



Branding & Corporate Image

WAVE

Mirror 34 Productions

Title: GHC - Ships

Client: Rippe Keane Marketing/ Group Health Cooperative

Credits: Production Company: Mirror 34 Productions, Director Paul Musselman,

Editor: Paul Musselman, Producer: Matt Cowden

WAVE

American Family Insurance - Media Center

Title: One Saturday for Columbus, Ohio

Client: American Family Insurance Marketing (Grace Stafford)

Credits: Editor: David Bensman, Benz Creative Media, Producer: Melissa Donlin,

Cinematographers: Chad Cooper & One Tree Forest Films

WAVE

American Family Insurance - Media Center

Title: Chris Simmons

Client: American Family Insurance – Sales Division

Credits: Production Company: American Family Insurance - Media Center,

Editor: David Bensman, Benz Creative Media, Producer: Steve Schumacher,

Cinematographer: ArtGecko Productions

WAVE

American Family Insurance - Media Center

Title: Peter Walton

Client: American Family Insurance – Wisconsin West State Sales

Credits: Editor: David Bensman, Benz Creative Media, Producers: Steve Schumacher
& Julie Krayne, Cinematographer: Karl Soehnlein



Branding & Corporate Image

WAVE

Mirror 34 Productions

Title: Fiskars - Recruitment

Client: Fiskars

Credits: Production Company: Mirror 34 Productions, Director Daniel Kinney,

Editor: Daniel Kinney, Producer: Matt Cowden, Cinematographer: Michael Palzkill

WAVE

American Family Insurance - Media Center

Title: AmFam Champ

Client: American Family Insurance Championship Tournament Director (Nate Pokrass)

Credits: Production Company: American Family Insurance - Media Center, Editor: David

Bensman, Benz Creative Media, Producer: Melissa Donlin, Cinematographer: Dale Doebert,

Crossroads Productions & American Family Insurance Media team

WAVE

Blend Integrated Marketing

Title: Choroideremia Research Foundation

Client: Choroideremia Research Foundation

Credits: Production Company: Blend Integrated Marketing, Director: Blake Noble,

Editor: Blake Noble, Producer: Julia Smith, Cinematographer: Jordan Post

Merit

American Family Insurance - Media Center

Title: Atlas

Client: American Family Insurance

Credits: Editor: Clay Niemi, Producer: Clay Niemi, Cinematographer: Clay Niemi

Merit

Blue Scissors

Title: The Land is Our Lifeline

Client: Madison Gas & Electric

Credits: Production Company: Bravebird, Director: Alex Miranda Cruz,

Editor: Jeff Maiers, Producer: Alex Miranda, Cinematographers: Jon Sovey & Mike Gorski



Branding & Corporate Image

Merit

Backflip

Title: A Backflip Christmas Revue

Client: Self Promotion

Credits: Production Company: Backflip, Director: John Shoemaker,

Editor: Jeff Bell, Producer: Madalina Zimmerman

Merit

Mirror 34 Productions

Title: Building The World A Better Place

Client: Chase Lumber

Credits: Production Company: Mirror 34 Productions, Director: Cari Johnson,

Editor: Adam Little, Producer: Jim Steiner, Cinematographer: Robb Fischer

Broadcast Commercials

WAVE

Crossroads Productions

Title: RAYOVAC® | MAKE THE HARMONY LAST

Client: LSB forRayovac

Credits: Production Company: DNP, Director David Nevala, Editor: David Bensman,
Benz Creative Media, Producer: David Nevala, Cinematographer: Dale Doebert

WAVE

Backflip

Title: Best Day Ever

Client: SafetyNet

Credits: Production Company: Backflip, Directors: Ryan Freng & John Shoemaker,

Editor: Jeff Bell, Producer: Madalina Zimmerman, Cinematographer: Jordan Post



Broadcast Commercials

WAVE

Mirror 34 Productions

Title: WI Lottery The Perfect Gift

Client: Hoffman York/WI Lottery

Credits: Production Company: Mirror 34 Productions, Director: Jesse Whitaker,
Editor: Daniel Kinney, Producer: Jim Steiner, Cinematographer: Jeff Bierman

WAVE

Backflip

Title: Worst Elf Ever

Client: SafetyNet

Credit: Production Company: Backflip, Directors: Ryan Freng & John Shoemaker,
Editor: Jeff Bell, Producer: Madalina Zimmerman, Cinematographer: Jordan Post

