



## 2019 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.

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

### **Key Dates**

- Monday, July 29, 2019 Submissions Open
- Monday, Aug. 5, 2019 Fall/Winter dates open for holds on Q&A Calendar Portal
- Monday, Oct. 21, 2019 Submissions Close
- Thursday, Nov. 14, 2019 Nominations Balloting Opens
- Sunday, Dec. 8, 2019 Nominations Balloting Closes
- Tuesday, Dec. 17, 2019 Final Voting Opens
- Friday, Jan. 17, 2020 Final Voting Closes

View the full [SAG Awards Calendar](#)

### **Key Contacts**

#### **Awards Office**

(323) 549-6707

[awardsinfo@sagawards.org](mailto:awardsinfo@sagawards.org)

Jon Brockett

Supervising Producer

[jbrockett@sagawards.org](mailto:jbrockett@sagawards.org)

Jen Coyne-Hoerle

Director of Awards

[jench@sagawards.org](mailto:jench@sagawards.org)

Sarah Barry

Awards Coordinator

[sbarry@sagawards.org](mailto:sbarry@sagawards.org)

Nic Vivas

Digital Manager

[nvivas@sagawards.org](mailto:nvivas@sagawards.org)

John Bogulski

Awards Assistant

[jbogulski@sagawards.org](mailto:jbogulski@sagawards.org)

# FYC Campaign Guidelines

There are numerous ways to make your Film and Television projects available to the Nominating Committees for consideration. Please see below for examples and 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 screening 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.**

## **Q&As, Screenings & Events**

- Both Film and TV Nominating Committees are available to attend Q&As, screenings, and events.
- Any Q&A or special event (premieres/reception) dates in LA and NY must be held and booked on the SAG Awards Q&A Calendar Portal.
- **For all official SAG Awards Nom Comm Q&A screenings, the studio or network is responsible for all aspects of the event, including booking the venue/moderator, creating an invitation, managing RSVPs, and check-in.**
- [Learn more HERE](#)

## **FYC Materials**

- **FILM** - DVDs, promotional materials, and in limited cases, digital screeners may be sent to the Motion Picture Nom Comm for consideration.
- **TELEVISION** - DVDs, streaming opportunities, and other promotional materials may be sent to the TV Nom Comm for consideration.
- [Learn more HERE](#)

## **Mailings**

- Physical mailings (DVDs, postcards, booklets, invitations, etc.) may be sent to Nominating Committee members for consideration through our Union mailing house.
- **All art and packaging requires SAG Awards approval.** Please send to the Awards Office for review prior to any printing and duplication.
- [Learn more HERE](#)

## **Other Ways To Reach Our Membership**

### **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 Yanelis Garcia at (323) 549-2969 or [yanelis.garcia@sagaftra.org](mailto:yanelis.garcia@sagaftra.org).

# Q&As, Screenings & Events

All SAG Awards screenings and Q&As require the studio or network to be responsible for all aspects of the event, including booking the venue/moderator (for Q&As), creating an invitation, managing RSVPs, and check-in. The SAG Awards will approve invitations and send 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 a screening with a Q&A, you must hold and book the date on the SAG Awards Q&A Calendar Portal.**

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

If you already have an account, you can log-in [HERE](#)

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

Spring/Summer:	May 20 to Aug 4
Fall/Winter:	Aug 5 to Dec 8

**A maximum of 4 booked Q&A screenings per title** are allowed between LA and NY during the pre-nom period. Receptions and premieres are counted towards the Q&A max, as they are deemed special events.

**Q&As booked in markets outside of LA and NY, and straight screenings without Q&As, do not require a date to be held on our calendar and do not count towards your max.**

## Available Screening Time Slots

- Weekdays: 2pm, 7pm
- Weekends: 10am, 2pm, 7pm
- Start times include an allowance of 30 minutes on either side.

## Rules on Holds

- **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 7<sup>th</sup> 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 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 a venue and talent confirmed 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.

## Screening and Q&A Guidelines

### 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 2<sup>nd</sup> or 3<sup>rd</sup> time, we encourage different cast or participants on the Q&A panel.

### Television

- Episodes screened must have aired during our eligibility period – in the calendar year of 2019.
- 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

- If planning to film or stream a Q&A, you must first clear with the Awards Office and sign a 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.).

Nom Comm members can also be invited to **straight screenings (without Q&As)**, through screening schedules, or E-Blasts. These dates do not need to be held on the SAG Awards calendar.

## Additional Screening Options

### Awards Screening Websites

- For studios who would like to make their screening websites available to Nominating Committee members, 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 “SAGAwards” or “SAGAwardsNomComm”.
- **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”.

### Screenings Offered via Newspaper/Trade Ads

- We encourage you to make arrangements with local movie theaters to permit SAG Awards Nom Comm members to attend your films at movie theaters in their area, in addition to providing special screenings.

