

CINDY ENTRY GUIDELINES

GENERAL INFORMATION

READ ALL GUIDELINES. PLEASE TYPE OR PRINT CLEARLY. Photocopy both sides of the entry form for additional copies. It is imperative that your information be clear.

PREVIOUS CINDY WINNING ENTRIES ARE INELIGIBLE unless the latest version has been significantly updated. There is no release date limitation for program eligibility.

SELECT THE APPROPRIATE CATEGORY. It is **your** responsibility to select the appropriate category for each entry. Productions may be entered in more than one category but a separate entry form and fee must be submitted (see "Timeline.")

U.S. ENTRANTS: Do not send your program submission with the entry form and fee. After the entry form and fee are received, you will be notified where to send your submission.

ENTRANTS OUTSIDE U.S.A.: Be sure to send your program submission along **with** the entry form and fee.

COLLATERAL MATERIALS (any packaging, brochures, workbooks, instructor's guides, etc.) may be submitted with your program submission. **Do not** send these materials with your entry form unless you are located outside of the U.S.

ENTRY FEES

All entry fees must be in U.S. dollars and must accompany the entry form. Make checks or money orders payable to "**AVC, Inc.**" We also accept American Express, Discover, MasterCard and VISA. To qualify for a "Member" rate, an IAAVC Membership Application must accompany the entry form.

LINEAR MEDIA

(Film, Videotape, DVD, etc.)

IAAVC MEMBER: \$ 90

NON-MEMBER: \$130

INTERACTIVE MEDIA

(Websites, CD ROMS, etc.)

IAAVC MEMBER: \$130

NON-MEMBER: \$170

AUDIO AND TECHNICAL ARTISTIC CRAFTS

IAAVC MEMBER: \$ 80

NON-MEMBER: \$110

Student Discount:

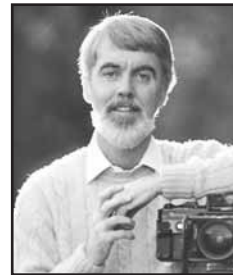
Students may take a 50% discount off of regular entry fees. In order to qualify as a student entry, the entrant **must** have obtained unit credit for the project, and provide proof along with the entry form submission of student status at the time the project was produced.

SPECIAL AWARDS (All entries are eligible for these awards)



JOHN CLEESE COMEDY AWARD

Established in 1989 and named for Mr. John Cleese of "Monty Python" fame. The **John Cleese Comedy Award** is given to an individual production that demonstrates effective use of humor in conveying a message.



ROBERT W. ROWAN STILL IMAGERY AWARD

Given to a production that effectively utilizes still images. Presented by award winning photographer and multi-image producer Robert W. Rowan.



ROSE LAYOS GREEN AUDIO EXCELLENCE AWARD

First awarded in 1986, the **Rose Layos Green Audio Excellence Award** is named for the late Rose Layos Green, co-founder & former President of Cinesound, Inc., a Hollywood audio facility. The award is given to a production that pays careful attention to the audio track including both location sound and audio post production.



WOLFGANG BAYER CINEMATOGRAPHY AWARD

Named for one of the world's foremost wildlife cinematographers, this award honors a production whose cinematography is deemed to be outstanding. Wolfgang Bayer's work can be seen on Animal Planet.



ROBERT TOWNSEND SOCIAL ISSUES AWARD

Presented by feature film actor, producer and director, Robert Townsend, the **Robert Townsend Social Issues Award** is given to a production that documents an important social issue or tells the story of a program or an individual who is helping to solve a social ill.

QUESTIONS?

(V) 469.464.4180 OR (F) 469.464.4170

THE CINDY COMPETITIONS

PO Box 270779

Flower Mound, TX 75027-0779 USA

www.cindys.com

REGIONAL vs. INTERNATIONAL & JUDGING PROCEDURES

The annual Regional events are open only to entrants located within a specific region (there are 14 regions worldwide.) Each subject matter category has a single judging panel made up of 8-12 individuals. On average, half of these are subject matter specialists and the remainder have a production background. Using a 100 point score sheet, this single panel determines which entries in their category should receive a Gold, Silver, Bronze, Honorable Mention or Special Achievement certificate. Regional winners have the option to enter the next scheduled International CINDY Competition for a reduced entry fee.

