

INTERNATIONAL DEADLINES:
SPRING: MARCH 31 ■ FALL: SEPTEMBER 30
Open to all individuals & organizations world-wide

REGIONAL DEADLINES

Open only to those individuals & organizations within the specific region.

<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> <p>U.S. Canada</p> <p>CT NH NB DC NJ NS DE NY NW MA RI ON MD VA PE ME VT QC</p> <p>REGION 3</p> <p>Entry Deadline: May 31</p>	<p>Northwestern United States & Western Canada</p> <p>U.S. Canada</p> <p>AK AB ID BC OR MB WA NT SK YT</p> <p>REGION 4</p> <p>Entry Deadline: May 31</p>	<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 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>	<p>Oceania</p> <p>REGION 8</p> <p>Entry Deadlines: July 31</p>	<p>Africa</p> <p>REGION 9</p> <p>Entry Deadlines: July 31</p>	<p>Central & South America</p> <p>REGION 10</p> <p>Entry Deadlines: July 31</p>	<p>Asia</p> <p>REGION 11</p> <p>Entry Deadlines: October 31</p>	<p>Europe</p> <p>REGION 12</p> <p>Entry Deadlines: November 30</p>

Regions 8-12 are defined using Int'l Olympic Committee standards.



*Established
1959*

ENTER ONLINE AT www.cindys.com

The CINDYS

Cinema In Industry

PO Box 270779 ■ Flower Mound, TX 75027-0779

Phone: 469.464.4180 ■ Fax: 469.464.4170

PARTIAL LIST OF PAST WINNERS

A & E Network
 ABC News
 ABC Sports
 Accenture
 American Dental Association
 American Airlines
 Andersen Consulting
 Annenberg/CPB Project
 Apple Computer
 Argentine Productions
 Associated Producers
 AT&T
 Baltimore Gas & Electric
 Bank of America
 Barclays
 BASF
 Bayer
 Best Buy
 Blue Cross
 BMW
 Boeing
 Burson-Marsteller
 Busch Creative
 California Dept. of Water Resources
 Campos Creative Works
 Canadian Film Board
 Carlton/United Kingdom Television
 Catterpillar
 Chicago Tribune
 Chrysler Corporation
 CIGNA
 Cinetel
 Cisco Systems
 CitiBank
 Cleveland Clinic
 CNN
 Coast Training
 Coca Cola
 Comcast
 Compass Rose Media
 Condor Productions
 Consumers Union
 Covey Leadership Center
 Cox Cable
 CRM Learning
 Dekroon, Wissenraet & Assoc., B.V.
 Delta Airlines
 Discovery Channel Multimedia
 Disney
 Dupont
 FASE Productions
 FDA
 Film Crew, Inc.
 Five Star Productions
 Ford Credit
 Ford Motor Company
 Frame 30 Productions
 Gabriel Productions
 Gallaudet University
 General Electric
 General Motors
 Getty Center
 GlaxoSmithKline
 Graphic Media
 GTE VisNet
 Hardee's
 Harvard Business School Publishing
 Hawthorne Direct
 Hewlett Packard
 Hillmann & Carr
 HRM
 Hourglass Pictures Ltd.
 IBM
 Independent Broadcasting Associates
 Infinity
 Intel
 Internal & External Communications
 Int'l Monetary Fund
 Iowa Public Television
 ITC Learning Corp.
 MID Communications
 J. Walter Thompson
 Jaguar
 Johns Hopkins
 Johnson Institute
 KCET-TV PBS – Los Angeles
 KET
 KFC
 Kogei America Inc.
 KPBS-TV PBS – San Diego
 Kudzu Productions
 KUHT-TV PBS – Houston
 Kurasawa Enterprises
 LearnStream
 Lexus
 Library of Congress
 Lifecycle Productions
 Living on Earth
 Lockheed Martin
 Loose Gravel Productions
 Luminaria
 McDonald's
 Magnet Interactive Communications
 Maguire/Reeder
 March of Dimes
 Mazda
 Medfilms
 Media Design Group
 Media Partners
 Mercedes Benz
 Merrill Lynch
 MetLife
 Microsoft
 Mitsubishi
 Mountain View Productions
 MUVI A.G.
 Nabisco
 NASA
 National Film Board of Canada
 National Geographic
 Nationwide Insurance
 National Park Service
 National Public Radio
 NCR Corp.
 Nebraska Educational TV Network
 New South Wales Film & Television Office
 News Corp.
 NFL Films
 Nissan
 Nokia
 NuSkin
 Oberman-Darnell
 Occidental Petroleum
 Pathmark Stores
 PG&E
 Prime Productions
 Princess Cruises
 Prudential Financial
 Raytheon
 RC1
 Reading Rainbow
 Respond2
 Saab
 Safeway
 SAIC
 Sandia National Laboratories
 SBC
 Sears
 Smith College
 Smithsonian Institution
 Sony
 Sprint Communications
 State Farm Insurance
 Steelcase
 Subaru
 Sun Microsystems
 Sunburst Communications
 Taco Bell
 Temple University
 Toyota
 Turner Broadcasting
 Tyndale Family Video
 UNICEF
 Unisys
 United Airlines
 U.S.A.F
 Viacom
 Volkswagen
 WalMart
 WBGH-TV PBS – Boston
 WETA-TV PBS – Washington
 White House Historical Association
 WHO
 Will Vinton Studios
 Wilson Learning
 WNET-TV PBS – New York
 World Bank
 WOED-TV PBS – Pittsburgh
 WTTW-TV PBS – Chicago
 Xerox

