

**December 14, 2011**

To our friends at the Studios, Networks, and Agencies:

Thank you for attending the announcement of Nominees for the 18th Annual Screen Actors Guild Awards®.

**Pre-Announcement:**

5:00 AM Publicists Check-in Begins

* The closed technical rehearsal will be from 4:45-5:25 am. If you have arrived early, you must vacate the theatre by 4:45 am.
* For your seating location, please see Andy Gelb or Stephanie Samson upon entering the auditorium.
* Continental Breakfast served in Lobby
* Visit the SAG Awards Online Auction to Benefit the SAG Foundation Auction Display in the Lobby. SAG Awards Publicity/Auction Manager Carrie White Scanlan will be available to answer your questions as to how your nominees, cast or ensembles can participate in the Ceremony Auction.

5:25 AM Auditorium REOPENS. Please be seated by 5:40 am

5:45 AM Vibrate mode or Shut down for Cell Phones and PDA’s required (We do not have special phone lines installed. Please use a cell phone, payphone, or wireless internet to communicate with your office.)

## Nominations Announcement and Post Announcement Interviews:

**5:50 AM \*\*\*\*\*\*\*LIVE\*\*\*\*\*\*\***

**SHARP**  **SCREEN ACTORS GUILD STUNT HONORS NOMINEES ANNOUNCED**

**Nominations announcers:** SAG Awards Committee Chair JoBeth Williams and Vice Chair Daryl Anderson

* The announcement should run approximately 2 minutes.
* The nominees will be listed in the nominations release distributed after the Actor® nominees are announced.
* For your colleagues who cannot attend: the announcement will be webcast live on TNT.TV and TBS.COM.

**6:00 AM \*\*\*\*\*\*\*LIVE\*\*\*\*\*\*\***

**SHARP**  **18th ANNUAL SCREEN ACTORS GUILD AWARDS® NOMINATIONS ANNOUNCEMENT**

**Introductions:** SAG President Ken Howard.

**Nominations announcers:** Judy Greer (“The Descendants”) and Regina King (“Southland”) TNT/TBS Social Media Ambassador for the 18h Annual Screen Actors Guild Awards®)

* The announcement should run approximately 8-9 minutes.
* Printed copies of the nominations news release will be distributed immediately following the announcement
* For your colleagues who cannot attend: the announcement will be telecast live on TNT and webcast live on TNT.TV and TBS.COM.

**POST-ANNOUNCEMENT**

6:15 AM Please depart the theatre immediately and quietly through the audience right rear door.

## Distribution of Announcement Release and Photography

As soon as the last category is announced:

* Hard copies will be distributed in the theatre to the media and in the lobby to publicists.
* If you are in our publicist database, you will receive the announcement via email (details are at <http://www.sagawards.org/media-pr/media-and-publicists-only>)
* A downloadable copy of the announcement will be posted at [www.sagawards.org](http://www.sagawards.org)
* View only nominee photos will be available on our public website at <http://www.sagawards.org/awards/nominees-and-recipients/18th-annual-screen-actors-guild-awards>
* Downloadable nominee photos will be available to the media only at: <http://www.sagawards.org/hires/nominee/photos>. We are asking that they use the photo credit and copyright information provided with the photos. Please review the photo and copyright credits. Please call or email any corrections to SAG Awards Publicity/Auction/Asset Manager Carrie White Scanlan at (310) 235-1030 x230 or [cwhitescanlan@sagawards.org](mailto:cwhite@sagawards.org)

**NOMINATIONS PRESS RELEASE CORRECTIONS**

Please review your nominee listings and back-up information in the press release thoroughly. Please send any corrections immediately to Jon Brockett at [jbrockett@sagawards.org](mailto:jbrockett@sagawards.org) and to Rosalind Jarrett at [rjarrett@sagawards.org](mailto:publicity@sagawards.org) in order for the final ballot and the press kit to reflect these corrections.

