

Branding & Corporate Image

WAVE

Kingdom Filmworks

Title: *UW Law*

Director Jack Whaley / Producer Kristi Freidel / Editor Chris Dabner

WAVE

Kingdom Filmworks/Shine United

Title: *Big Ass Fans Productivity :30*

Director Kristi Freidel / Writer James Breen / Producer Kristi Freidel / Editor Kyle Stoffel

WAVE

Tilt Media

Title: *Northstar-Seeing is Believing*

Director David Haznaw / Writer David Haznaw / Producer Rich Rubasch; Jocelyn Polk /
Editor Rich Rubasch / DP Dominic Panico; Scott Kunkel

WAVE

American Family Media

Title: *Sheila Link*

Producer Jason Rouse / Editor David Bensman / DP Brian Minton

Merit

Kingdom Filmworks

Title: *Wisconsin School of Business - Trusted to Lead Overview*

Producer Tom Kermgard / Editor Kyle Stoffel / DP Michael Palzkill /
Audio Design Justin Perkins

Merit

The Diligent Company

Title: *Toppers World Tour*

Director Jack Whaley / Producer Daniel Kinney / Editor Daniel Kinney /
DP Jack Whaley; Jordan Post

Merit

Wisconsin Sea Grant

Title: *Clean Drain and Dry Your Boat This Summer*

Director Daniel Kinney / Producer Bonnie Willison / Editor Bonnie Willison /
DP Sam Li / Voice Actor Ben Rush

Merit

Kingdom Filmworks/Shine United

Title: *Currex - Just Soul*

Director Michael Palzkill / Writer James Breen / Producer Britta Thostrup /
Editor Kyle Stoffel / Art Director Austin Kelley

Merit

AmFam Media

Title: *Ninfa Agular - Centurion*

Producer Jesse Wilson / Editor Brian Hollendyke / DP Jesse Wilson /
Audio Engineer Ryan Muenier

Merit

AmFam Media

Title: *AmFam Championship 2022 Highlights*

Producer Melissa Donlin / Editor David Bensman; Molly Sweeney / DP AmFam Media

Merit

Backflip

Title: *Newark TikTok*

Director Ryan Freng; Max Olmsted / Writer Max Olmsted; Ryan Freng / Producer Ryan Freng;
John Shoemaker / Editor Max Olmsted / Set Builder Luke Kolarsky

Merit

AmFam Media

Title: *Kwesi Oppong - Centurion*

Producer Jesse Wilson / Editor Brian Hollendyke / DP Jesse Wilson /
Audio Engineer Lee Bailey

Broadcast Commercials

WAVE

Kingdom Filmworks/Shine United

Title: *Festival Foods - Holiday*

Director Jack Whaley / Writer Mandy Rodeo / Producer Britta Thostrup / Editor Kyle Stoffel

WAVE

Kingdom Filmworks/Shine United

Title: *Swedish American TV Is Now UW Health*

Director Vinnie Besasie / Writer Amanda Rodio / Producer Kristi Freidel /
Editor Chris Dabner / Design/Animation Eric Cook

WAVE

333 Media

Title: *Midwest One Bank*

Director Matt Ahrens / Writer Matt Ahrens / Producer Matt Ahrens; Rich Rubasch/
Editor Rich Rubasch / Design/Animation Julia Harrison

Merit

The Diligent Company

Title: *Hey! What's for Dinner - Pound of Ground*

Director Daniel Kinney / Editor Daniel Kinney / DP Jordan Post

Agency S/B Strategic Marketing / Creative Director Emily Shea; Mike Bass

Cinematography & Videography

WAVE

Backflip

Title: *Kelly Jackson Music Video*

Director Max Olmsted / Writer Kelly Jackson; Ryan Freng / Producer Rob Pero;
John Shoemaker / Editor Max Olmsted / DP Jordan Post / Set Builder Luke Kolarsky

Merit

Kingdom Filmworks

Title: *USFWS - Pennsylvania*

Producer Tom Kermgard / Editor Chris Dabner / DP Michael Palzkill

Merit

Kingdom Filmworks

Title: *USFWS South Carolina*

Producer Tom Kermgard / Editor Chris Dabner / DP Michael Palzkill

Merit

Backflip

Title: *Lumina Grant Video - Madison College*

Director Ryan Freng; John Shoemaker / Writer Rob Dz; Ryan Freng /
Producer John Shoemaker / Editor Max Olmsted / DP Jordan Post