The two, separate International CINDY Competitions held each year are open to entrants world wide. Judging is a two step process with two panels. Both judging panels are similar to the one described above and both use the same scoring criteria. The Preliminary Panel in each category determines which entries will receive an award. A second Blue Ribbon panel determines what the specific award will be. Gold, Silver and Bronze awards are wall plaques with statues attached. Honorable Mention and Special Achievement awards are certificates. The Special Awards (see page #3) are larger plaques with statues.

TIMELINES & NOTIFICATIONS

Upon submission of your online Entry Form, you will receive an immediate email receipt acknowledgement. For Entry Forms sent to us via courier, fax or mail, the receipt acknowledgement will be returned to you via email, fax or mail within 20 days of submission.

No later than one month after the Entry Deadline, we will send you a notification as to where to send either your program or the address of your web site. This notice will be sent to you by email, fax or mail.

The International Award Announcements will be made in late February for the Fall Competition and late August for the Spring Competition. The Regional award announcements will be made approximately 60 days after the regional entry deadline.

B2BAV.net

The Business-to-Business Audio Visual Network (www.B2BAV.net) provides CINDY winners and others with a unique opportunity to market their original programming and production capabilities. As the site develops, it will ultimately provide a variety of services ranging from streaming media to product sales and fulfillment.

**QUESTIONS? Call (V) 469.464.4180 OR (F) 469.464.4170 or write us at:
PO Box 270779 • Flower Mound, TX 75027-0779 • USA
or visit our website at: www.cindys.com**

CATEGORIES

AA Feature (film only) **AAA Short (film only)**

Producers Name(s): _____

Writers Name(s): _____

Directors Name(s): _____

Other Credits: _____

✓ Check all Boxes that apply to Features or Shorts	TYPE	FORMAT	ASPECT RATIO	Optical Track (No Mag.)
	<input type="checkbox"/> Independent Feature (over 70 min.)	<input type="checkbox"/> 35mm	<input type="checkbox"/> 1:1.33	<input type="checkbox"/> Mono
	<input type="checkbox"/> Short <input type="checkbox"/> Dramatic	<input type="checkbox"/> 16mm	<input type="checkbox"/> 1:1.66	<input type="checkbox"/> Dolby Stereo
	<input type="checkbox"/> Non-Dramatic		<input type="checkbox"/> 1:1.85	<input type="checkbox"/> Dolby SR
			<input type="checkbox"/> 1:2.35	<input type="checkbox"/> Ultra Stereo

Authorization: As the producer's authorized representative, I grant the International CINDY Competition permission to screen our submission during CINDY Festivals Week if they choose to do so. I agree to hold the International CINDY Competition harmless from damage to any materials I supply outside of the stated shipping insurance policy.

Signature _____ Date: _____

Please print full name and title: _____

For Theatrical Categories, fill out the above information as well as the ENTRY FORM, and send along with entry fees, a Press Kit with photos, bios, etc., and a VHS-NTSC tape (for pre-screening only), to the address indicated on the ENTRY FORM.

A RADIO, TELEVISION/CABLE

DOCUMENTARIES

- A101** International broadcast
- A102** Domestic national broadcast
- A103** Domestic local/regional broadcast

PUBLIC SERVICE ANNOUNCEMENTS

- A201** 30 seconds or less
- A202** Up to 60 seconds
- A203** Over 60 seconds

COMMERCIALS

- A301** Apparel/accessories
- A302** Automotive
- A303** Banking/financial
- A304** Beverages, alcoholic
- A305** Beverages, non-alcoholic
- A306** Children's products
- A307** Computer hardware/software