### Movie Cash or Pass-Through Programs

- Movie Cash is a method for members to download movie coupons to redeem at local theaters. If a studio would like to offer Movie Cash to Nominating Committee members during pre-nom, please contact the Awards Office for more information.
- Studios are also permitted to make arrangements with movie theaters to allow SAG Awards Nom Comm members to attend films using their Nom Comm card. Contact the Awards Office for approval on other pass-through programs.

## 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 Film Society**  
**SAG-AFTRA Diversity Committees**

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

**IMPORTANT: Shared screenings between SAG Awards Nom Comm and SAG Awards RSVP, SAG-AFTRA Foundation, or SAG-AFTRA Film Society require a separate Nom Comm priority line.**

## Screening Invitations

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

**E-Blasts are available for event or screening invitations ONLY. We do not allow general FYC emails or blasts with links to streaming content.**

Screening schedules with 6 or more screenings must be mailed via US Post by our Union mailing house. See [Mailings](#) section for more information.

For more information on E-Blast and screening invitation guidelines, requirements, fees, as well as an E-Blast template, click [HERE](#).

# FYC Materials

**Closed Captioning or subtitling is REQUIRED and MUST be provided as an option on all DVDs, digital screeners, and FYC streaming sites.**

## Motion Picture

Films provided to the Nominating Committee for consideration must be full-length and a final cut. Any film in consideration must have at least a seven-day consecutive run before a paying audience in a commercial motion picture house in Los Angeles County commencing in calendar year 2019.

### DVDs

- DVDs may be sent to Nominating Committee members for consideration 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.

### Encoded Screeners

- Nominating Committee members have the option to sign a screener agreement during their opt-in process to receive individually watermarked/encoded DVDs.
- Any company wishing to send individually encoded screeners to these Nom Comm members must sign an NDA with the SAG Awards. 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.

### Digital Screeners

- A studio may be permitted to stream a film if the title is:
  - **Late:** If a film is finished late in the season and is not ready to screen for any voting group by Sunday, November 17, 2019.
  - **Low Budget:** If a film is signed under one of SAG-AFTRA's low budget agreements, and sending DVDs is cost-prohibitive, the Awards Committee will approve on a case-by-case basis.

**Any films offered digitally must be provided on an approved, secure online platform for an additional fee. The Nom Comm must be sent a physical mailer with instructions on how to access the digital screener.**

## Television

Television programs provided to the Nominating Committee for consideration either by DVD or digitally may include full seasons **as long as all episodes provided fall within the eligible calendar year.**

### DVDs

- As with film, DVDs may be sent to TV Nom Comm members for 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**

- **Advanced approval is required on all FYC streaming platforms.**
- All streaming options must be sent to Nom Comm members as a physical mailing (postcard, letter, etc.). **Streaming links cannot be e-mailed to members during the pre-nom phase.**
- Online FYC content **may be made available to members for up to 3 months and must expire by the nominations voting deadline (Dec. 8).**
- We recommend keeping URLs, login information, and sites as simple and easy to use as possible.
- For FYC sites that must include content not eligible for the SAG Awards, we will approve limiting Nom Comm member access to only eligible titles or we will permit disclaimers under each title stating "This content is not eligible for SAG Awards consideration."

## **Other Promotional Materials**

Any promotional items, whether mailed to Nominating Committee members via the Union mailing house or distributed at events, must be approved by the Awards Office. Please contact the Awards Office to discuss in advance of creating these pieces.

- Any approved promotional material offering free access to For Your Consideration content to the Nominating Committee during the pre-nom phase **may only include eligible titles** for consideration, and **may be made available for up to 3 months and must expire by the nominations voting deadline (Dec. 8).**
- Promotional material provided to the Nominating Committee must focus on the submitted project(s) with 90% of the material directly related to the submitted project(s).
- **NEW FOR 2019: LCD mailers, including those with sizzle reels or trailers, are not permitted.**
- You may still provide approved supplemental content to the Nom Comm but that content can only be sent in the same mailer as the film/TV program for consideration.

# Mailings

## **IMPORTANT!**

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

Please email all materials for approval to:

Jon Brockett	<a href="mailto:jbrockett@sagawards.org">jbrockett@sagawards.org</a>
Jen Coyne-Hoerle	<a href="mailto:jench@sagawards.org">jench@sagawards.org</a>
Sarah Barry	<a href="mailto:sbarry@sagawards.org">sbarry@sagawards.org</a>
John Bogulski	<a href="mailto:jbogulski@sagawards.org">jbogulski@sagawards.org</a>

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

**TOTAL COUNT FOR MAILINGS: 2,600 (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 10" x 10" x 5,"** not including approved envelope or packaging.
- Mailers can be any shape and include images, logos, etc.
- **NEW FOR 2019: LCD mailers, including those with sizzle reels or trailers, are not permitted.** You may still provide approved supplemental content to the Nom Comm but that content can only be sent in the same mailer as the film/TV program for consideration.