Merit

Kingdom Filmworks/Shine United

Title: *Kohler Waters Spa*

Director Michael Palzkill / Producer Kristi Freidel / Editor Kyle Stoffel

Creative/Spec/Probono

WAVE

Simplyfoodstyling

Title: *Simplyfoodstyling Reel 2022*

Director Jack Whaley; Stef Endres; Daniel Kinney / Writer Stef Endres /
Producer Kingdom Filmworks / Editor Kyle Stoffel / Food Stylist Stef Endres

WAVE

Benz Creative Media

Title: *Diocese of Madison - Teacher Recruitment*

Writer Molly Sweeney / Producer Molly Sweeney / Editor Molly Sweeney / DP Karl Soehnlein

Merit

Backflip

Title: *SNL Style Christmas Video*

Director John Shoemaker; Ryan Freng / Writer John Shoemaker; Ryan Freng; Max Olmsted /
Producer John Shoemaker; Ryan Freng / DP Jordan Post

Merit

Ian Tunney

Title: *Club FR 2022 Season Opener*

Director Ian Tunney / DP Ian Tunney; Eric Wang / FPV Pilots Ian Tunney; Eric Wang

Directing

WAVE

Backflip

Title: *Kelly Jackson Music Video*

Director Max Olmsted / Writer Kelly Jackson; Ryan Freng / Producer Rob Pero;
John Shoemaker / Editor Max Olmsted / DP Jordan Post / Set Builder Luke Kolarsky

WAVE

Samuel Li

Title: *Winter in Wisconsin*

Director Samuel Li / Producer Samuel Li / Editor Samuel Li / DP Samuel Li; Ian Tunney

Editing

WAVE

EditSquid

Title: *PBS KIDS Rosie's Rules Behind-The-Scenes*

Director Jon Hornbacher / Editor Jon Hornbacher / DP Dale Doebert; Eric Janisch

WAVE

Benz Creative Media

Title: *American Family Insurance Championship - Highlight Reel*

Writer David Bensman / Producer Melissa Donlin / Editor David Bensman; Molly Sweeney

WAVE

Benz Creative Media

Title: *The Camp 2022 - Questlove*

Writer Molly Sweeney / Producer Danny Bresnik; David Bensman / Editor Molly Sweeney /
Sound Mixer David Bensman

WAVE

Benz Creative Media

Title: *American Family Insurance - Peter Walton*

Writer Molly Sweeney / Producer Julie Kruyne / Editor Molly Sweeney; David Bensman /
Design/Animation Molly Sweeney / Music Producer Jen Gricus

WAVE

Backflip

Title: *Krystal Hollins Vignette*

Director Ryan Freng; Rob Pero / Editor Max Olmsted

WAVE

EditSquid

Title: *Rise of the Nazis: Dictators at War PBS promo*

Writer Jon Hornbacher / Editor Jon Hornbacher

WAVE

EditSquid

Title: *PBS KIDS Alma's Way Testimonial*

Writer Jon Hornbacher / Editor Jon Hornbacher / DP Dale Doebert / Gaffer Eric Zitske

WAVE

The Diligent Company

Title: *Toppers World Tour*

Director Jack Whaley / Producer Daniel Kinney / Editor Daniel Kinney /
DP Jack Whaley; Jordan Post

WAVE

Benz Creative Media

Title: *The Camp 2022 - Rick Rubin*

Writer David Bensman / Producer Danny Bresnik; David Bensman / Editor David Bensman

Merit

EditSquid

Title: *The Trick PBS promo*

Writer Jon Hornbacher / Producer Jon Hornbacher / Editor Jon Hornbacher

Merit

Benz Creative Media

Title: *Kohler Living - AI Spotlight - Janet Echelman*

Writer Molly Sweeney / Producer Kingdom Filmworks/Shine United / Editor Molly Sweeney /
DP Kingdom Filmworks

Merit

Backflip

Title: *Tonique Vignette - Your Call MN*

Director Ryan Freng; Rob Pero / Producer Rob Pero / Editor Max Olmsted

Graphics & Animation

WAVE

InfoSec

Title: *Need to Know: Insider Threats*

Writer Catherine Butzen / Producer Steve Concotelli / Editor Douglas Heinkel /
Design/Animation Brent Bollenbach / Sound Editor Ryan Co