- A308** Confections/snacks
- A309** Corporate identity
- A310** Cosmetics/perfume
- A311** Dairy products
- A312** Direct response
- A313** Entertainment
- A314** Ethnic markets
- A315** Food products
- A316** Fuel/gas/oil
- A317** Health/health care services
- A318** Home furnishings/appliances
- A319** Household products
- A320** Insurance
- A321** Personal/gift items
- A322** Pet products
- A323** Pharmaceuticals
- A324** Political
- A325** Recreational products
- A326** Restaurants/food service
- A327** Retailing
- A328** Station/program promo

- A329** Toiletries
- A330** Travel/leisure
- A331** Utilities
- A332** Other

MUSIC VIDEOS

- A401** Vocalist
- A402** Instrumentalist
- A403** Group
- A404** New artist
- A405** C&W
- A406** Jazz
- A407** Blues
- A408** R&B
- A409** Religious
- A410** Rap
- A411** Rock
- A412** Latin

INFOMERCIALS

A500

PUBLIC ACCESS

A600

CATEGORIES (continued)

B BUSINESS, INDUSTRY & GOVERNMENT

EMPLOYEE MOTIVATION & RELATIONS

B201 Up to 15 minutes
B202 15 to 30 minutes
B203 Over 30 minutes

EMPLOYEE COMMUNICATIONS

B204 Up to 15 minutes
B205 15 to 30 minutes
B206 Over 30 minutes

TRAINING: GENERAL

B207 Up to 15 minutes
B208 15 to 30 minutes
B209 Over 30 minutes

TRAINING: SPECIFIC OR TECHNICAL

B210 Up to 15 minutes
B211 15 to 30 minutes
B212 Over 30 minutes

TECHNICAL INFORMATION REPORT & SCIENTIFIC RESEARCH

B213 Up to 15 minutes
B214 15 to 30 minutes
B215 Over 30 minutes

RECRUITING

B216 Up to 15 minutes
B217 15 to 30 minutes
B218 Over 30 minutes

CUSTOMER COMMUNICATIONS

B219 Up to 15 minutes
B220 15 to 30 minutes
B221 Over 30 minutes

OTHER

B222 Up to 15 minutes
B223 15 to 30 minutes
B224 Over 30 minutes

C EDUCATION

HUMANITIES

(language, performing, visual arts)

C301 Up to 15 minutes
C302 Over 15 minutes

SCIENCE & MATH

C303 Up to 15 minutes
C304 Over 15 minutes

SOCIAL SCIENCES

(history or current events)
C305 Up to 15 minutes
C306 Over 15 minutes

GUIDANCE, VALUES & CAREER INFORMATION

C307 Up to 15 minutes
C308 Over 15 minutes

HEALTH, FITNESS & NUTRITION

C309 Up to 15 minutes
C310 Over 15 minutes

CONSUMER AWARENESS

C311 Up to 15 minutes
C312 Over 15 minutes

EARLY CHILDHOOD EDUCATION

C313 Up to 15 minutes
C314 Over 15 minutes

K THROUGH 12

C315 Up to 15 minutes
C316 Over 15 minutes

COLLEGE LEVEL

C317 Up to 15 minutes
C318 Over 15 minutes

VOCATIONAL

C319 Up to 15 minutes
C320 Over 15 minutes

CULTURAL, ETHNIC & WOMEN'S ISSUES

C321 Up to 15 minutes
C322 Over 15 minutes

MUSEUM

C323 Up to 15 minutes
C324 Over 15 minutes

REFERENCE

C325 Up to 15 minutes
C326 Over 15 minutes

OTHER

C327 Up to 15 minutes
C328 Over 15 minutes

D ENVIRONMENT & ECOLOGY

D401 Up to 30 minutes
D402 Over 30 minutes

E FUNDRAISING

E501 Up to 15 minutes
E502 Over 15 minutes

F MEDICAL

GENERAL AUDIENCE

F601 Up to 15 minutes
F602 Over 15 minutes

PROFESSIONAL AUDIENCE

F603 Up to 15 minutes
F604 Over 15 minutes

OTHER

F605 Up to 15 minutes
F606 Over 15 minutes

G PUBLIC RELATIONS

G701 Up to 5 minutes
G702 5 to 10 minutes
G703 10 to 15 minutes
G704 15 to 20 minutes
G705 Over 20 minutes

