communication

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 2. Internal Communication

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 3. Public Service Announcement (PSA)

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 4. Sales & Marketing

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 5. Training

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 6. Documentary

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### 6. Website Design

CD-ROM DVD  
(URL: \_\_\_\_\_)

#### Craft Category

##### 7. Editing

CD-ROM DVD  
(URL: \_\_\_\_\_)

##### 8. Writing

CD-ROM DVD  
(URL: \_\_\_\_\_)

##### 9. Graphics/Animation

CD-ROM DVD  
(URL: \_\_\_\_\_)

##### 10. Audio/Sound Design

CD-ROM DVD  
(URL: \_\_\_\_\_)

##### 11. Narration

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** \$75 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:

Horizon Video Productions

ATTN: Carolina Silver Reels

4222 Emperor Blvd, Suite 520

Durham, NC 27703

**ENTRY DEADLINE: September 25, 2009**

### 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: \_\_\_\_\_