



2020 SAG Awards® Pre-Nomination FYC Guide

This is intended as a guide. Please refer to our complete [Rules and Regulations](#).

Voting for the Screen Actors Guild Awards is done in two stages. The first, nominations balloting also known as 'pre-nom,' is voted on by two Nominating Committees – one for Motion Pictures and one for Television. These Nominating Committees are newly selected every year and each made up of 2,500 randomly selected paid-up and active SAG-AFTRA members who have not served previously in the past 8 years.

The second stage, final voting, begins after nominations are announced. All SAG-AFTRA members who are active and paid-up by the designated dues deadline are eligible to vote in the final round. The number of eligible final voters varies but in the past few years, the count has been around 125,000.

In light of the COVID-19 global pandemic and the unprecedented and extraordinary circumstances we find ourselves in, Rules and Regulations are subject to change and SAG Awards reserves the right to make adjustments as necessary.

**See below for more information on how to reach
SAG Awards voters with FYC opportunities.**

Key Dates

Eligibility Period: January 1, 2020 - February 28, 2021

- Monday, July 20, 2020 Summer Dates open for holds on Q&A Calendar Portal
- Monday, Sept. 21, 2020 Submissions Open
- Thursday, Oct. 1, 2020 Fall/Winter Dates open for holds on Q&A Calendar Portal
- Friday, Nov. 20, 2020 Submissions Close
- Monday, Jan. 11, 2021 Nominations Balloting Opens
- Monday, Feb. 1, 2021 Nominations Balloting Closes
- Wednesday, Feb. 10, 2021 Final Voting Opens
- Wednesday, Mar. 10, 2021 Final Voting Closes
- Sunday, March 14, 2021 27th Annual SAG Awards

View the full [SAG Awards Calendar](#)

Key Contacts

Awards Office

(323) 549-6707

awardsinfo@sagawards.org

Jon Brockett

Supervising Producer

jbrockett@sagawards.org

Jen Coyne-Hoerle

Director of Awards

jench@sagawards.org

Sarah Barry

Awards Coordinator

sbarry@sagawards.org

Nic Vivas

Digital Manager

nvivas@sagawards.org

FYC Campaign Guidelines

The Awards Office must be contacted to schedule, coordinate, and approve any and all communications directed to SAG-AFTRA members regarding submitted performances.

IMPORTANT: When directing anything to the Nominating Committees, including event invitations, FYC mailer language, specific URLs, RSVP email addresses, and affiliations, etc. **DO NOT use just SAG – only use SAG Awards Nom Comm or SAG Awards.**

DVDs & Digital Screeners - [Learn more HERE](#)

- **Digital screener access may be provided to the Nominating Committees for consideration.** All digital screening platforms and streaming sites require SAG Awards approval.
- DVDs may still be provided to the Nominating Committees for consideration.
- All titles must have closed captioning. We also encourage audio descriptions whenever possible.

Virtual Q&As & Events - [Learn more HERE](#)

The SAG Awards will determine if and when in-person events are safe for Nominating Committee members to attend. Until that time, all events must be virtual.

- Virtual Q&As and events for the Film or TV Nominating Committees will be held nationally, with a limit of 4 per title.
- Any virtual Q&A or events for Nom Comm members must be held and booked on the SAG Awards Q&A Calendar Portal.

E-Blasts - [Learn more HERE](#)

Email blasts to Nominating Committee members will be limited to the following per title.

- **1 Digital Screener/Screening Site Notification**
- **4 Live Event Invitations (with 1 reminder blast allowed per event).**
- **2 FYC Extras Blasts** (extras can be pre-recorded panels, interviews, featurettes, BTS, etc.)
- **E-Blasts must be approved and sent by the Awards Office.**

Mailings - [Learn more HERE](#)

- **A maximum of 2 physical mailings per title** may be sent to Nominating Committee members through our Union mailing house. This includes DVDs, postcards, booklets, invitations, promotional materials etc.
- **All art and packaging requires SAG Awards approval.** Please send to the Awards Office for review prior to any printing and duplication.