H PUBLIC SERVICE & INFORMATION

H801 Up to 15 minutes
H802 15 to 30 minutes
H803 Over 30 minutes

I NON-BROADCAST DOCUMENTARY

I901 Featurtte up to 15 minutes (Mini-Doc)
I902 15 to 30 minutes
I903 Over 30 minutes

J EXPERIMENTAL, ESSAY & PERSONAL STATEMENT

J1001 Up to 15 minutes
J1002 15 to 30 minutes
J1003 Over 30 minutes

K SAFETY & FIRST AID

K1101 Up to 15 minutes
K1102 15 to 30 minutes
K1103 Over 30 minutes

L SALES & MARKETING

L1201 Up to 5 minutes
L1202 5 to 10 minutes
L1203 10 to 15 minutes
L1204 15 to 20 minutes
L1205 Over 20 minutes

M RELIGION & ETHICS

M1301 Up to 30 minutes
M1302 Over 30 minutes

N SPORTS, LEISURE & RECREATION

N1401 Up to 30 minutes
N1402 Over 30 minutes

O TRAVEL & TOURISM

O1501 Up to 30 minutes
O1502 Over 30 minutes

P STUDENT PRODUCTIONS

P1601 Dramatic
P1602 Non-Dramatic

Q CONSUMER

Q1701 Games
Q1702 Other

R TECHNICAL & ARTISTIC CRAFTS

R1801 Directing
R1802 Writing (include script with entry)
R1803 Editing (sound or visual)
R1804 Production Design
R1805 V/O Narration & On-camera Spokesperson
R1806 Photography, Cinematography
R1807 Videography
R1807 Graphics, Animation & Visual Effects
R1808 Other

PARTIAL LIST OF PAST WINNERS

A & E Network	GTE VisNet	National Public Radio
ABC News	Harvard Business School Publishing	Nebraska Educational TV Network
Aims Media	Hawthorne Direct	New South Wales Film & Television Office
American Dental Association	Hewlett Packard	NFL Films
American Airlines	Hillmann & Carr	NuSkin
Andersen Consulting	HRM	Oberman-Darnell
Annenberg/CPB Project	Hourglass Pictures Ltd.	Pathmark Stores
Apple Computer, Inc.	IBM	PG&E
Argentine Productions	Independent Broadcasting Associates	Prime Productions
Ash Quarry Productions	Intel	Princess Cruises
Associated Producers	Internal & External Communications	Prudential Financial
AT&T	Int'l Monetary Fund	Rasikas
Baltimore Gas & Electric	Iowa Public Television	RC1
Bank of America	ITC Learning Corp.	Reading Rainbow
Blue Cross	IVID Communications	Respond2
BMW	J. Walter Thompson	Ross Roy
Boeing	Johns Hopkins	Saab
Brainstorm Creative	Johnson Institute	Safeway
Bravura Films	Kamber Group	Sandia National Laboratories
Burson-Marsteller	KCET – Los Angeles	SBC
Busch Creative	Kenwood Group	Sears
California Dept. of Water Resources	KET	Silicon Graphics
Campos Creative Works	Kogei America Inc.	Smith College
Carlton/United Kingdom Television	KPBS – San Diego	Smithsonian Institution
Chicago Tribune	Kudzu Productions	Sony
Chrysler Corporation	KUHT – Houston	Sprint Communications
CIGNA	Kurosawa Enterprises	State Farm Insurance
Cinetel	Kurtis Productions	Sun Microsystems
Cisco Systems	Lancit Media Entertainment	Sunburst Communications
CitiBank	LearnStream	Taco Bell
Cleveland Clinic	Lexus	Temple University
CNN	Lifecycle Productions	Turner Broadcasting
Coast Training	Living on Earth	Tyndale Family Video
Compass Rose Media	Lockheed Martin	UNICEF
Condor Productions	Loose Gravel Productions	Unisys
Consumers Union	Luminaria	United Airlines
Covey Leadership Center	Magnet Interactive Communications	U.S.A.F
CRM Learning	Maguire/Reeder	Veritech
Dartnell Corp.	March of Dimes	Video Arts
Dekroon, Wissenraet & Assoc., B.V.	Medfilms	Video Placement Worldwide
Discovery Channel Multimedia	Media Design Group	V.I.E.W. Video
Disney	Media Partners	Volkswagen
Earth Communications Office	Mercedes Benz	WalMart
FASE Productions	Merrill Lynch	WBGH – Boston
FDA	MetLife	WETA – Washington
FG Squared	Microsoft	White House Historical Association
Film Crew, Inc.	Mountain View Productions	Will Vinton Studios
Five Star Productions	MUVI A.G.	Wilson Learning
Ford Motor Company	Nabisco	WNET – New York
Frame 30 Productions	NASA	WQED – Pittsburgh
Gabriel Productions	National Film Board of Canada	WTTW – Chicago
Gallaudet University	National Geographic	Xerox
General Motors	Nationwide Insurance	Zabit & Associates
Getty Center	National Park Service	
Graphic Media		

