

CALL FOR ENTRIES!

Wisconsin Association

WAPC



12TH ANNUAL
WAPC
VIDEO
FEST

WAPC

Of PEG Channels

ENTRY DEADLINE: **Friday, January 22, 2010**

21 Different Program Categories

Awards for Excellence, Achievement & Merit

Entry Fees—Access Volunteers: \$20, Access Staff: \$25, Non-Members: \$40

Attend the 12th Annual Video Festival Awards Banquet

at the WAPC Spring Conference

April 30, 2010 Ho Chunk Casino Wisconsin Dells



For additional entry forms, see your Access Center Staff
or visit the WAPC website at www.wapconline.com

MAIL SUBMISSIONS To



West Allis Community Media Center
7210 W. Greenfield Ave.
West Allis, WI 53214

CALL FOR ENTRIES!

Purpose:

To recognize outstanding video productions produced by public, educational and government access facilities and their producers, thereby encouraging the improvement and effectiveness of these community resources.

Eligibility:

Programming must have been produced at **and** cablecast on a Wisconsin PEG (public, educational or government) access channel between January 1, 2009 and December 31, 2009.

Entry Deadline:

All entries **MUST** be postmarked by Friday, January 22, 2010. If under unusual circumstances you require an extension of this deadline, please call Video Festival Coordinator, Craig Mueller at (414) 321-1121 or (414) 881-2917 cell

How to Enter:

Entries may be on DVD, SVHS or VHS. One entry per tape/DVD. Entries and judging sheets will be returned at the Spring Conference. Entries will not be mailed back. Each entrant must fill out the entry form and attach it to the outside case of the tape/disc. (See "Preparing Entries"). Send entries to:

West Allis Community Media Center
7210 W. Greenfield Ave.
West Allis, WI 53214

For Additional entry forms, visit the WAPC website: www.wapconline.com

Festival questions can be e-mailed to: craig@wacmc.org. **Please put WAPC Video Festival in the subject line.**

Entry Fees:

Entry fee for **WAPC Access Volunteers/Students** is **\$20** per entry.

Entry fee for **WAPC Access Staff** is **\$25** per entry.

Entry fee for **Non-WAPC members** is **\$40** per entry.

If you wish to enter your program in more than one category, you must add an additional entry fee and tape/disc for each submission.

Checks are to accompany entries and are to be made payable to: WAPC.

PLEASE NOTE: PAYMENT MUST BE RECEIVED WITH ENTRIES. Failure to include a check or money order with your entry is grounds for disqualification. **No cash or purchase orders will be accepted.**

Award Options:

All winners will receive one (1) free video festival certificate (suitable for framing). Additional certificates will be available for purchase. All winning entries have the option of purchasing an attractive statuette/plaque. All awards ordered by deadline will be distributed at the WAPC Spring Conference.

Judging Criteria:

All entries will be judged according to the following criteria with respective percentage values contributing to their final score:

- #1 Overall Quality 10%
- #2 Effectiveness 25%
- #3 Originality/ Creativeness 25%
- #4 Camerawork/Composition 7%
- #5 Audio 5%
- #6 Graphics 5%
- #7 Lighting 5%
- #8 Editing/Direction 10%
- #9 Subject/Talent 8%

Judging

Judging panels throughout Wisconsin have been established to judge the entries. Each panel consists of two access staff members, two active community producers and two media professionals from the community, for a total of six judges. WAPC feels that the high number of judges per entry is the best way to obtain the fairest score.



Awards:

Winning entries will be presented with an **Award of Merit, Award of Achievement or Award of Excellence.** Entries do not compete against each other; rather, they are judged against a high standard of excellence on all the judging criteria (listed on page 2). All participants will be notified by mail once judging is complete in early March. All awards will be presented at the **2010 WAPC Video Festival Awards Banquet**, as part of the WAPC Annual Meeting and Spring Conference, April 30-May 1 in Wisconsin Dells, WI.

Significant Community Program Awards:

This special category has proved to be very popular since it debuted in 2002. It was created to recognize the efforts of volunteers whose programs have generated a significant community impact.

Criteria: Each access facility is responsible for selecting and submitting only one program in this category. The selected entry must be produced by a volunteer and should reflect programming that has had special significance within its community. It is not appropriate to nominate a program that your access facility staff had a primary or significant role in producing. Nominations must be accompanied by a letter from Access Staff briefly stating why this program was nominated. A portion of nomination letter may be read at the awards ceremony.

Awards: Each entry will receive a certificate proclaiming it a Significant Community Program Award winner. Statuettes may also be ordered. Volunteer producer names will be listed on award. The volunteer producers will be recognized as part of the Video Festival Banquet.