Merit

Mirror 34 Productions

Title: Know Meth - Altered State

Client: Affirm/WI Dept. of Justice

Credits: Production Company: Mirror 34 Productions, Director: Elliot Cutler,
Editors: Jeff Maiers & Paul Musselman, Producer: Jim Steiner

Merit

WPS Health Solutions

Title: Jewel: A home with WPS

Client: WPS Health Insurance

Credits: Production Company: WPS Health Solutions, Director: Matthew Stanosz,
Editors: Matthew Stanosz & Erik Eichstadt, Producer: Wendy Hathaway,
Cinematographers: Nathan Redman & Erik Eichstadt



Cinematography & Videography

WAVE

Crossroads Productions

Title: Young Organist

Client: Wisconsin Public Television

Credits: Production Company: EditSquid, Director: Jon Hornbacher,

Editor: Jon Hornbacher, Producer: Jon Hornbacher, Cinematographer: Dale Doebert

WAVE

Nathan Stevens & Matthew Roth

Title: Cesar's Story

Client: Elmbrook

Credits: Production Company: Scratches & Dust, Director: Matthew Roth,

Editor: Matthew Roth, Cinematographer: Nathan Stevens

WAVE

Crossroads Productions

Title: American Players Theatre | As You Like It Teaser

Client: American Players Theatre

Credits: Production Company: Crossroads Productions, Director Sara Young,

Editor: Dale Doebert, Producer: Jess Amend, Cinematographer: Dale Doebert

WAVE

Nathan Stevens & Matthew Roth

Title: Windows

Client: Elmbrook

Credits: Production Company: Scratches & Dust, Director: Matthew Roth,

Editor: Matthew Roth, Cinematographer: Matthew Roth & Nathan Stevens

Merit

Reel Wave Media

Title: Reel Wave Media Director of Photography Reel :30

Client: Reel Wave Media

Credits: Editor: Karl Soehnlein, Cinematographer: Karl Soehnlein



Cinematography & Videography

Merit

Blend Integrated Marketing, LLC

Title: Choroideremia Research Foundation

Client: Choroideremia Research Foundation

Credits: Production Company: Blend Integrated Marketing, LLC, Director: Blake Noble,
Editor: Blake Noble, Producer: Julia Smith, Cinematographer: Jordan Post

Merit

Reel Wave Media

Title: Kimmy's Story

Client: American Family Insurance

Credits: Editor: Karl Soehnlein, Producer: Julie Kruyne, Cinematographer: Karl Soehnlein

Merit

Kernel

Title: Water Joe Athlete

Client: Water Joe (Premium Waters, Inc.)

Credits: Production Company: Kernel, Director: Ehren Fleischner, Editor: Tricia Teeter,
Cinematographer: Bill Morgan

Merit

Crossroads Productions

Title: Remington | Color Care

Client: Spectrum Brands - Remington

Credits: Production Company: All in the Timing, Director: Hunter Connors Herm,
Editor: Spectrum Brands, Producer: Hunter Connors Herm, Cinematographer: Dale Doebert

Creative/Spec/Probono

Merit

Tilt Media

Title: Rockonsin Event Spot

Client: Dennis Graham & Associates

Credits: Production Company: Tilt Media Inc., Director: Rich Rubasch, Editor: Rich Rubasch,
Producer: Dennis Graham, Animation: Gavin Folgert



Directing

WAVE

Bravebird

Title: You Can Play

Client: Musicnotes

Credits: Production Company: Bravebird, Director: Alex Miranda Cruz, Editor: Jack Whaley,
Producer: Tom Kermgard, Cinematographer: Jack Whaley

WAVE

Nathan Stevens & Matthew Roth

Title: Breath

Client: Elmbrook Church

Credits: Production Company: Scratches & Dust, Director: Matthew Roth,
Editor: Matthew Roth, Producer: Matthew Roth, Cinematographer: Matthew Roth

Editing

WAVE

EditSquid

Title: Life broadcast promo

Client: BBC WorldWide

Credits: Production Company: EditSquid, Editor: Jon Hornbacher

WAVE

EditSquid

Title: Young Organist

Client: Wisconsin Public Television

Credits: Production Company: EditSquid, Director: Jon Hornbacher, Editor: Jon Hornbacher,
Producer: Jon Hornbacher, Cinematographer: Dale Doebert

WAVE

Tilt Media

Title: Don Panchos "Subway Wraps"

Client: IPC/Subway

Credits: Production Company: Tilt Media, Director: Patrick Wall, Editor: Rich Rubasch,
Producer: Patrick Wall, Cinematographers: Dale Doebert & Jon Sovey