For a complete list of winners and to enter the CINDY, visit our WEB site at www.cindys.com

ENTRY FORM (Side A)

Entry Submitted By:

CONTACT _____

ORGANIZATION _____

ADDRESS _____

(Must be street address: No P.O. Box, please.)

CITY _____ ST/PROV _____

MAIL CODE _____

COUNTRY _____

PHONE _____

FAX _____

E-MAIL _____

Inscription

If your entry wins, a plaque or certificate will be presented. Print one person's name or one organization name to appear on award.

Deadlines

(Check one)

REGIONAL ENTRY DEADLINES:

1. SOUTH CENTRAL UNITED STATES

2. CENTRAL UNITED STATES
APRIL 30

3. NORTHEASTERN UNITED STATES & EASTERN CANADA

4. NORTHWESTERN UNITED STATES & WESTERN CANADA

5. SOUTHEASTERN UNITED STATES
MAY 31

6. SOUTHWESTERN UNITED STATES & MEXICO

7. NORTH CENTRAL UNITED STATES
JUNE 30

INTERNATIONAL ENTRY DEADLINES

MARCH 31 SEPTEMBER 30

U.S. ENTRANTS ONLY!

U.S. entrants **should not** send their program submission along with the entry form and fee. After the CINDY Competition Entry Form and fee are received, you will be notified where to send your program submission.

ALL OTHER ENTRANTS

1. All entry fees must be payable in US dollars.
2. Send your copy of the program submission (audio cassette, video cassette, etc.) along with your entry form and entry fees.
3. Do not include a "Return Fee". If you wish to have your program submission returned, please include a completed, prepaid airbill.

Payment Options

NOTE: Non-members may submit at the discount member rate by completing membership form and including the annual membership fee with entry.

CHECK ONE:

IAAVC Member Non-Member

CHECK ONE:

*Check *Money Order *CC

*MAKE CHECK OR MONEY ORDER PAYABLE TO: AVC, INC.

CHECK ONE:

AMEX Discover/NOVUS

M/C VISA

Cardholder

Name _____

Card # _____

Expire Date _____

Signature _____

FEES ENCLOSED

If you wish to have your entry returned, include return shipping label + **\$15.00 return fee.**

ENTRY RETURN

Entry Fee \$ _____

Return Fee (Optional) For U.S./Domestic Only \$ **\$15.00**

Membership Fee \$ _____

TOTAL ENCLOSED \$ _____

Format

(Check One)

VIDEO

Video entries may be submitted on either 1/2" VHS-NTSC or DVD formats.

FILM

Same as video except if the program advances to the **Blue Ribbon** round, it may be resubmitted in 16mm or 35mm film format at the judges discretion. This includes large film formats for special venue applications such as simulation rides.