WAVE

Backflip

Title: *Madison College - MABS - Melanie*

Director John Shoemaker / Producer John Shoemaker / Editor Tyler Kortekaas /
Design/Animation Hannah Hess

WAVE

InfoSec

Title: *Choose Your Own Adventure: League of Cyberheroes*

Writer Catherine Butzen / Producer Steve Concotelli / Editor Ryan Co

WAVE

American Family Media

Title: *American Family Insurance - DreamLead Opening Video*

Writer Chris Iglar / Producer David Bensman; Dave Heckman / Design Matea Losenegger;
Molly Sweeney / Sound Mixer Rob Haggar

Merit

Tilt Media

Title: *Chamber of Commerce IceBreaker 2022*

Writer Zach Brandon / Producer Rich Rubasch / Editor Rich Rubasch /
Design/Animation Rich Rubasch

Merit

Bonnie Willison

Title: *Nano- and microplastics in the Great Lakes*

Director Bonnie Willison / Editor Bonnie Willison / Design/Animation Bonnie Willison

Merit

Strong Man Animation

Title: *Wisconsin Elections: Getting Election Results Certified*

Producer Jeff Maiers / Editor Jeff Maiers / Animation Paul Musselman / Designer David Cox

Merit

Strongman Animation

Title: *Madison College: Student Experience*

Creative Director Elizabeth Jones / Producer Jeff Maiers / Design/Animation Paul Musselman;
David Cox / Agency KW2

Product Sales & Marketing

WAVE

Tilt Media

Title: *Thermo Fisher Social Teasers*

Director Jane Helmer / Writer Jane Helmer / Producer Rich Rubasch / Editor Rich Rubasch /
Design/Animation Chris Nasso

WAVE

Reel Wave Media

Title: *MindFirst Health & Fitness Employee Welcome Video*

Writer Kristina Stadler / Producer Jocelyn Harmon; Kelly Gatzke; Kristina Stadler /
DP Karl Soehnlein

WAVE

Kingdom Filmworks/Shine United

Title: *Kohler Perfect Fill*

Director Michael Palzkill / Producer Britta Thostrup / Editor Kyle Stoffel

WAVE

The Diligent Company

Title: *Perfectly Paired Mozzarella - Dairy Farmers of Wisconsin*

Director Daniel Kinney / Writer David Haznaw / Producer Jenna Wilcox / Editor Daniel Kinney / DP Jordan Post; Jon Sovey / Food Stylist Stef Culberson

WAVE

Tilt Media

Title: *SSM Health Cardiovascular Care*

Director David Haznaw / Writer David Haznaw / Producer Rich Rubasch; Emily Fosler / Editor Rich Rubasch / DP Scott Kunkel; Harry Browne

Merit

Backflip

Title: *Orascoptic Dragonfly Promo*

Director John Shoemaker / Editor Max Olmsted / DP Luke Kolarsky

Merit

Spoken Frame Media

Title: *CareerPlug - Text Message Recruiting*

Director Wesley Morgan / Writer Desiree Echevarria / DP Patrick Bonazza / Cast Brett Walkow; Jazzmine Williams; Swapnil Shah

Service Sales & Marketing

Merit

Kingdom Filmworks

Title: *Wisconsin School of Business - Trusted to Lead Jim Wutthrich*

Director Michael Palzkill / Producer Tom Kermgard / Editor Kyle Stoffel

Training & Informational

WAVE

InfoSec

Title: *Need to Know: Insider Threats*

Writer Catherine Butzen / Producer Steve Concotelli / Editor Douglas Heinkel /
Design/Animation Brent Bollenbach / Sound Editor Ryan Co

WAVE

InfoSec

Title: *Choose Your Own Adventure: League of Cyberheroes*

Writer Catherine Butzen / Producer Steve Concotelli / Editor Ryan Co

WAVE

Kingdom Filmworks/Shine United

Title: *Kohler Sterling Install*

Director Michael Palzkill / Producer Kristi Freidel / Editor Kyle Stoffel

Merit

ROACH

Title: *Ticking Clock PSA*

Writer John Roach; Becky Mahan / Producer Becky Mahan / Editor Joe Feng /
Design/Animation Hallie Funk / Sound Dan Geocaris - SoundGlyph