CINDY HISTORY

CINDY, an acronym for "Cinema in Industry," began in 1959 as an industrial film awards event. It was created by the Industry Film Producers Association (IFPA), an American non-profit industrial film organization based in Los Angeles. Later, this group became the Informational Film Producers of America and, in 1984, the Association of Visual Communicators (AVC). Since 1998, we have been the International Association of Audio Visual Communicators (IAA-VC). We currently present 14 different CINDY Award events each year honoring the theatrical, broadcast, non broadcast and interactive media professionals around the globe.

Just as the market for the industrial film evolved into video and on-line media over the years, the makeup of the CINDYs continued to change as well. Interactive media was added in 1985, making CINDY the first interactive media awards event in the world. Since 2000, many new interactive media formats and applications have been added. Today, CINDY continues to honor the informational media producer but has expanded to embrace all production professionals working in both linear and interactive media.

REGIONAL vs. INTERNATIONAL & JUDGING PROCEDURES

The annual Regional events are open only to individuals and organizations located within the specific region. There are 12 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 background in production. 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 event at a reduced entry fee rate.

The two, separate International CINDY Competitions held each year are open to all entrants world-wide. Judging is a two step process with two judging panels. The panels are similar to the one described above and both use the same scoring criteria. The first Preliminary Panel in each category determines which entries will receive an award. A second Blue Ribbon panel determines what specific award will be given. Gold, Silver, Bronze, Honorable Mention and Special Achievement awards are certificates. The Best of Show and the Special Awards (see page #4) are large 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.

USA ENTRANTS ONLY No later than 30 days after the Entry Deadline, we will send you a notification as to where to send either your program or the address of your on-line site. This notice will be sent to you by email, fax or mail.

The Regional award announcements will be made approximately 90 days after the regional entry deadline. The International award announcements will be made approximately 120 days after the entry deadline.

**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**

CINDY ENTRY GUIDELINES

GENERAL INFORMATION

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

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.

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 (see "Timeline").

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

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." To qualify for a "Member" rate, an IAAVC Membership Application must accompany the entry form.

CATEGORIES "AAA" THROUGH "Q1702"
(audio & visual)

IAAVC MEMBER: \$ 90
NON-MEMBER: \$ 130

CATEGORIES "AAA" THROUGH "Q1702"
(audio only)

IAAVC MEMBER: \$ 70
NON-MEMBER: \$ 100

CATEGORIES "R1801 THROUGH R1808"

IAAVC MEMBER: \$ 80
NON-MEMBER: \$ 110

Student Discount:

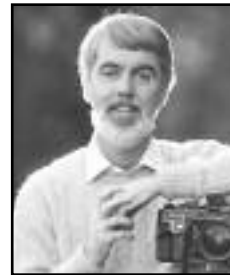
Students may take a 50% discount off of regular entry fees. In order to qualify as a student entry, the entrant **must** have obtained unit credit for the project, and provide proof along with the entry form submission of student status at the time the project was produced.

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?

