



The **ACADEMY AWARDS**[®]

83rd
ANNUAL

Press Credentials 411

Also available at: <http://www.oscars.org/press/credentials.html>

OSCARS SETUP CREDENTIALS

Oscars Setup credentials provide legitimate media with limited access to the set-up and preparation activities taking place in and around the Hollywood & Highland Center and the Kodak Theatre from Monday, February 21 through Sunday, February 27 at 11 a.m.

Oscars Setup Credential Pick-up

Monday, February 21 – Saturday, February 26
9 a.m. – 5 p.m. daily

Academy Awards Publicity Office
Hollywood & Highland Center
Renaissance Hollywood Hotel
Hancock Park Room, 3rd Floor
1755 North Highland Avenue

DAY OF SHOW CREDENTIALS

Day of Show credentials provide access to specific restricted areas after 11 a.m. on Oscar Sunday, February 27, 2011. Day of Show credential holders have the same access as Oscars Setup credentials during the days prior to the Oscars ceremony.

Day of Show Credential Pick-up

Monday, February 21 – Saturday, February 26
9 a.m. – 5 p.m. daily

Academy Awards Press Credentialing Office
Hollywood & Highland Center
Renaissance Hollywood Hotel
Echo Park Room, 3rd Floor
1755 North Highland Avenue

**NO PRESS CREDENTIALS WILL BE ISSUED ON
OSCAR SUNDAY, FEBRUARY 27, 2011**

AWARDS PUBLICITY

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HOLLYWOOD BLVD. ACCESS

ARRIVALS

Individuals assigned to cover the **Arrivals** will receive a credential providing access to the assigned positions along the red carpet beginning 11 a.m., PT on Oscar Sunday, February 27. Arrivals credentials are for those media representatives reporting or shooting (photo or video) directly on the red carpet during guest arrivals. All credential holders must be in the position assigned to their outlet no later than 2 p.m., PT. This includes all on-camera talent. Those assigned to Arrivals will not be able to move between the red carpet and any other area during arrivals (approx. 2 p.m. PT to 5:30 p.m. PT). There will be a walk thru for still photographers assigned to Arrivals [see last page for more information].

Individuals assigned to work as **Arrivals Support** will receive a credential that provides the credential holder with access to the red carpet for the set up, supervision, repair and/or replacement of equipment as well as to the press truck lot, using approved pathways. Access will also be provided to the bridge over Hollywood Boulevard for representatives of the outlets with assigned positions on the bridge. Arrivals Support credentials do NOT provide access to the pressrooms. There will be a walk thru for arrivals support credential holders working with still photographers [see last page for more information].

Those assigned to the **Viewing Bleacher** will receive a credential with access to the press viewing bleacher. There are two types of space available within the viewing bleacher: reporter positions and b-roll/photo positions. Individuals credentialed for reporting positions will be permitted to have laptops, small hand-held cameras (no tri-pods or other bulky equipment) and/or any equipment that fits within the assigned space (approx. 1 ½ feet wide) and which does not interfere with any other positions. *These positions are NOT intended to be interview positions; they are for reporting on the general atmosphere of the event.* Individuals credentialed with b-roll/photo positions will be assigned to the back rows and will be allowed to use tri-pods. These positions will NOT be reachable by a messenger – cards/tapes will need to be collected and delivered at the end of the arrivals or phone/fiber lines may be ordered in advance to facilitate live transmission of data. All locations in this bleacher will be assigned.

POOL FEED TENT

Pool Feed access may be assigned to one person per outlet. Access is specifically for television and online outlets wishing to record the Academy-provided pool feeds. The pool feed tent is located in the Domestic Press Truck Lot. The Academy provides the following pool feeds: arrivals b-roll, arrivals fashion b-roll, interview room and Governors Ball b-roll. **The 83rd Academy Awards Electronic News Coverage Agreement, agreed to during the credential application, restricts the use of these feeds.** To review the ENC agreement, visit: <http://www.oscars.org/press/enc.html>

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RENAISSANCE HOTEL ACCESS:

PRESS ROOMS

Those assigned to the **Photo Room** will be issued a credential with access to the press rooms level of the Renaissance Hollywood Hotel and assigned a position in the press photo room. No more than one photographer per outlet will be granted a photo room credential. Access to this room begins at 2:30 p.m. PT Sunday, February 27. There will be set-up access prior to 2:30 p.m. PT on show day; see information on next page.

