

**REGULATIONS CONCERNING THE PROMOTION
OF FILMS ELIGIBLE FOR THE 94TH ACADEMY
AWARDS®**

Issued by the Academy of Motion Picture Arts and
Sciences

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OVERVIEW

In an effort to maintain a high degree of fairness and transparency in the process by which producers, distributors, marketers and others (collectively referred to as “film companies”) promote films eligible for Academy Awards® to Academy members, the Board of Governors of the Academy of Motion Picture Arts and Sciences has developed a set of regulations for the annual rite generally known as “campaigning.”

In an attempt to strengthen this effort and streamline the mailing of awards materials to Academy members, ALL sanctioned items for eligible films must be sent using an Academy approved mailing house. Any film company that wishes to send materials to Academy members must follow this protocol. Each approved mailing house will be given an official list of Academy members who have opted-in along with their contact information to facilitate each mailing. This information is for materials mailing purposes only and will not be shared publicly.

It is the Academy’s goal to ensure that the Awards competition is conducted in a fair and ethical manner. The Academy requires that voting members of the Academy make their choices based solely on the artistic and technical merits of the eligible films and achievements.

If any campaign activity is determined by the Board of Governors to work in opposition to that goal, whether or not anticipated by these regulations, the Board of Governors may take any corrective actions or assess any penalties, including disqualification, that in its discretion it deems necessary to protect the reputation and integrity of the awards process. Furthermore, any Academy member who has authorized, executed or otherwise enabled a campaign activity that is determined by the Board of Governors to have undermined the letter or spirit of these regulations may be subject to suspension of membership or expulsion from the Academy.

It should not be assumed that any tactics or activities not specifically addressed by these regulations are acceptable. The Academy is willing to review any materials or answer any questions that arise in advance. Marketers are also urged to familiarize themselves with the Academy’s regulations for using its intellectual properties (www.oscars.org/legal/regulations.html).

For more information about the Awards Rules, including eligibility and submission procedures, go to www.oscars.org/rules.

1. In Person Screenings and Digital Screeners

The Academy encourages the screening of eligible films in a theatrical setting for its members.

Distribution of digital screeners to Academy members is allowed via the Academy's streaming platform (Academy Screening Room) or by providing a link of the film to members.

Digital screeners must include closed captioning but may not include any additional audio or video material, such as information about the making of the movie.

a. **Films currently on the Academy Screening Room:**

In addition to sending Watch Now notices that the film is available to view on the Academy Screening Room, film companies may also send members a link to view the film that is subtitled in a language other than the languages available on the Academy Screening Room.

b. **Films not yet available on the Academy Screening Room:**

If a film is not yet available on the Academy Screening Room, film companies may provide members a link to view the film. The link to view the film may be subtitled in any language. Once the film becomes available on the Academy Screening Room, said link should be deactivated.

c. **Q&As and Scene at the Academy:**

i. **In Person Q&As:** Members may be invited to in person screenings by film companies that are preceded or followed by an in person Q&A session or similar live participation by persons associated with making the film.

ii. **Virtual Q&As (Live or Pre-recorded):** Film companies may send a link to a virtual Q&A with persons associated with making the film, so long as the virtual Q&A is attached to a notice that the film is available to view on the Academy Screening Room or accompanies a link to view the film. Only one virtual Q&A per invite is permitted.

iii. **Scene at the Academy:** Scene at the Academy may be referenced in FYC mailings about screening opportunities to members.

iv. **After nominations:** After nominations are announced, and until the final polls close, Academy members may be invited to a maximum of four screenings of a nominated film preceded or followed by a Q&A (in person, virtual (live or pre-recorded)). All participants in such Q&A's other than the moderator must be nominated or have been eligible for nomination. These limitations do not apply to Scene at the Academy, which may be continued to be referenced in FYC mailings post nominations.