Additional FYC Links - [Learn more HERE](#)

- We will post links to trailers, featurettes, BTS content, interviews, and pre-recorded panels on our password protected Nom Comm member site.
- All FYC content linked **must be performance focused.**

Newspaper/Trade Ads

- **Any advertising directed to members must be approved by the Awards Office.** Please note, all screening ads should indicate they are for SAG Awards Nom Comm.

SAG-AFTRA Magazine

- SAG-AFTRA's quarterly magazine is mailed to all members in good standing and industry subscribers. For Your Consideration ads will be accepted for inclusion in the publication. To place an ad, please contact Kiley Cristiano at (323) 549-2969 or kiley.cristiano@sagaftra.org.

DVDs & Digital Screeners

Closed captioning or subtitling is REQUIRED and MUST be provided as an option on all DVDs, digital screeners, and FYC streaming sites. Audio Descriptions are encouraged for members who are blind or have low vision.

MOTION PICTURE

Films provided to the Nominating Committee for consideration must be full-length and a final cut. Any film in consideration must have premiered during the eligibility period: **Jan. 1, 2020 - Feb. 28, 2021**. Due to the impact of the COVID-19 pandemic, **motion pictures with a planned theatrical release, which are streamed or made available on “video on demand” (VOD) prior to release in the eligibility period, may be eligible in the Motion Picture categories. Films are not required to have a theatrical release during the eligibility period to qualify in the Motion Pictures categories.**

DVDs

- DVDs may be sent to Nominating Committee members for consideration through our Union mailing house.
- DVDs must include closed captioning or subtitling. Audio description is encouraged.
- **All DVD art and packaging requires SAG Awards approval.** Please send to us for review prior to any printing and duplication.

Encoded Screeners

- Nominating Committee members have the option to sign a screener agreement during their opt-in process in order to receive individually watermarked/encoded DVDs and digital screeners.
- **Any company wishing to send individually encoded screeners or unique digital streaming codes to these Nom Comm members must sign an NDA with the SAG Awards in order to receive a member database.** Please contact the Awards Office for a copy of the agreement.
- Only encoded titles are permitted to be shipped directly to the member via fulfillment house.
- Deliveries of encoded screeners must require member signature or initial (given COVID-19 social distancing practices).

Digital Film Screeners

Fee: \$3,000 per title.

- **Advanced approval is required for all digital screening platforms and streaming sites.**
- Studios making their films available to the Nom Comm digitally may do so by either choosing a pre-approved platform or getting SAG Awards approval of their platform or streaming site.
- **All Nom Comm members are assigned a unique 7-digit alphanumeric “Awards PIN” by the SAG Awards. This Awards PIN must be used as a login for digital screeners.** Contact the Awards Office for exceptions.
- Nom Comm members will be notified of individual digital screeners via E-Blast. Links to all digital screeners will live on the Nom Comm private website for reference.

Pre-Approved Platforms

The SAG Awards has approved the following digital streaming platforms. You must complete the digital FYC screener form below and make arrangements directly with the vendor.

- **Circuit/Screening Room** - Jonathan Smith - jonathan@screeningroom.com or (610) 850 2889
- **Film Bureau** - Doug Woodard - Doug.Woodard@filmbureau.com or (626) 975-3667
- **Indee** - Sharan Reddy - sharan@indee.tv - 310-594-3330
- **Vision/Screener Passport** - Kyle Brown - kyle.brown@visionmedia.com or (661) 702-5026

[COMPLETE DIGITAL FYC SCREENER FORM](#)

Platform Approval Criteria

- **At minimum, platforms/sites must be accessible via desktop.** Additional device compatibility is encouraged.
- **Single-factor Awards PIN login (7-digit alphanumeric unique code) or static password required.** Contact the Awards Office for exceptions.
- All titles must have closed captioning or subtitles. Audio description is encouraged.
- No member information outside of the Awards PIN may be captured.
- Keep URLs, login information, and sites as simple and easy to use as possible. SAG Awards reserves the right to request changes for ease of use.