Writing

WAVE

Backflip

Title: *Lumina Grant Video - Madison College*

Director Ryan Freng; John Shoemaker / Writer Rob Dz; Ryan Freng /
Producer John Shoemaker / Editor Max Olmsted / DP Jordan Post

Student Video & Film

WAVE

Grey Smoley

Title: *Slice*

Director Jared Rosenthal, Aidan Holmberg / Writer Julia Chumlea, Jared Rosenthal /
Producer Grey Smoley, Jared Rosenthal

WAVE

Ian Rubasch

Title: *BONA FIDE*

Director Ian Rubasch

Merit

Aubrey Fisher

Title: *Checkmate: A Game for My Soul*

Director Aubrey Fisher / Writer Zach Johnson, Aubrey Fisher, Sarah Frank /
Producer Aubrey Fisher / Cast Zach Johnson; Abby Frank

Merit

Joe Clark

Title: *The Lad and a Sapling*

Director Joe Clark / Writer Isabel (Jo) Clark /

JUDGE'S CHOICE – Jason Adler

Simplyfoodstyling LLC

Title: *Simplyfoodstyling Reel 2022*

Client: Midwest Food Styling

Director Jack Whaley; Stef Endres; Daniel Kinney / Writer Stef Endres /
Producer Kingdom Filmworks / Editor Kyle Stoffel / Food Stylist Stef Endres

Judge's Comments: Jason said from the moment he first watched this video, his interest was deeply captured. This reel has a variety of outstanding shots, such as close-ups, pans, tilts, blurring, and slow-motion techniques, that make the food come to life and look magical. The pace of the cuts are highly effective resulting in the movement of one food item and motion blending perfectly with the next. From the spinning of fresh herbs and vegetables to the seamless motion of knifework cutting a pepper and then a carrot, the shots are very well thought out and flow superbly. This is all accompanied by a soothing instrumental track in the background that garners an emotive reaction.

JUDGE'S CHOICE – Gary Shifflet

Kingdom Filmworks

Title: *Wisconsin School of Business Trusted to Lead Jim Wutthrich*

Client: Wisconsin School of Business

Director Michael Palzkill / Producer Tom Kermgard / Editor Kyle Stoffel

Judge's Comments: Gary said this video has all the right components to convey its message to the audience. Great videography, very cool locations for the on-camera shots used over the off-camera VO, and great editing to tell this story. Loved the music track in the background, and the confident read of the script. Great use of slo-mo, as well as speed ramped shots and quick cuts to really make the edit interesting and the message strong. I believe the achievement of the goals for this were very much achieved, and certainly surpassed. This is one of my highest rated entries in this competition.

JUDGE'S CHOICE – Stephanie West

The Diligent Company

Title: *Toppers World Tour*

Client: Toppers Pizza

Director Jack Whaley / Producer Daniel Kinney / Editor Daniel Kinney /

DP Jack Whaley; Jordan Post

Judge's Comments: Stephanie said the pre-production and field producing really knocked it out of the park in terms of prepping the environments, getting the customers, and having the staff prepared and ready to go. The Director did a nice job of knowing what they wanted and then working with the team to execute it. A clear amount of preparation and vision was communicated across the creative and production teams in order to get it executed at this level. The attention to multiple camera angles, as well as interesting and relevant B-roll and interviews allowed for the editor to make interesting choices in the cutting room, especially for something like this, where the story often is created in the editing room based on what was accomplished in the field. This was clearly a total team effort and it shows.

BEST OF SHOW

EDITSQUID

Title: *PBS KIDS Rosie's Rules Behind-The-Scenes*

Client: PBS KIDS

Director Jon Hornbacher / Editor Jon Hornbacher / DP Dale Doebert; Eric Janisch

Judge's Comments: This particular piece is the whole package, from beginning to the end! The interviews of the main creators of the show were the anchors of the story development, giving us great background information about the production, ties to the community and the importance of the production team's goals of portraying the multi-cultural family as one that everyone could relate to, and be accepted in today's society. The cutaways to Elora doing the voiceover work with the sync animation pieces in front of her really captured the essence of the production process and demonstrated the cohesion of the production team while capturing the behind-the-scenes processes. The editing was extremely powerful and really contributed to the success of this production. But all the other elements of Sound Design, Cinematography, Graphics and Animation, Writing and Directing were all successful elements in this recipe for success. Truly an award-winning effort!