- d. Hosts and Moderators:
 - i. "Hosts" are only permitted for in person screenings. At no time, may more than two "hosts" be listed on an invitation and such "hosts" must be present at the screening.
 - ii. A Q&A may have only one moderator.
 - iii. After nominations are announced, no Academy member may be listed as a "host" of a screening and no Academy member may serve as moderator for a Q&A, except for members directly associated with making the film.
- e. Promotional Items: No promotion materials, or anything of value, may be given to members at screenings or otherwise.
- f. Receptions and Refreshments: Prior to nominations, reasonable food and drink may be provided as permitted under Rule 7.
 - i. After nominations are announced, and until final polls close, screenings may not include any receptions, entertainment, complimentary food and beverage, or other hospitality.

2. Mail and Email

The Academy requires that film companies limit the volume of mail and email sent to members during Oscar season.

- a. Number of weekly mailings: Film companies may not send a member more than one email and one hardcopy mailing per Monday through Sunday seven-day period for each film the company represents. If a particular film is represented by more than one company, only one of the companies may send an email or mailing regarding it during such period.
- b. Mailings may only include the following:
 - i. Basic "for your consideration" listing of the artists who worked on the film.
 - ii. A brief, unembellished synopsis of the film (300 characters or less including spaces). Said synopsis must match the synopsis submitted for use on the Academy Screening Room.
 - iii. Post nominations, they may refer to any current Academy Award nominations received by a film.
 - iv. Screening schedules or notices of upcoming screenings for members (not mere

notices of a commercial release).

- v. The film's basic title treatment.
- vi. Announce that a screener is being made available on the Academy Screening Room or that a link to the film is being provided.
- vii. Post nominations, they may announce the availability of song and Bake-off materials on the Academy Screening Room.

c. Mailings may not include:

- i. Personal signature, personal regards, or pleas to watch the film.
- ii. Extolling the merits of a film, an achievement or an individual.
- iii. Quotes from reviews of a film.
- iv. Honors or awards, past or present, received by either the film or those involved with the film.
- v. Photographs, key art, or graphics.
- vi. Envelopes with a stamp or other graphic or text element that makes reference to a film or achievement.
- vii. Except as permitted in Regulation 3, links to any websites that promote a film.

d. Format restrictions:

- i. Letter format (8½" x 11" paper) or on postcards (maximum size 5" x 7").
- ii. Letters may not use card stock (card stock may only be used for postcards).

3. Websites

References or links to websites in mailings, email and other communications to members are permitted as follows:

- a. Websites may contain: The same screening information allowed in email or direct mailings under Rule 2.
- b. Websites may not contain: Images, audio, video, graphical and other multimedia elements, or anything prohibited under Rule 2.
- c. Academy Membership Screening Q&A videos: Prior to nominations, links or embeds to the video containing the film's question and answer session at the Academy are allowed.

4. Music

- a. It is permissible to distribute scores and songs digitally by providing members the ability to digitally access or download music.
 - i. Members may be sent a letter or email informing them where and how to perform the download.
 - ii. The letter or email must conform to Regulation 2 and the website at which members can access the music must conform to Regulation 3.
- b. Before nominations: Before nominations are announced, links of eligible scores may be sent to members of the Music Branch only.
 - i. The score music contained in the link must be the same and may not differ from the score music actually used in the finished film.
 - ii. Each music track must be titled and include the name of the composer(s). The titles must match the corresponding title and composer(s) listed on the cue sheet that has been submitted as part of the Original Score entry process.
 - iii. Only the tracks written specifically for the film by the eligible composer(s) may be included. Any additional music written by other composers, licensed music or music that is in any other way ineligible may not be included (even if written by the eligible composer).
 - iv. Songs may not be sent to any Academy member before nominations are announced. (Song nomination procedures already provide Music Branch voters with access to the eligible songs in the context of the motion picture).
 - v. Music Branch members may not directly contact other Music Branch members to promote the nomination of any song or score in any way, including, but not limited to, *via* mail, email, telephone or social media.
 - vi. Music branch members may not be invited to attend any screenings, non-screening events or concerts that include live performances of music eligible for nomination. Members may abstain from voting if they feel they have been unduly influenced.

- c. After nominations: After nominations are announced, links of nominated scores and songs may be sent to any Academy member, although no member may be sent duplicate links.
 - i. Links of nominated scores must adhere to the same guidelines regarding content as described above.
 - ii. Links of songs must be the same version that was produced for the motion picture.
- d. Neither video excerpts nor sheet music may be sent at any time.
- e. After the Shortlist is announced, and until final polls close, Music Branch Governors and Executive Committee members may not host or moderate a Q&A unless directly associated with making the film.

