99TH AWARDS CAMPAIGN PROMOTIONAL REGULATIONS FAQ

This FAQ is not the actual or complete Campaign Promotional Regulations but merely an aid. The Campaign Promotional Regulations can be found here and should always be consulted. This FAQ may be updated throughout the awards season as needed.

The Academy is committed to conducting a fair, clear and equitable awards process focused on honoring creative excellence. It should not be assumed that any tactic or activity not specifically addressed by the regulations is permitted.

As a reminder, Academy members have a responsibility to uphold the reputation and integrity of the awards process. Academy members should be mindful of the weight their communications and presence may have, directly or indirectly, on the promotion of a motion picture, performance or achievement, as well as the awards process itself.

For questions or concerns, email promotionalregulations@oscars.org.

Commonly asked questions and answers include the following:

MAILINGS

Q: How do I contact an Academy-approved mailing house?
A: The Academy works with three approved mailing houses: Elite, HazMat and Vision. Please find contact information here.

Q: Must the Academy approve FYC (For Your Consideration) mailings before sending them to members?
A: No. However, if you would like us to review a mailing before it is sent to ensure it complies with our regulations, we would be happy to do so. You may send materials to promotionalregulations@oscars.org for review. Turnaround time depends on volume at the time received but typically takes 2-3 days. Please plan accordingly.

Q: What does a typical FYC mailing look like?
A: An FYC mailing typically begins with "FOR YOUR CONSIDERATION" at the top and includes the film title, the category or categories in which the film is competing, a synopsis and information on how and where to view the film. The film's official title treatment used on FYC mailings must match the official title treatment submitted to the Academy. Mailings must have a solid background, plain text boxes and plain font. No images are allowed, including QR codes for approved websites. The Oscars® or Academy Awards® may not be referenced in mailings to members outside of current Academy Award nominations received by a motion picture.

Q: Do you have an example or template of a typical FYC mailing?
The 99th Academy Awards Campaign Promotional Regulations Style Guide outlines approved For Your Consideration (FYC) screening invites, materials, Qualifying Film Festival information, screening invite do's and don'ts, mailing house contact information and *Scene at the Academy* details. Click here to view the guide.

Q: How do I inform members my film is available to view on the Academy Screening

Room?
A: You may send an invitation through an Academy-approved mailing house notifying members that a film is “Available to View” on the Academy Screening Room or includes a “Watch Now” button that links to the Academy Screening Room. The mailing house will provide the link to the Academy Screening Room.

Q: May I include film festival information?
A: Film festivals may be mentioned when giving context to the invitation address or as an FYC screening. The text with the festival name should not be prominent and must be the same size and font as the rest of the invitation.

Q: Can commercial theater viewing opportunities be included in an FYC mailing?
A: Mailings may reference commercial theater viewing opportunities where members use their Academy membership card to access a complimentary screening. Such information may not be sent as a stand-alone invitation but must be attached to an FYC in-person screening notice, a “Watch Now” on the Academy Screening Room notice or a link to the film sent through an Academy-approved mailing house.

Q: What is a non-embellished synopsis?
A: Synopses may not include credits. They must be 300 characters or less, including spaces, be straightforward and communicate what the film is about. The synopsis should not read like a tagline or include question marks (?) or exclamation points (!). Additionally, the language used in the synopsis should be simple and should not contain any language or punctuation added for the sake of enhancing or amplifying the details of the plot with the intention of creating a more dramatic or impactful effect.

Q: May I change or edit my synopsis?
A: The synopsis sent in a mailing must match that of the synopsis on our Academy Screening Room. Synopses may only be edited or changed up until the point at which they are included in an FYC email sent to members through one of our approved mailing houses.