[SUBMIT FYC PLATFORM OR STREAMING SITE FOR APPROVAL](#)

TELEVISION

Television programs provided to the Nominating Committee for consideration either on DVD or digitally may include full seasons **as long as all episodes provided fall within the eligibility period: Jan. 1, 2020 - Feb. 28, 2021.**

DVDs

- As with film, DVDs may be sent to TV Nom Comm members through our Union mailing house.
- **All DVD art and packaging requires SAG Awards approval.** Please send to us for review prior to any printing and duplication.

Streaming Platforms and FYC Sites

Fee: \$5,000 per network site.

- **Advanced approval is required on all FYC streaming platforms.**
- **All Nom Comm members are assigned a unique 7-digit alphanumeric "Awards PIN" by the SAG Awards. This Awards PIN must be used as a login for digital screeners.** Contact the Awards Office for exceptions.
- Nom Comm members will be notified of digital FYC access via E-Blast. Links to all streaming sites will live on the Nom Comm private website for reference.
- **For FYC sites that must include content not eligible for the SAG Awards (unscripted, documentaries, outside of eligibility period, etc.), we will approve one of the following:**
 - Limiting Nom Comm member access to only eligible titles.
 - Permit disclaimers under each title stating "This content is not eligible for SAG Awards® consideration."

Platform Approval Criteria

- **At minimum, platforms/sites must be accessible via desktop.** Additional device compatibility is encouraged.
- **Single factor Awards PIN login (7-digit alphanumeric unique code) or static password required.** Contact the Awards Office for exceptions.
- All titles must have closed captioning or subtitles. Audio description is encouraged.
- No member information outside of the Awards PIN may be captured.
- Keep URLs, login information, and sites as simple and easy to use as possible. SAG Awards reserves the right to request changes for ease of use.

[SUBMIT FYC PLATFORM OR STREAMING SITE FOR APPROVAL](#)

Virtual Q&As and Events

Due to concerns surrounding the ongoing COVID-19 pandemic, the SAG Awards will determine and announce if and when in-person events are safe for Nominating Committee members to attend. Until that time, all events must be virtual.

All SAG Awards Q&As and virtual events require the studio or network to be responsible for all aspects of the event, including arranging a recognized virtual space, booking a moderator, creating an invitation, managing RSVPs, sending confirmations, and check-in. The SAG Awards will approve invitations and send them to members.

Booking Q&A Dates

The SAG Awards does not allow competing official Nominating Committee FYC events. **In order to invite the SAG Awards Nominating Committee to an event with a Q&A, you must hold and book the date on the SAG Awards Q&A Calendar Portal.**

Register for a 2020 Q&A Calendar Portal account [HERE](#).

Requests for holds will be accepted in two phases during the pre-nom period:

Summer:	July 20 - Sept 30, 2020
Fall/Winter:	Oct 1, 2020 - Feb 1, 2021

A maximum of 4 national virtual Q&A events per title are allowed during the pre-nom period.

Available National Screening Time Slots

All slots are 3 hours in length, and include up to an hour of leeway on start time.

Weekdays

- Afternoon (1 pm PT / 4 pm ET)
- Evening (5 pm PT / 8 pm ET)

Weekends

- Morning (10 am PT / 1 pm ET)
- Afternoon (1 pm PT / 4 pm ET)
- Evening (5 pm PT / 8 pm ET)

Rules on Holds

- Any virtual event hold or booking requires member access to FYC content prior to the event.
- If holding an event immediately following a live screening, **the time slot held on the Q&A calendar must accommodate both the title's runtime and the anticipated event length.**
- **Up to 4 consecutive days** may be held per title, per city.
- No more than 6 individual holds will be accepted for any given time slot. We will not accept holds in 7th place or higher.
- **We will not accept general or TBA holds.** All holds require a film or television title.

Challenging a Date

- A company may challenge a hold only if the challenger is ready to book (i.e. venue/virtual space and talent confirmed) if the original hold releases the date.
- Each hold ahead of the challenger will be contacted and given 24 hours to either book or release the date.
- A company that successfully challenges and books a date may incur a penalty if the booked event is then canceled.

