



Deadlines:

Professional Entries: 8-20-2010

Student Entries: 9-24-2010

Awards Ceremony:

11-18-2010 at the Pyle Center

NATIONAL CATEGORIES

Sales and Marketing*

Includes programs that urge viewers to take 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 urge signing up for a cause or donating money.

Training*

Includes programs that help viewers to 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.

PSA/Public Service*

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.

Budget Productions*

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.

Short Films*

Includes short documentaries and feature films (less than 20 minutes) intended for educational course requirements, festival competitions or general distribution. Entry must state amount of budget, number of crew and type of equipment used. Category is open to media Professionals as well as Students.

Crafts*

Programs that showcase a particular skill used in a pre-production, production or post-production process.

Craft – Script Writing

Craft – Video Editing

Craft – Graphics/Animation

Craft – Audio/Sound Design

Craft – Interactive Programming

LOCAL CATEGORIES

Informational and Documentary

Programs designed to explain or disseminate information. Examples include corporate news, annual reports, employee orientation and other forms of internal and external communication. Documentary programs in this category aim to create an awareness or affect change in terms of economics, politics, environmental or social ideas, issues or values. Entries may range from non-fiction shorts to feature-length projects.

Staging Events

Programs produced for business theater, conferences and conventions. Examples could include any of the following; opening and closing theme videos and animations, award videos, video roll-ins, attendee videos, special recognition videos, animated branding (look and feel), and registration & conference web sites.

Corporate Image

Programs produced to enhance and organization's image or to solicit funds, support or volunteers.

TV Spots

30 sec \$0 -1K budget
30 sec \$1K - 5K budget
30 sec \$5K + budget

60 sec \$0 - 1K budget
60 sec \$1K - 5K budget
60 sec \$5 + budget

Web/Multimedia

Sales/Marketing - Services - \$0-5K budget
Sales/Marketing - Services - \$5-20K budget
Sales/Marketing - Services - \$20K + budget

Sales/Marketing - Products - \$0-5K budget
Sales/Marketing - Products - \$5-20K budget
Sales/Marketing - Products - \$20K + budget

Corporate Image - \$0-5K budget
Corporate Image - \$5-20K budget
Corporate Image - 20K+ budget

eLearning - \$0 -5K budget
eLearning - \$5 -20K budget
eLearning - 20K+ budget

Informational - \$0 -5K budget
Informational - \$5 -20K budget
Informational - 20K+ budget

Student Entry Categories*

Video - demo reel, short film, music video, etc.
Interactive - web based
Audio - CD

ADDITIONAL INFORMATION

If you are a Madison MCA-I Member WAVE Winner and you entered in a National Category as indicated with an "*", your winning entry (or entries) will automatically be submitted to the 2011 Media Festival Awards.

Online Submission

Submit your entries online at www.mcaimadison.org/wave-awards. Print the entry information directly from the online form, review, or print the email summary that will be sent to you. Mail this information along with two DVD's or CD's per entry to the address below.

Entry Formats

Video - DVD
Web- URL plus printouts
Multimedia/Flash - CD-ROM or URL
Audio - MP3 or WAV files on CD

Mail Entries To:

MCA-I Madison
c/o Lois Weiland
7185 Hickory Run
Waunakee WI 53597



Questions About WAVE?

Contact Alisha Heimstreet at:
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