**NOMINEE PROMOTION & PUBLICITY**

*If this year’s nominees include actors or projects you represent or promote, we invite you to take advantage of the following ideas. If you are not the appropriate person in your organization to consider these suggestions, please pass them on and ask the correct person to contact us.*

For any publicity or website issues, please contact SAG Awards Executive in Charge of Publicity, Rosalind Jarrett at (310) 235-1030 x221 or [rjarrett@sagawards.org](mailto:rjarrett@sagawards.org)

*Publicity:*

* Please email the names, phone numbers and email addresses of the publicists who represent your nominees and/or their projects to Rosalind Jarrett at [rjarrett@sagawards.org](mailto:rjarrett@sagawards.org) and SAG Awards Publicity Assistant Belinda Preno at [bpreno@sagawards.org](mailto:bpreno@sagawards.org)
* Please mention the actor’s Screen Actors Guild Award nomination to any media whom you are pitching or with whom you have set interviews for your nominees. If you notify us of pending interviews, we will provide background on the SAG Awards to the interviewer or producer.
* Rosalind will pass along requests that she receives from the media for nominee or presenter pre-show interviews (via email). It will be up to you to contact the media to pitch your client for the opportunity.
* If you are a publicist for a nominee or nominated film cast or TV ensemble, we are seeking memorabilia from the nominated projects to auction off to benefit the SAG Foundation at [www.sagawards.org/auction](http://www.sagawards.org/auction), which we are publicizing heavily. Please contact Carrie White Scanlan at [cwhitescanlan@sagawards.org](mailto:cwhite@sagawards.org) or (310) 235-1030 x230 to participate.

*Internet:*

* We are again making available downloadable graphics indicating “SAG Awards Nominee,” which we encourage you to place on your website or other promotional materials adjacent to your nominee’s picture or information. Thumbnails are at <http://www.sagawards.org/media-pr/photos-and-artwork>. Downloadable versions are at [<http://www.sagawards.org/media_download>](http://www.sagawards.com/restricted/media_download.htm). This is a restricted URL that is not on our public website. The web graphic can be linked to [www.sagawards.org](http://www.sagawards.org). Please contact Carrie White Scanlan at [cwhitescanlan@sagawards.org](mailto:publicity@jmprod.net) if you have questions.

*For advertising:*

* Downloadable photographs of The Actor® statuette are available online at <http://www.sagawards.org/media_download>. This is a restricted URL that is not on our public website.
* You may use the Actor® image in your newspaper and trade advertising for your nominees, following the “Guidelines for Use of The Actor® and Trade and Copyright Marks of the Screen Actors Guild and the Screen Actors Guild Awards®,” which are found on our website at http://www.sagawards.org/media-pr/media-guidelines.
* Many of our Actor® nominees for Outstanding Performance in a Motion Picture subsequently may receive an Oscar® nomination. You may find touting an Actor® nomination particularly helpful in “For Your Consideration” advertising.
* We encourage you to add “Watch the SAG Awards® Sunday, Jan. 29, 2012 on TNT & TBS” to your advertising.
* Please change the invitation in your newspaper advertising from “SAG Nom Comm.” to “SAG”, as all SAG members are eligible to vote on the SAG Awards. Ballots will be mailed on Friday, Dec. 30 to be returned by noon on Friday, Jan. 27 to Integrity Voting Systems, the SAG Awards official elections teller.

*Social Media:*

* Please encourage your nominees, executives and staff to post about their SAG Awards nominations on their personal and corporate social media sites throughout the period leading up to the 18th Annual SAG Awards.
* Please also encourage them to reshare or retweet postings from our social media sites and our Social Media Ambassador Regina King’s sites:
* Facebook: [http://www.facebook.com/sagawardsofficialpage](http://www.facebook.com/pages/Screen-Actors-Guild-Awards/45132187794)
* Twitter: <http://twitter.com/SAGawards>
* Tumblr: [http://sagawards.tumblr.com](http://sagawards.tumblr.com/)
* Blog: [http://blog.sagawards.org](http://blog.sagawards.org/)

For Regina King

* Twitter: <http://twitter.com/ReginaKing>
* Facebook: <https://www.facebook.com/therealreginaking>

*SAG Awards Program Book*

* To congratulate your nominees, contact Program Manager Ian McClees at (310) 235-1030 x219 or [imclees@sagawards.org](mailto:imclees@sagawards.org) to place an ad in the 18th Annual Screen Actors Guild Awards® program book. **Space must be booked by Monday, Jan. 9 and ad copy must be received by Tuesday, Jan. 10, 2012.**

The SAG Awards and TNT will be placing ads mentioning this year’s nominees in national magazines, TV supplements and the trades, as well as running SAG Awards ads in movie theaters nationwide.