Q: May I include an official Academy membership screening in my mailing?
A: Stand-alone invitations to official Academy membership screenings are not permitted. However, such screenings may be listed on an invitation, provided they are listed as an “Additional Screening Opportunity” alongside other FYC screening opportunities, including in-person screenings, “Watch Now” on the Academy Screening Room or a link to the film. The phrase "Official Academy Screening" may not be used. When listing these opportunities, they must be listed after other FYC events.

Screenings at the Samuel Goldwyn Theatre in Los Angeles should include the wording “RSVPs not required.” For official Academy member screenings in New York, the Bay Area and London, please include the following language: “Please check the member site at membership.oscars.org for proper RSVP protocol.”

Q: To whom can I send my FYC mailings?
A: All FYC mailings must be sent digitally using an approved Academy mailing house. Academy members may opt in to the Academy’s awards mailing house system to receive different types of FYC mailings. FYC mailings may be sent to members eligible to vote in the category or categories in which the film is competing and who have elected to receive the materials being sent.

Q: Can you clarify the rule requiring that "new information" be included in subsequent email blasts to members after the initial FYC screening invitation or "watch now" email promotion is sent? What does "new information" mean?
A: New information on a subsequent FYC screening invitation or "watch now" email includes but is not limited to: new in-person screening opportunities, new pre-recorded Q&A's, Academy Screening Room additions such as Bake-Off or *Scene at the Academy* materials, panelist and moderator updates for a live Q&A, date, time and location changes and/or new achievements eligible for promotion on blasts such as shortlist and nomination achievements. New information does not include nor is it limited to: synopsis updates, cast and crew changes, styling or design changes to a blast.

Q: Do all eblasts require an accessibility notice to be listed before being sent to Academy members?
Yes. All eblasts and FYC calendar entries sent to Academy members via an Academy-approved mailing house must include an email address or phone number contact regarding how members may request accessibility or disability needs or if the theater hosting the screenings has proper accommodations.

Q: Is there suggested accessibility and disability notice language available that can be added to eblasts to Academy members?
A: Yes. "If you have an accessibility-related request or question, please contact [Studio Email]."

Q: Is it permissible to send a link to a film for consideration directly to Academy members without going through an Academy-approved mailing house?
A: No. The distribution of digital screeners of motion pictures to Academy members is only allowed via the Academy's official streaming platform – the Academy Screening Room (ASR) – or by providing a private link to the motion picture via an Academy-approved mailing house, provided the film is not available on the ASR.

Q: If a film is on the Academy Screening Room, can I also send members a private link to the film in a different language?
A: A private link may only be sent if it contains a subtitled language that is not available on the Academy Screening Room and all subtitle file slots have been used for the film on the ASR. The Academy Screening Room supports English and requires the next two (2) languages added to be French and Spanish. After that, it can support seven (7) additional languages of studio/filmmaker choice. Once all ten (10) languages appear on the Academy Screening Room, a private link in an eleventh (11th) language may be sent to members using an Academy-approved mailing house.

Q: Do public communications, such as social media posts or marketing copy, require approval before being posted on a social media platform?
A: We do not review public communications like social media posts or marketing copy that is not sent to our members directly via an Academy-approved mailing house. Public communications, including social media, may not include references to the Academy Screening Room (ASR) or Academy Reading Room (ARR), either in copy or artwork, as this is a resource that is available only to members. Public communications, including social media, may not use the Oscars® statuette, Academy logos, or Oscars® logos in any form whatsoever.

Members, motion picture companies, and individuals directly associated with an eligible motion picture should be mindful of the impact their public communications may directly or

indirectly have on the promotion of a motion picture, performance, or achievement, as well as the awards process. Please consult the Campaign Promotional Regulations and Copyright & Trademark Use for a complete list of content not permitted on public communications.

SCREENINGS, PRIVATE EVENTS AND GATHERINGS

Q: Are double screenings permitted?
A: Eligible feature films may not be screened together and billed as a double feature, nor may they be screened with a non-eligible feature film. Eligible short films (Animated Short, Live Action Short or Documentary Short) may be screened together. An eligible short film may also be screened with an eligible feature film.