Those assigned to the **Interview Room** will be issued a credential with access to the press rooms level of the Renaissance Hollywood Hotel and a seat in the interview room. These positions should be assigned to journalists wishing to ask questions of the winners in the backstage interview room. Reserved table seating is available for reporters requiring a hard-line phone and/or Internet access. Priority for reserved seating is given to print and radio outlets. Unreserved, theater-style seating is provided for all other journalists. Access to this room begins at 2:30 p.m. PT Sunday, February 27. No cameras will be permitted in the interview room. There will be a walk thru for interview room credential holders [see last page for more information]. There will be set-up access prior to 2:30 p.m. PT on show day; see information on next page.

Those assigned to one of the **Data Transmission Rooms** will be issued a credential with access to the press rooms level of the Renaissance Hollywood Hotel and assigned a seat in one of the data transmission rooms. Access is provided to those outlets transmitting large amounts of data, including photos and video footage. All phone and Internet services must be ordered in advance. There will be set-up access prior to 2:30 p.m. PT on show day; see information on next page.

Those assigned to work as **Press Rooms Support** will be issued a credential that allows the credential holder to move among (1) the press truck parking lot, (2) the red carpet arrivals area, and (3) the press rooms level of the Renaissance Hollywood Hotel. These credentials are issued to allow for the set up, repair, and/or replacement of equipment. They are also issued to those running tapes/cards to and from the press rooms to the press truck lot. Holders of this credential are expected to use designated paths only, and may not stop or wait on the red carpet messenger path for any reason. Press Room Support credential holders will NOT have seats in any of the press rooms. Failure to follow these guidelines will result in immediate revocation of credentials. There will be a walk thru for those with Press Room Support Credentials [see last page for more information].

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PRESS ROOMS (continued)

SET UP TIMES:

Individuals with **data transmission** room credentials will have set-up access to the data transmission rooms during the following times:

Wednesday, February 23 – Noon to 5 p.m.

Thursday, February 24 – 10 a.m. – 5 p.m.

Friday, February 25 – 10 a.m. – 5 p.m.

Saturday, February 26 – 10 a.m. – 5 p.m.

Sunday, February 27 – 9 a.m. – 11 a.m.

Only credentialed individuals representing outlets with assigned positions in the data transmission rooms will be allowed to access during set-up periods. Press Guide escorts will be positioned by the security check-in at the entrance to the press rooms level of the Renaissance Hollywood Hotel.

ALL INDIVIDUALS will be required to sign-in and sign-out with the Press Guide escort assigned to that room during set-up times.

Individuals with **photo room*** or **interview room** credentials will have access to these press rooms during the following times:

Friday, February 25 – 10 a.m. – 5 p.m.

Saturday, February 26 – 10 a.m. – 5 p.m.

Sunday, February 27 – 9 a.m. – 11 a.m.

Only credentialed individuals representing outlets with assigned positions in the data transmission rooms will be allowed to access during set-up periods. Press Guide escorts will be positioned by the security check-in at the entrance to the press rooms level of the Renaissance Hollywood Hotel.

ALL INDIVIDUALS will be required to sign-in and sign-out with the Press Guide escort assigned to that room during set-up times.

* NOTE: No lights may be hung in the photo room prior to the first designated setup opportunity. Outlets that attempt to hang lights prior to 10 a.m. on February 25 will lose all photo-related credentials for the 83rd Academy Awards.

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THEATRE BALCONY ACCESS:

Those assigned to the **Balcony (Photographers and Messengers)** will be issued credentials that allow access to an assigned position in the photo balcony in the Kodak Theatre and access to the press rooms level of the Renaissance Hollywood Hotel. Space is limited due to production equipment required for the broadcast; photographers should not expect to be able to move freely in and out of the balcony during the show. Each outlet must also assign a messenger dedicated to the Balcony Photographer.

BALCONY SET UP TIMES:

TBD

Individuals with balcony photo or balcony messenger credentials will have the opportunity to test equipment at one or more assigned times. Time will be limited and is not negotiable. Access to the space for set up will require a press guide escort. Information regarding the specific details of the set up access will be e-mailed in advance to the outlet's credential coordinator and those individuals assigned to the balcony.

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