5. Screenplays

The following rules apply to both Writing categories (Writing (Adapted Screenplay) and Writing (Original Screenplay)).

- a. It is permissible to provide electronic versions of screenplays that Academy members can access or download at a company's website.
 - i. Members may be sent a letter or email informing them where and how to perform the download.
 - ii. The letter or email must conform to Regulation 2, the website at which members can access the screenplay must conform to Regulation 3.
- b. Format: Screenplays should be the final shooting screenplay presented in standard industry form, i.e., with covers displaying only title and writer information (no graphics) and containing no review excerpts or other promotional materials.
- c. Before nominations: Before nominations are announced, screenplays may be sent to members of the Writers Branch only.
- d. After nominations: After nominations are announced, screenplays nominated in either of the two Writing categories may be sent to all members.

6. International Feature Film Category

While the International Feature Film award is not a branch specific category and has its own viewing requirements and voting procedures, any film competing in this category shall be bound by the same rules stated herein.

If a film is also competing in a category other than International Feature Film, the additional category may be listed in the above referenced notices.

7. Receptions, Parties and Other Non-Screening Events

- a. Prior to nominations: Members may not be invited to, and members may not attend, any dinners, lunches or other such events that are intended to promote an eligible film for awards consideration. However, this does not prohibit:
 - i. Providing non-excessive food and beverage at the time and place of the screening.
 - ii. Inviting members to an event that is unrelated to promoting an eligible film for awards consideration (e.g., a company party or DVD release event).
- b. After nominations: After nominations are announced, and until the final polls close, film companies are not permitted to invite members to attend any parties, dinners, lunches, or other non-screening events that promote nominated films.

Exception: Members may be invited to pre-receptions or after-parties held by film companies at the time and locale of any guild awards or other recognized industry awards event.

- c. Virtual receptions are not permitted at any time.

8. Quote Rule

Any form of advertising in any medium including online and social media that includes quotes or comments by Academy Governors and Awards Committee members not directly associated with the film is prohibited.

9. Third-party Distribution

Film companies are prohibited from doing indirectly, or through a third party, anything that these regulations prohibit them from doing directly.

- a. They may not use subscriber-based publications to distribute prohibited promotional materials to an Academy member unless the member is a subscriber to those publications.
- b. The Academy defines “subscriber” as a member who has taken the intentional step of requesting that a publication be sent to them on a regular basis. The member does not necessarily have to pay for that

subscription.

- c. Any Academy member who has not made such a request, however, will not be considered a subscriber, and any company that uses a publication to send the promotional materials anticipated by this regulation to such a member will be in violation of the regulation.
- d. This paragraph is not intended to grant film companies permission to use the services of a third-party publication to send otherwise prohibited promotional materials to member-subscribers where such materials are sent alone and not in connection with the distribution of the publication itself.

10. Lobbying

- a. Contacting Academy members directly and in a manner outside of the scope of these rules to promote a film or achievement for Academy Award consideration is expressly forbidden.

11. References to Other Nominees

- a. Ads, mailings, websites, social media (including Facebook and Twitter) or any other forms of public communication by anyone directly associated with an eligible film attempting to cast a negative or derogatory light on a competing film or achievement will not be tolerated.
- b. In particular, any tactic that singles out “the competition” by name or title is expressly forbidden.
- c. In addition to reserving all available remedies, Academy members that violate this regulation will be subject to a one-year suspension of membership for first-time violations, and expulsion for any subsequent violations.

12. The “Academy” Office

Some film companies still refer to their campaign offices, in print and on the telephone, as “the Academy Office.” That is misleading and incorrect. If a name is needed for those special tactical units created to campaign for awards presented by the various awards organizations in the first quarter of the year, the Academy suggests the more accurate “Awards Office.”

For further information about these Regulations, please contact Lawreen Loeser at (310) 247-3000 ext. 1171 or email campaignregulations@oscars.org