Editing

WAVE

Wolfout Productions and Use Your Words Productions

Title: Knockout

Client: Seasaw

Credits: Production Company: Wolfout Productions and Use Your Words Productions,
Director: Nate Chappell, Editor: Nate Chappell, Producers: Eve Wilczewski & Meg Golz,
Cinematographer: Mike Palzkill

WAVE

Benz Creative Media

Title: Google - Zeitgest - Amani Al-Khatahtbeh & Lilly Singh

Client: Google

Credits: Production Company: D&D Edit, LLC, Editor: David Bensman, Benz Creative Media,
Producer: Danny Bresnik

WAVE

EditSquid

Title: The Wrong Mans broadcast promo

Client: BBC WorldWide

Credits: Production Company: EditSquid, Editor: Jon Hornbacher

WAVE

Benz Creative Media

Title: American Family Insurance Championship - Highlight Reel

Client: American Family Insurance

Credits: Production Company: American Family Insurance Media Center,
Editor: David Bensman, Benz Creative Media, Producer: Melissa Donlin

Merit

JCV Creative

Title: Artists Serving Artists - Tiffani Gomez

Client: Blick Art Materials

Credits: Production Company: JCV Creative, Director: John Versical,
Editor: Christina Seamonson Smith, Producer: John Versical, Cinematographer: John Versical



Editing

Merit

JCV Creative

Title: Artists Serving Artists - Jeff Spicer

Client: Blick Art Materials

Credits: Production Company: JCV Creative, Director: John Versical,

Editor: Christina Seamonson Smith, Producer: John Versical, Cinematographer: John Versical

Merit

Benz Creative Media

Title: American Family Insurance - One Saturday - Columbus

Client: American Family Insurance

Credits: Production Company: American Family Insurance Media Center,

Director: Chad Cooper, Editor: David Bensman, Benz Creative Media, Producer: Melissa Donlin

Merit

EditSquid

Title: Glass Artist

Client: Wisconsin Public Television

Credits: Production Company: EditSquid, Director: Jon Hornbacher, Editor: Jon Hornbacher,

Producer: Jon Hornbacher, Cinematographer: Dale Doebert

Merit

EditSquid

Title: Inside Christie's broadcast promo

Client: American Public Television

Credits: Production Company: EditSquid, Editor: Jon Hornbacher

Merit

Benz Creative Media

Title: Google - The Camp - Harry Styles

Client: Google

Credits: Production Company: D&D Edit, LLC, Editor: Melissa Murphy & David Bensman,

Producer: Danny Bresnik



Editing

Merit

Benz Creative Media

Title: Google - The Camp - Chance The Rapper

Client: Google

Credits: Production Company: D&D Edit, LLC, Editor: David Bensman, Benz Creative Media,

Producer: Danny Bresnik

Graphics & Animation

Merit

Mirror 34 Productions

Title: GHC - Game Show

Client: Rippe Keane Marketing/ Group Health Cooperative

Credits: Production Company: Mirror 34 Productions, Director: Paul Musselman,

Editor: Paul Musselman, Producer: Matt Cowden

Merit

Gavin Folgert

Title: Wisconsin Cheese Logo Animation

Client: Pop Pop Digital & Wisconsin Cheese

Graphics/Web/Multimedia/Print

Merit

Backflip

Title: Upper House Website

Client: Upper House Madison



Product Sales & Marketing

WAVE

Mirror 34 Productions

Title: BBCS Scent Motions

Client: Springs Window Fashions

Credits: Production Company: Mirror 34 Productions, Director: Steve Donovan,
Editor: Jeff Maiers, Producer: Matt Cowden, Cinematographer: Jon Sovey

WAVE

Crossroads Productions

Title: KEEN UTILITY | WORK MONUMENTAL | KINGS COUNTY BREWERS

Client: Hanson Dodge Agency for Keen Utility

Credits: Production Company: Crossroads Productions, Editor: Hanson Dodge,
Producer: Hanson Dodge, Cinematographer: Dale Doebert

WAVE

Mythos

Title: Madison Area Chef's Network "Chef's Week"

Client: MACN

Credits: Production Company: Mythos, Director: Blake Noble, Editor: Blake Noble,
Producer: Julia Smith, Cinematographers: Jordan Post for Morris Ramen and Lucille, Tim Moder
for Heritage Tavern, Nate Stevens for Camp Trippalindee

WAVE

Tilt Media

Title: SSM Ortho "Joan"

Client: SSM Health

Credits: Production Company: Tilt Media, Director: Tom Kermgard, Editor: Scott Dahm,
Producer: Amperage Marketing, Cinematographers: Scott Dahm & Mike Palzkill