(M) 469.464.4180 OR (F) 469.464.4170

THE CINDYS

PO Box 270779

Flower Mound, TX 75027-0779 USA

www.cindys.com

CATEGORIES

(PRIMARILY THEATRICAL DISTRIBUTION TO LARGE AUDIENCE)

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

Producer's Name(s): _____

Writer's Name(s): _____

Director's Name(s): _____

Other Credits: _____

Check all Boxes that apply to Features or Shorts	TYPE	FORMAT
	<input type="checkbox"/> Independent Feature (over 70 min.)	<input type="checkbox"/> 35mm
	<input type="checkbox"/> Short <input type="checkbox"/> Dramatic	<input type="checkbox"/> 16mm
	<input type="checkbox"/> Non-Dramatic	<input type="checkbox"/> DVD

For Theatrical Categories Only

Complete the THEATRICAL FORM above **as well as** the ENTRY FORM, and submit BOTH ALONG with entry fees, a DVD for judging and any collateral materials (Press Kit, poster, handbills, etc.), to the address indicated on the ENTRY FORM.

CATEGORIES

(PRIMARILY WEB, CABLE, RADIO & TELEVISION DISTRIBUTION TO WIDE AUDIENCE)

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)

(PRIMARILY WEB, DVD, ELECTRONIC FILE DISTRIBUTION TO NARROW AUDIENCE)

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

ENTRY FORM (Side A)

**Paying by Credit Card?
Use the on-line Entry Form only.**

Submitted By:

CONTACT _____

ORGANIZATION _____

ADDRESS _____

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

CITY _____ ST/PROV _____

MAIL CODE _____

COUNTRY _____

PHONE _____

FAX _____

E-MAIL _____

DATE SUBMITTED _____

Inscription

If your entry wins, a certificate will be presented at no additional charge. Print one person's name or one organization's name to appear on the award.

FOR AVC USE ONLY:

Entry # _____

Entrant # _____

Format _____

Category # _____

Membership(s) _____

CINDY Entry Fee(s) _____

Entry Return Fee(s)/Airbill & Label _____

CCAC: _____

CCP: _____ / _____ / _____

Payment Options

NOTE: A Credit Card may be used only with the on-line entry form.

Enter online at www.cindys.com.

CHECK ONE:

*Check *Money Order

CHECK ONE:

IAAVC Member Non-Member

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

FEES ENCLOSED

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

Entry Fee \$ _____

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

Membership Fee \$ _____

TOTAL ENCLOSED \$ _____

All entry fees must be payable in US dollars.

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

Deadlines (Check one)

INTERNATIONAL ENTRY DEADLINES

Open to all individuals and organizations worldwide.

MARCH 31 SEPTEMBER 30

REGIONAL ENTRY DEADLINES

Open only to individuals and organizations working or residing within the specific region.

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

8. OCEANIA

9. AFRICA

10. CENTRAL & SOUTH AMERICA
JULY 31

11. ASIA

OCTOBER 31

12. EUROPE

NOVEMBER 30

**SEND COMPLETED ENTRY FORM WITH PAYMENT TO:
THE CINDYS ■ POB 270779 ■ Flower Mound, TX 75027-0779 ■ USA
or enter online at www.cindys.com**

ENTRY FORM (Side B)

Program Description

TITLE or WEB ADDRESS:

CHECK ALL THAT APPLY:

- FEATURE SHORT RADIO
 TV/CABLE NON-BROADCAST:
 DVD WEBSITE PODCAST
 WEBINAR OTHER

PRODUCING ORGANIZATION:

SPONSOR/CLIENT:

EXECUTIVE PRODUCER (individual):

RUNNING TIME (linear only):

_____ (H): _____ (M): _____ (S)

CINDY CATEGORY NAME :

(Example: "Education-Science & Math")

CINDY CATEGORY LETTER/NUMBER:
(Example: "C303")

DISTRIBUTION METHODS:

(DVD, website, mobile app, webinar, 35mm film, etc.)

Objective Of Program

Limit to 100 words or less. Please note: for maximum point accumulation, state the objective clearly and concisely. The objective describes the precise effect the production is intended to have on the target audience. **Only use space provided below!**

Target Audience

US ENTRANTS ONLY:
SEND ENTRY FORM AND PAYMENT ONLY TO:
THE CINDYS
PO Box 270779, Flower Mound, TX 75027-0779
ENTRANTS OUTSIDE THE USA:
SHIP ENTRY FORM, PAYMENT AND PROGRAM TO:
THE CINDYS
3824 Trogon Ct. Flower Mound, TX 75022-5326 USA