VIDEO WALL

Same as video.

AUDIO

Standard 1/8" mono or stereo audio cassette.

WEB SITE, CD-ROM, CBT

FOR AVC USE ONLY:

Entry # _____

Entrant # _____

Format _____

Category # _____

Membership(s) _____

CINDY Entry Fee(s) _____

Entry Return Fee(s)/Airbill & Label _____

CCAC: _____

CCP: _____ / _____ / _____

SEND COMPLETED ENTRY FORM WITH PAYMENT TO:

THE CINDY COMPETITIONS • PO Box 270779 • Flower Mound, TX 75027-0779 • USA
or enter online at www.cindys.com

USA Entrants Only: **Do Not** ship your program with your entry form.

SPONSORED BY



Apple Computer Inc.

AND



VIDEO PLACEMENT
WORLDWIDE

PRESENTED BY



International Association of
**Audio Visual
Communicators**

REGIONAL DEADLINES

<p>South Central United States</p> <p>AR OK LA TX</p> <p>REGION 1</p> <p>Entry Deadline: April 30</p>	<p>Central United States</p> <p>IN OH KY PA MI WV</p> <p>REGION 2</p> <p>Entry Deadline: April 30</p>	<p>Northeastern United States & Eastern Canada</p> <table border="0"> <tr> <th>U.S.</th> <th>Canada</th> </tr> <tr> <td>CT NH</td> <td>NB</td> </tr> <tr> <td>DC NJ</td> <td>NS</td> </tr> <tr> <td>DE NY</td> <td>NW</td> </tr> <tr> <td>MA RI</td> <td>ON</td> </tr> <tr> <td>MD VA</td> <td>PE</td> </tr> <tr> <td>ME VT</td> <td>QC</td> </tr> </table> <p>REGION 3</p> <p>Entry Deadline: May 31</p>	U.S.	Canada	CT NH	NB	DC NJ	NS	DE NY	NW	MA RI	ON	MD VA	PE	ME VT	QC	<p>Northwestern United States & Western Canada</p> <table border="0"> <tr> <th>U.S.</th> <th>Canada</th> </tr> <tr> <td>AK AB</td> <td></td> </tr> <tr> <td>ID BC</td> <td></td> </tr> <tr> <td>OR MB</td> <td></td> </tr> <tr> <td>WA NT</td> <td></td> </tr> <tr> <td></td> <td>SK</td> </tr> <tr> <td></td> <td>YT</td> </tr> </table> <p>REGION 4</p> <p>Entry Deadline: May 31</p>	U.S.	Canada	AK AB		ID BC		OR MB		WA NT			SK		YT
U.S.	Canada																														
CT NH	NB																														
DC NJ	NS																														
DE NY	NW																														
MA RI	ON																														
MD VA	PE																														
ME VT	QC																														
U.S.	Canada																														
AK AB																															
ID BC																															
OR MB																															
WA NT																															
	SK																														
	YT																														
<p>Southeastern United States</p> <p>AL NC FL SC GA TN MS</p> <p>REGION 5</p> <p>Entry Deadline: May 31</p>	<p>Southwestern United States and Mexico</p> <p>AZ NV CA UT HI NM</p> <p>MEXICO</p> <p>REGION 6</p> <p>Entry Deadline: June 30</p>	<p>North Central United States</p> <p>CO MT IA ND IL NE KS SD MN WI MO WY</p> <p>REGION 7</p> <p>Entry Deadline: June 30</p>																													

INTERNATIONAL DEADLINES:
SPRING: MARCH 31 • FALL: SEPTEMBER 30

International Deadlines:
SPRING: MARCH 31
FALL: SEPTEMBER 30

**Established
1959**

PRSR. STD.
U.S. POSTAGE
PAID

**The CINDY Competitions
Cinema In Industry**
PO Box 270779
Flower Mound, TX 75027-0779
ENTER ONLINE AT
www.cindys.com
Return Service Requested