



Scene at the Academy **2020/2021 Creative Guidelines**

Scene at the Academy is an opportunity to create exclusive content – spotlighting the filmmaking and creative process behind the movies – for the Academy’s global members and fans.

Feature Films

Scene at the Academy focuses on filmmakers and artists talking about the evolution and breakdown of a scene (one or two scenes, maximum) or an element (i.e. song) in the film that captures and represents the approach to the movie. For example, writers discuss how scene(s) originated, directors talk about the considerations throughout, composers/songwriters explain storytelling through song, visual effects supervisors show how moments came to life, etc.

Unscripted Features (Documentary)

Content should focus on how filmmakers gained access to the story and subjects presented. Filmmakers discuss access available/access given and how it affected the story, subject, locales, footage shot, etc.

Distribution – Academy Members and Fans

The content will be posted directly on the Academy Screening Room platform for members worldwide to access and view as exclusive content. The Academy’s Marketing team may also make the content available to the public via Academy digital/social platforms. Members will receive weekly updates about new Academy Screening Room titles and content made available by studios/distributors, and other related materials uploaded by the Academy.

Additional notes:

- Visuals: content should feature and refer to the scene(s) or element discussed as well as the filmmakers involved with creating that scene(s)
- Dialogue: conversation between filmmakers and artists discussing the scene and process
- Runtime: 15 minutes is recommended; 20 minutes maximum
- Submission fee is \$5,000
- Limit to one per title, and only available for films being submitted for Best Picture consideration
- Payment and upload through the film’s award submission at submissions.oscars.org
- Technical specifications: submissions.oscars.org/technicalspecifications.aspx
- Content should be submitted with a closed caption file in English (French/Spanish subtitles are optional)
- Content should not include festival laurels, other awards/accolades, or quotes
- Rights: content exclusive to the Academy; available and cleared for distribution on Academy-owned digital/social platforms, worldwide, through May 2021. No additional permissions should be required by the Academy including, but not limited to: music synchronization and performing rights for music in the content, consents from all persons depicted in the content, or consents from all unions and guilds to the extent required under applicable collective bargaining agreements
- The Academy reserves the right not to exhibit, publish, distribute, or otherwise use the content for any reason the Academy deems appropriate

- The Academy will preserve content in its digital asset management system and will provide access through our collection systems to the public and visitors at our museum, film archive and library

Campaign Guidelines

Scene at the Academy will currently replace the Q&As typically held post Academy membership screenings (Beverly Hills, NYC, Bay Area, London.) They will be governed under Rule 3 of the Campaign Regulations and may be referenced in FYC mailings to members prior to Nominations only.