Booking a Date

- You may only book a date if you have talent confirmed and a venue/virtual space held for that time.
- **Any date held under a particular title must be booked under that same title.** Any request to book under a different title must be approved by the Awards Office.

Q&A and Event Guidelines

Making Content Available Prior to a Virtual Event

- If digital screener access has not already been made available to members, the studio/network must provide access prior to the event. This can be done in one of the following ways:
 - **Screening Window** - where viewing access is provided up to 10 days prior to the Q&A event.
 - **Virtual Screening** - where the title is viewed live on a specific date and time and followed by a Q&A panel.
- Digital screener access or screening window prior to the event is encouraged.
- If holding an event immediately following a live virtual screening, the time slot held on the Q&A calendar must accommodate both the title's runtime and the anticipated event length.

Motion Picture

- Films must be screened in their entirety.
- Films screened for consideration must be a final cut. The SAG Awards may consider exceptions on a case-by-case basis.
- Q&A panels should feature cast members, and may only include participants who are directly associated with the film being screened.
- If screening a film for the 2nd time, we encourage different cast or participants on the Q&A panel.

Television

- Episodes screened must have aired during our eligibility period – January 1, 2020 - February 28, 2021.
- Clips or sizzle reels are only approved for screening on a case-by-case basis, depending on the Q&A format, please contact the Awards Office for approval.

Filming or Streaming Q&A Panels

- Any recording and/or streaming of a Q&A must first be cleared with the Awards Office and requires a signed Q&A coverage agreement.
- Coverage cannot include mention of SAG-AFTRA, SAG Awards or the SAG Awards Nominating Committee. The Q&A may only be referred to as an "industry screening."

SAG Awards Nominating Committee screenings may be shared with other industry voting groups (All Guild, PGA, WGA, DGA, etc.).

Event Invitations & Confirmations

The SAG Awards will send out invitations for virtual Q&As, and events via E-Blast to Nominating Committee members or our SAG Awards RSVP (wide) list.

Member RSVP confirmation emails are required for each event. Please include the following details:

- Link or access to view content - if applicable
- Date and timing of event
 - If screening live, indicate start time of screening and start time of Q&A portion.
 - Will people be able to come into the event once it has started?
- Login information
- Technical Support contact
- Cancellation email

For more information on E-Blast and event invitation guidelines, requirements, fees, and templates, click [HERE](#).

Additional Screening Options

Awards Screening Websites

- For studios/networks who would like to make their screening websites available to Nom Comm members for virtual events or when in person events resume, please send the URL to the Awards Office and it will be posted on our private password protected Nom Comm member site.
- **Any URLs specific to our group must NOT use the term "SAG".** You may use "SAG Awards" or "SAG Awards Nom Comm".
- **When noting Nom Comm affiliation in RSVP webforms (drop-down menu, etc.), do not use the term "SAG".** You may use "SAG Awards" or "SAG Awards Nom Comm".

Other Groups Available for Screenings

In addition to the SAG Awards Nominating Committees, companies may screen to the following SAG-AFTRA affiliated groups:

SAG Awards "RSVP" Screening Program (general SAG-AFTRA members)

SAG-AFTRA Foundation Conversations Series

SAG-AFTRA Diversity Committees

Contact the Awards Office for more information. Titles screened to these affiliated groups will **not** count towards a title's maximum Q&A total.

E-Blasts

Advanced approval is required on all EMAIL BLASTS
Please email E-Blast drafts for approval to:

Jon Brockett

Jen Coyne-Hoerle

Sarah Barry

jbrockett@sagawards.org

jench@sagawards.org

sbarry@sagawards.org

Groups Available to E-Blast

- **Nominating Committees**: Both the Motion Picture and Television Nominating Committees are available to E-Blast for screenings.
- **SAG Awards RSVP Group**: The SAG Awards has an email database of general members for screening invitations (also known as our "wide" list). You may invite these members to fill Nom Comm screenings (if needed) or other industry screenings.

Companies requesting to invite **both Nominating Committee members and the SAG Awards RSVP screening group** to events **must first invite the Nominating Committee**. Invitations may not be emailed to both groups simultaneously.