Q: May the Ross House be used for in-person FYC screenings?
A: Yes.

Q: Are there other ways to promote FYC screenings to members besides eblast invitations?
A: Yes. FYC screenings may also be added to the FYC Screenings Calendar available on the member section of the Academy website for a fee. This can be done via an Academy-approved mailing house.

Q: What constitutes a "private Oscars-related event or gathering"?
A: The Academy recognizes its members may gather from time to time throughout the year to celebrate, socialize and discuss the cinematic art form. Private Oscars-related events and gatherings among members are just that, private. They are viewed as community-building opportunities and are not considered FYC events, nor may they be positioned or used as additional promotional opportunities. Until final voting polls close, those defined as "motion picture companies" are prohibited from funding, organizing or endorsing such events in any capacity.

Q: What does "fund, organize or endorse in any capacity" mean for private Oscars-related events and gatherings?
A: In addition to monetary or quid pro quo support, this includes but is not limited to directing or encouraging talent or clients to host or attend such events and providing materials such as posters, scripts, artwork, etc. In addition, collecting Academy members' contact information and targeting members in relation to such events is not permitted.

Q: May leaders/executives of motion picture companies acting as individuals fund, organize or endorse private Oscars-related events or gatherings?
A: Leaders/executives are considered to represent and, therefore, be an extension of such entities and, as such, are not permitted to fund, organize or endorse private Oscars-related events or gatherings up to and until final voting polls have closed.

Q. What constitutes "lobbying"?
A: Lobbying involves organized, individual, personal outreach directly to Academy members that is outside the scope of the regulations to promote and/or advance a motion picture, performance or achievement for Oscar consideration.

OSCAR-QUALIFYING FILM FESTIVALS

Q: Where can I find the list of the 99th Academy Awards qualifying film festivals?
A: Click here to see the list of the 99th Academy Awards Qualifying Film Festivals.

Q: What rules or guidelines must qualifying film festivals follow to send email communications to Academy members?
A: Qualifying film festivals must follow the complete campaign promotional regulations and send email communications to members via an Academy-approved mailing house. Click here to see the campaign promotional regulations.

Q: What can qualifying film festivals send in their communications to members?
A: Qualifying film festivals may send emails for film festival premieres, industry panels, awards presentations, tributes, Q&As and promo code offers. Festivals may not send email promotions to Academy members regarding official Academy receptions.

Q: Can qualifying film festivals send out email communications to all members or only to members who opted in to receive communications regarding qualifying festivals?
A: Qualifying film festivals may send communications to members who have opted in to receive emails from qualifying festivals or target members of specific branches who have opted in for these communications. Festivals may not promote specific films to Academy members.

Q: Can qualifying film festivals send email communications to Academy members offering incentives to events, such as free tickets or promotional items?
A: Qualifying film festivals may not offer any promotional materials to Academy members, such as free tickets or anything of monetary value. Film festivals may not offer discount codes to Academy members for the festival at large or for specific film screenings.

Q: Are official qualifying film festivals permitted to include the "Official Oscar® Qualifying Film Festival" and qualifying category or qualifying festival award designation on communications to Academy members?
A: Only official qualifying film festivals are permitted to include the "Official Oscar® Qualifying Film Festival" designation on communications to Academy members. For questions about including the qualifying category or qualifying festival award designation on email communications, please contact promotionalregulations@oscars.org.

For specific questions about how the "Official Oscar® Qualifying Film Festival" designation can be used on an email blast communication, contact promotionalregulations@oscars.org. For specific questions on the use of the Oscar® trademark, contact permissions@oscars.org.

Q: Are studios able to collaborate directly with qualifying film festivals on e-blasts being sent to Academy members?
A: For specific questions about studios collaborating directly with qualifying film festivals for e-blasts, please reach out to promotionalregulations@oscars.org.

For further questions, please contact promotionalregulations@oscars.org.