Eligibility: Please check with your local access facility to see if your program can be considered for this category. The same entry fee for this category applies, however, the tapes will not be evaluated by a WAPC judging panel. Instead, the program chosen by your local access facility will be honored for its contribution to your community based on their recommendation. If your program is selected for this honor, you may still enter it to be judged in another appropriate category.

Divisions:

Judging also factors the producer type of the facility where each entry was produced.

Producer Type: Access Staff/Media Professional

This means that if anyone who contributed to the production of your entry has ever been paid for work in the field of television/film production, your entry must be considered professional. This includes PEG Access Staff or any media professionals.

Producer Type: Volunteer/Student

This means that if the producer/crew has not ever personally earned money for any television/film production activity, even if the program entered has received grants or underwriting for covering production or material costs, your entry can then be considered volunteer. Also, current students are also eligible in this category.

Categories and descriptions:

- 1. Bulletin Board:** 10 minutes of unedited bulletin board display.
- 2. Children:** educational or entertainment programming created by adults targeted for children up to 17 years of age.
- 3. Cultural/Ethnic Diversity:** programs that celebrate our differences and enhance our understanding of the diverse cultural groups within communities.
- 4. Documentary:** documentary program about a place, person, event, organization, or subject.
- 5. Educational Coverage:** a program highlighting the activities or programs of an educational institution or entity.
- 6. Entertainment:** programs that amuse or entertain an audience (comedy, drama, sitcom, etc.)
- 7. Government Coverage:** programs that highlight local government in action; focusing on city departments, agencies or organizations. This category also covers municipal meetings and programs covering municipal issues. Any election coverage is also included in this category.
- 8. How to/ Crafts:** programs that are instructional, informative, and demonstrate a craft, skill or hobby.
- 9. Live:** programming other than government meetings, news, or election coverage that originally aired "live" and is submitted with no post production.
- 10. Local Events Coverage:** programming covering local events and activities happening in the community such as parades, civic events, etc.



11. Magazine Format/News: programs providing a variety of segments with in-depth features or coverage of different topics. This category also includes news programs.

12. Performing Arts: presents a play, concert, dance or other performance.

13. Public Service Announcement: promotes a non-profit organization, PEG access facility, community event or positive social behavior. (Please note: there is a 20 point score deduction for tapes exceeding 3 minutes in length.)

14. Religious: programming with religion or spirituality as its main focus.

15. Seniors: programs produced by or for individuals over age 55 about topics of interest or concern to senior citizens.

16. Series: programs produced on a daily, weekly, or monthly basis. The Entry should begin with the series opening sequence and include a minimum of three excerpts from different programs of the same series, separated by black or a slate between each segment. Identify the date the program was produced. Please attach a log sheet explaining the different excerpts within your entry. End with sample of closing credits. Submitted entry may be a maximum of 1/2 hour.

17. Sports: coverage of sporting events, athletes or sports topics.

18. Talk Show: studio programming with discussions and/or interviews between two or more people, designed to inform or educate.

19. Video Art: programming in which video or computer generated images and/or sound are presented with artistic intention, expressing artistic freedom and interpretation.

20. Youth: programs produced by youth up to age 17, about topics of interest or concern to youth.

21. Significant Community Program: a special category to recognize the efforts of volunteers whose programs have generated a significant community impact. (Please see description on previous page and contact your local access facility for eligibility.)

Preparing Entries:

(Use the following check list for packaging entries):

Select whether you will submit the program on a DVD or S/VHS tape. **Each entry must be on a separate disc or tape.**

Complete the attached entry form for each program you are submitting. Be sure to identify on the form the proper category and division in which you will be submitting the program. Please include **six copies** of this entry form and of any support materials with your entry for the judging panel. Support materials such as newspaper articles, newsletter blurbs, etc. are encouraged.

Attach your check or money order (**payable to: WAPC**), with each entry. Any media received without proper payment will be disqualified. Send entries to:

**WACMC
WAPC Video Festival
7210 W. Greenfield Ave.
West Allis, WI 53214**

For questions about the festival, please call Craig Mueller at (414) 321-1121 or (414) 881-1917 cell.

**Entries must be postmarked by Friday, January 22, 2010.
Late entries will not be judged and will forfeit entry fee.**

**2010 WAPC Spring Conference & Video Festival
April 30-May 1, 2010**

**Ho Chunk Casino
S3214 Highway 12
Baraboo, Wisconsin 53913
www.ho-chunk.com**

**More details will be sent with judging results.
Website:
www.wapconline.com**