NEW: Email blasts to the Nominating Committees will now be limited to the following per title:

- **ONE Digital Screener/Screening Site Notification**
 - Sending digital screeners to the Nom Comm requires approval - please see [HERE](#) for more information. A Digital Screener E-Blast template will be provided upon approval.
- **FOUR Live Event Invitations (with 1 reminder blast allowed per event).**
 - Live events must be held and booked on the SAG Awards Q&A Calendar Portal - please see [HERE](#) for more information.
- **TWO FYC Extras Blasts**
 - These E-Blasts can feature links to pre-recorded panels, interviews, featurettes, trailers, BTS, studio/network Awards websites, etc.

Overall E-Blast Guidelines

General

- E-Blast requests require at least 24-hour advance notice.
- **Invitations and FYC E-Blasts must be sent using our Word .doc templates.**

Fees

- **\$1,000 fee** per national **Event** or **FYC Extras** E-Blast.
- **\$200 fee per subsequent email** for events only. This can include 1 reminder E-Blast to the Nom Comm as well as emails sent to the SAG Awards RSVP group to fill a Nom Comm screening.
- These fees will be **invoiced in early April** once Awards season concludes.

Formatting

- **Invitations must be submitted as Word .doc files.** PDFs will not be accepted.
- Up to 2 images or graphics may be included on each blast. We suggest title treatment and / or a one-sheet.
 - Title treatments must be .png and between 700 and 1000 px wide.
 - One-sheets and photos must be .png and between 1081px x 1600pm.

Language

- All E-Blasts must include "Paid For" text below:
 - **NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**
- Any reference to the Nominating Committee must be referred to as the **"SAG Awards Nominating Committee"** or **"SAG Awards Nom Comm"**. Please **do not** use just "SAG" or "SAG Nom Comm."
- To avoid confusion, please **do not refer to Q&A's as "Conversations"** unless in association with the SAG-AFTRA Foundation.

Live Event Invitation E-Blast Requirements

Details to Include

- Date / time / description of event (and how to access if applicable)
- Does the invitation extend to guests in the same space as the Nom Comm member?
- Digital Screener Access Information - Outline how members will be able to view the film/program before the event:
 - Previously provided digital screener access
 - Screening Window
 - Virtual Screening - shown live before the Q&A
- RSVP link/email
- Invitations must include a contact email for members to cancel their RSVP if the need arises.
- Runtime
- Up to 2 reviewer's quotes may be included.
- No more than 1 additional link may be included (trailer, awards site, etc).

RSVPs

- For any RSVP emails created specifically for our group, **please do not use the term "SAG". You may use "SAG Awards" or "SAG Awards Nom Comm"**.
 - For example: TitleSAGAwards@studio.com.
- Similarly, when noting Nom Comm affiliation in RSVP webforms (drop-down menu, etc.), please use "SAG Awards" or "SAG Awards Nom Comm".
- We suggest having 2 RSVP affiliation options - SAG Awards Nom Comm and SAG-AFTRA to differentiate between the Nom Comm and general SAG-AFTRA members attending screenings.

Cancellations

- Invitations must include a contact email for members to cancel their RSVP if the need arises.

Confirmations

- **Confirmations for RSVPs are required and must be sent to members via email 24 hours in advance of an event.**
- Confirmations should include the following:
 - Link or access to view content - if applicable
 - Date and timing of event
 - If screening live, indicate start time of screening and start time of Q&A portion.
 - Will people be able to log into the event once it has started?
 - Login information
 - Technical support contact
 - Cancellation email
- Any members who RSVP after an event is filled must be notified that they are not confirmed to attend.

[DOWNLOAD EVENT INVITATION E-BLAST TEMPLATE](#)

FYC Extras E-Blast Requirements

In addition to digital screeners and event invitations, studios/networks may send up to 2 E-Blasts (per title) to Nom Comm members with links to additional FYC bonus features. **All FYC extras must be performance focused.**

Allowed Content to Link - Limit of up to 3 links per E-Blast

- Pre-Recorded Panels/Events
- Trailers
- Featurettes
- Behind-the-Scenes
- Interviews
- Digital FYC Booklets
- Screening Websites

Formatting

- Up to 2 photos may be included.
- Up to 2 reviewers quotes may be included.
- Please only provide hyperlinks. Videos cannot be embedded.