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.

## **Screening Invitations and Schedules**

- All screening invitations or schedules mailed via US Post must be delivered to the Union mailing house **no less than 7 days prior** to the first scheduled event listed. Otherwise, the invitation must be sent via [E-Blast](#).

## **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](mailto:donnagomez4westcoastmailers@gmail.com) or (323) 773-5391).
- **New York Mailings**, you may use West Coast Mailers or contact our NY mailing house, Gayle Martinez at Century Direct ([martinezg@centurydirect.net](mailto:martinezg@centurydirect.net) or (212) 763-0627).

## **Fees**

**Each physical mailing requires a \$500 fee** (in addition to any immediate postage and handling fees from the mailing house). These fees will be invoiced in February when all mailings have gone out.

# E-Blast Guide and Template

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

Jon Brockett	<a href="mailto:jbrockett@sagawards.org">jbrockett@sagawards.org</a>
Jen Coyne-Hoerle	<a href="mailto:jench@sagawards.org">jench@sagawards.org</a>
Sarah Barry	<a href="mailto:sbarry@sagawards.org">sbarry@sagawards.org</a>
John Bogulski	<a href="mailto:jbogulski@sagawards.org">jbogulski@sagawards.org</a>

**E-Blasts are available for event or screening invitations ONLY.**  
**We do not allow general FYC emails or blasts with links to streaming content.**

## E-Blast Requirements

### General

- E-Blast requests require at least 24-hour advance notice.
- E-Blast invitations for booked dates must be sent 7-10 days prior to the event.
- E-Blasts are **limited to 5 screenings per invitation**.
- Screening schedules with 6 or more screenings must be mailed via US Post by our Union mailing house. See [Mailings](#) section for more information.

### Formatting

- **Invitations must be submitted as a Word .doc.** PDFs will not be accepted.
- Up to 2 images or graphics may be included on each blast. We suggest title treatment or a one-sheet.
  - Images must be .png and between 700 and 1000 pixels wide.
- Up to 2 reviewer's quotes may be included.
- Runtime must be included.

### Language

- All E-Blasts must include "Paid For" text below:
  - **NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**
- All E-Blasts must include arrival text below:
  - **PLEASE ARRIVE AT LEAST 45 MINUTES EARLY. SCREENINGS ARE OVERBOOKED TO COMPENSATE FOR NO-SHOWS. RSVPS DO NOT GUARANTEE SEATING. BRING YOUR SAG AWARDS NOM COMM CARD (or SAG-AFTRA ID CARD if not a Nom Comm screening) AND A PHOTO ID FOR ADMISSION.**
- 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.

## **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](mailto: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.

## **Confirmations, & Cancellations**

- **Invitations must include a contact email or phone number for members to cancel their RSVP if the need arises.**
- Confirmations for RSVPs must be sent to members via email prior to the event.
- Any members who RSVP after an event is filled must be notified that they are not confirmed to attend.

## **Fees**

- There is a **\$500 E-Blast fee** per event.
- Additionally, there is a **\$100 fee per subsequent email** for each event. This can include a reminder email to the Nom Comm as well as emails sent to the general membership to fill a Nom Comm screening.
- These fees will be **invoiced in early February** once Awards season concludes.

**E-BLAST TEMPLATE FOLLOWS ON NEXT PAGE**

## SAG Awards® E-Blast Template

You and a guest are invited to a special screening of  
**TITLE OR TITLE ART**



### **Event Day & Date** **Event Time**

Followed by a Q&A Discussion with  
(List panelists as desired if applicable)

### **Event Location** **(Name & Address)**

Please RSVP to [hyperlinked email address or link to web page](#)

If you must cancel your RSVP, please call [studio number](#) or email [hyperlinked cancellation email address](#) (choose either or both) and include your name, screening title, date, and time.

### About Title

Description of title being screened.

Runtime: **minutes**

**PLEASE ARRIVE AT LEAST 45 MINUTES EARLY.**  
**SCREENINGS ARE OVERBOOKED TO COMPENSATE FOR NO-SHOWS.**  
**RSVPS DO NOT GUARANTEE SEATING.**  
**YOU MUST BRING YOUR SAG AWARDS NOM COMM CARD (SAG-AFTRA MEMBER CARD if RSVP) AND PHOTO ID FOR ADMISSION.**

NOT PAID FOR BY SAG-AFTRA

**- OR -**

PAID FOR BY **STUDIO / PRODUCTION COMPANY / NETWORK**