## 18th Annual Screen Actors Guild Awards® Ceremonies

* **Credential applications** for studio, network and agency representatives are available on our website at <http://www.sagawards.org/media-pr/media-and-publicists-only> from **10:00 AM (PT) Friday, Dec 16, 2011 to Thursday, Jan. 5, 2012 at 6:00 PM (PT).** **This is a hard deadline.** Only publicists accompanying nominees and presenters will be credentialed.If you think there might be a chance that you will accompany your nominees or presenters to the awards, please be sure to apply for credentials by Jan. 5. Late applications will not be accepted with the exception of publicists accompanying presenters booked after the due date. **All credentials questions should be addressed to Jerry Mark via email at** [**sagawards@eventcredentials.com**](mailto:sagawards@eventcredentials.com)**.**
* **The live coast-to-coast simulcast of 18th Annual Screen Actors Guild Awards® is Sunday, Jan. 29, 2012** **on TNT and TBS at 8 p.m. (ET)/5 p.m. (PT)** Arrivals begin at 3:15 p.m. (PT). Doors close at 4:45 p.m. The ceremony begins at 5 p.m. sharp.
* Questions about **tickets** for your nominees or executives should be directed to Awards Coordinating Producer Jon Brockett at (310) 235-1030 x224 or [jbrockett@sagawards.org](mailto:jbrockett@sagawards.org).
* A **walk-through** for credentialed publicists and media will be held on **Tuesday, Jan. 17 at 10:00 am** at the Shrine Exposition Center. Details and RSVP information will be sent to credentialed publicists closer to the date.
* Questionsabout the **Post-Awards Gala co-hosted by PEOPLE Magazine and the Entertainment Industry Foundation (EIF)** should be directed to Andy Gelb of Slate PR at [andy@slate-pr.com](mailto:andy@slate-pr.com).

**18th ANNUAL SCREEN ACTORS GUILD AWARDS® PRESS KIT**

Materials from our preliminary press kit are available now on our website at <http://www.sagawards.org/media-pr/press-kit>

**A NOTE OF THANKS**

We’d like to express particular appreciation to those of you who helped SAG Awards Publicity/Auction/Asset Manger Carrie White Scanlan gather photos of potential nominees in the past weeks and those of you who coordinated mailings to the nominating committees with Awards Coordinating Producer Jon Brockett and Awards Coordinator Jen Coyne-Hoerle. To all of you, many thanks for your continuing support of the Screen Actors Guild Awards®.

Rosalind Jarrett, Executive Jerry Mark, Credentials & Eileen Quast

in Charge of Publicity Media Logistics Coordinator TNT/TBS Director of Publicity

(310) 235-1030 x221 Email only: (818) 977-2336

[rjarrett@sagawards.org](mailto:rjarrett@sagawards.org) [sagawards@eventcredentials.com](mailto:sagawards@eventcredentials.com) [eileen.quast@turner.com](mailto:eileen.quast@turner.com)

Carrie White Scanlan Jon Brockett Ian McClees

Publicity/Auction/Asset Manager Awards Coordinating Producer Program Manager

(310) 235-1030 x230 (310) 235-1030 x224 (310) 235-1030 x219

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

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

Kathy Connell Jeff Margolis Maggie Barrett Caulfield

Producer Executive Producer Executive in Charge of Talent

(310) 235-1030 x261 (310) 235-1030 x206 (310) 235-1030 x251x

[kconnell@sagawards.org](mailto:kconnell@sagawards.org) [rachelk@jmprod.net](mailto:jessica@jmprod.net) [talent@sagawards.org](mailto:talent@sagawards.org)

# Jeff Margolis Productions in association with Screen Actors Guild Awards®, LLC

*phone* 310.235.1030 • *fax* 310.235.1032 • *e-mail* [awardspr@sagawards.org](mailto:awardspr@sagawards.org) • *web* [www.sagawards.org](http://www.sagawards.org/)

1401 Westwood Boulevard • Suite 300 • Los Angeles, CA 90024

Airs Sunday, January 29, 2012 on TNT & TBS • Follow us on [Facebook](http://www.facebook.com/sagawardsofficialpage) and [Twitter](http://twitter.com/SAGawards)