[DOWNLOAD FYC EXTRAS E-BLAST TEMPLATE](#)

Mailings

IMPORTANT!

Advanced approval is required on ALL MAILINGS including invitations, promotional materials, DVDs, streaming mailings, etc.

Please email all materials for approval to:

Jon Brockett	jbrockett@sagawards.org
Jen Coyne-Hoerle	jench@sagawards.org
Sarah Barry	sbarry@sagawards.org

DO NOT PRINT OR DELIVER MATERIALS TO MAILING HOUSE WITHOUT PRIOR APPROVAL!

TOTAL COUNT FOR MAILINGS: 2,625 (allows for replacements)

Nominating Committee Member Counts:

Motion Picture: 2,500

Television: 2,500

Mailer Guidelines & Restrictions

Required Language

- All mailings **MUST** include "Paid For" language below:
 - **NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**
- Any reference to the Nominating Committee must be referred to as the "SAG Awards Nominating Committee" or "SAG Awards Nom Comm". **Do not use just "SAG" or "SAG Nom Comm".**

Size and Specifications

- Plain envelopes only (**no return address**) required for all mailings.
- **Mailers cannot exceed 7" x 7" x 5,"** not including approved envelope or packaging.
- Mailers can be any shape and include images, logos, etc.
- **LCD mailers, including those with sizzle reels or trailers, are not permitted.**

The SAG Awards strives to be as green as possible, with this in mind, please consider keeping your promotional mailers eco-friendly and minimal.

Categories

- Whenever possible, [official SAG Awards categories](#) should be used on FYC materials.
- If necessary, categories can be truncated by removing "performance by a". See examples below:
 - Outstanding Cast in a Motion Picture
 - Outstanding Female Actor in a Leading Role
 - Outstanding Male Actor in a Comedy Series

Quotes and Laurels

- **Only reviewer's quotes from legitimate, recognized news organizations regarding submitted performances may be included in FYC materials.** Quotes must not include negative or disparaging remarks about any actor, film, television, or new media program. All quotes must be approved by SAG Awards.
- Laurels are permitted to include in FYC materials.

Other Promotional Materials

Any promotional items must be approved by the Awards Office. Please contact the Awards Office to discuss in advance of creating these pieces.

- Promotional material provided to the Nominating Committee must focus on the submitted project(s) with 90% of the material directly related to the submitted performances.
- LCD mailers, including those with sizzle reels or trailers, are not permitted.

Union Mailing Houses

All mailings to Nominating Committee members MUST go through our Union mailing house.

Payment for postage/handling should be worked out in advance of mailing and must be paid **prior** to your mailing going out.

- **Los Angeles Area and Nationwide Mailings**, please contact Donna Gomez at West Coast Mailers (donnagomez4westcoastmailers@gmail.com or (323) 773-5391).
- **New York Mailings only**, you may use West Coast Mailers or contact our NY mailing house, Gayle Martinez at Century Direct (martinezg@centurydirect.net or (212) 763-0627).

Fees

- **\$500 fee for each physical mailing** (in addition to any immediate postage and handling fees from the mailing house).
- These fees will be **invoiced in early April** once Awards season concludes.

Additional FYC Links

NEW: Studios and networks now have the option to post links to trailers, featurettes, BTS content and pre-recorded panels on our password protected Nom Comm member site.

All FYC content linked must be performance focused. There is no limit to the number of links posted per studio.

Allowed Content to Link

- Pre-Recorded Panels/Events
- Trailers
- Featurettes
- Behind-the-Scenes content
- Interviews
- Sizzle Reels

Fees

- **\$250 fee per link posted.**
- These fees will be **invoiced in early April** once Awards season concludes.

[SUBMIT ADDITIONAL FYC LINK ORDER FORM](#)