Service Sales & Marketing

Merit

Tilt Media

Title: Concourse Hotels "Meetings"

Client: Concourse Hotel

Credits: Production Company: Tilt Media, Director: Scott Pauli, Editor: Scott Dahm,

Producer: Art & Sons, Cinematographer: Dale Doebert

Training & Informational

Merit

Tilt Media

Title: Elder Financial Abuse

Client: Wisconsin DOJ

Credits: Production Company: Tilt Media, Director: Jon Hornbacher, Editor: Scott Dahm,

Producer: Danny Mager, AFFIRM Agency, Cinematographer: Scott Dahm

Writing

WAVE

Backflip

Title: Meter Things

Client: Madison Gas and Electric

Credits: Production Company: Backflip, Directors: Ryan Freng & John Shoemaker,

Editor: Jeff Bell, Producer: Madalina Zimmerman, Cinematographer: Jordan Post

WAVE

Backflip

Title: A Backflip Christmas Revue

Client: Self Promotion

Credits: Production Company: Backflip, Director: John Shoemaker, Editor: Jeff Bell,

Producer: Madalina Zimmerman



Writing

Merit

Rippe Keane Marketing

Title: GHC - Spin The Wheel Radio :60

Client: Group Health Cooperative of South Central Wisconsin

Credits: Director: Rippe Keane Marketing Creative Team, Producer: Rob Haggar, Haggar Audio

Merit

Rippe Keane Marketing

Title: GHC - Game Show Radio :60

Client: Group Health Cooperative of South Central Wisconsin

Credits: Director: Rippe Keane Marketing Creative Team, Producer: Rob Haggar, Haggar Audio

Student - Video & Film

Student Merit

Ian Rubasch Media

Title: Avalon

Credits: Production Company: Ian Rubasch Media, Director Ian Rubasch, Editor: Ian Rubasch, Producer: Perry Sadler, Cinematographer: Ian Rubasch

Student Merit

Emily Rubasch

Title: A New Connection

Credits: Director: Emily Rubasch, Editor: Emily Rubasch, Producer: Emily Rubasch, Cinematographer: Emily Rubasch

JUDGE'S CHOICE & BEST OF SHOW

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JUDGE'S CHOICE – Natalie Younger

David Bensman, Benz Creative Media

Category: Editing

Title: American Family Insurance Championship - Highlight Reel

Client: American Family Insurance

Credits: Production Company: American Family Insurance Media Center,

Editor: David Bensman, Benz Creative Media, Producer: Melissa Donlin

Judge's Comments: Natalie shared that every choice made in this piece serves the goal to not only highlight and recap the event, but to raise interest in participating in or attending future events. The fact that this piece is so tight and purposeful despite the challenge of combing through so much footage and cutting the final together in one weekend is doubly impressive. Knowing the stress of live events, the execution on this piece demands recognition!

JUDGE'S CHOICE – Paul Sendry

Nathan Stevens & Matthew Roth

Category: Cinematography & Videography

Client: Elmbrook

Title: Cesar's Story

Credits: Production Company: Scratches & Dust, Director: Matthew Roth

Judge's Comments: Paul shared that this was a great story and was done very well. The videography and lighting were excellent! Both held his attention and moved the story forward in an engaging format!

JUDGE'S CHOICE – Terry McGuire

Crossroads Productions

Category: Cinematography & Videography

Client: Wisconsin Public Television

Title: Young Organist

Credits: Production Company: EditSquid, Director: Jon Hornbacher,

Editor: David Bensman, Benz Creative Media, Producer: Melissa Donlin

Judge's Comments: Terry shared from the vocal introduction of Greg as humorous to the stunning close ups of his dancing feet on the pedals, the entire piece conveyed the majesty of the instrument, the passion of the Young Organist. Terry rated this near perfect for both videography and editing. Outstanding job!



BEST OF SHOW

Nathan Stevens & Matthew Roth

Category: Cinematography & Videography

Client: Elmbrook

Title: Windows

Credits: Production Company: Scratches & Dust, Director: Matthew Roth,

Editor: Jon Hornbacher, Producer: Jon Hornbacher, Cinematographer: Dale Doebert

Judge's Comments: The judges were unanimous in their decision and here is what they had to say about their selection. From lighting & sound to set design and cinematography though to the edit this was a truly collaborative and unified piece where all of the elements worked together to tell a cohesive and poignant story. A creative approach to an all too real and relatable feeling.