



**PRELIMINARY PUBLICISTS INFORMATION FOR SAG AWARDS®
ARRIVALS & TELECAST**

SUNDAY, JANUARY 29, 2017

Please distribute copies of these instructions to all pertinent staff in your organization.

We realize this is a lot of information, but please read it in its entirety.

CREDENTIALS

Do NOT post pictures, video, descriptions or any other representation of credentials, security measures or access to the Shrine. Doing so is expressly forbidden. This includes posts for your outlet or personal posts on any social media platform. Violating this prohibition will result in the immediate revocation of your credentials and access denied for the duration of the 23rd SAG Awards, **with the option of permanently denying access to future SAG Awards for you or for your entire outlet.**

TELECAST SCHEDULE

The **23rd Annual Screen Actors Guild Awards®** will be **simulcast live on TNT and TBS on Sunday, Jan. 29, 2017 at 8 p.m. (ET) / 5 p.m. (PT)**. TBS and TNT subscribers also can watch through the networks' websites and mobile apps. In addition, TNT will present a primetime encore of the ceremony immediately following the live presentation. The telecast is available internationally, including to U.S. military installations through the American Forces Network.

Prior to the televised ceremony, honorees for outstanding television and film stunt ensemble action performances will be announced from the red carpet during the "People, EW & TNT's SAG Awards® Red Carpet Live" pre-show which will stream simultaneously on sagawards.tntdrama.com, sagawards.org, the People/Entertainment Weekly Network (People.com/PEN), EW.com, InStyle.com, Essence.com, and Time.com **beginning at 5:30 p.m. (ET) / 2:30 p.m. (PT)**.

GENERAL INFORMATION

Questions regarding media operations should be addressed to the following staff members. Thank you in advance for your continued cooperation and support. We welcome your feedback. Please alert us to any technical difficulties or emergencies on show day, but please hold any other constructive criticism until Monday.

SAG AWARDS SHRINE MEDIA & PRODUCTION OFFICE: Exhibition Hall Mezzanine

Thursday, Jan. 26 to Sunday, Jan. 30

(213) 477-7630

Fax (213) 477-7560

There is no voicemail at the Production Office. If the person you are trying to reach is unavailable, we recommend sending an email with your question, as well as leaving a message with the receptionist with your phone number and deadline.

23rd ANNUAL SCREEN ACTORS GUILD AWARDS MEDIA & EVENT STAFF

SAG Awards

Rosalind Jarrett Sepulveda – Executive in Charge of Publicity – rjarrett@sagawards.org

Carrie White Scanlan – Publicity Manager – cwscanlan@sagawards.org

Tarrah Curtis – Publicity Operations Manager – credentials@sagawards.org

Chris Marlowe – PR Managing Editor – cmarlowe@sagawards.org

Vanessa Reyes Smith – Publicity Strategist – vreyes@sagawards.org

Sarah Huck – Publicity Coordinator – shuck@sagawards.org

Katie Johns – Publicity Assistant – kjohns@sagawards.org

Nic Vivas – Digital Publicity Associate – nvivas@sagawards.org

Samantha Smith - Digital Publicity Assistant - ssmith@sagawards.org

Angelita 'AC' Cole - Media Logistics Coordinator - angelita.cole@gmail.com

Matthew Copley - PR Production Coordinator - mcopley@sagawards.org

Angela Jones - Media & Publicist Credentials - credentials@sagawards.org

Debbie Peters - Media & Publicist Credentials - credentials@sagawards.org

TNT/TBS

Eileen Quast – Senior Director, Awards & Events, Los Angeles – Eileen.Quast@turner.com

Kaitlin Lindsey - Senior Publicist, Awards & Events, Los Angeles - Kaitlin.Lindsey@turner.com

Chelsea Reed – Jr. Publicist, Los Angeles – Chelsea.Reed@turner.com

PMK•BNC

Brian Rubin –Vice President, Special Events – Brian.Rubin@pmkbnc.com

Christina Canseco – Account Supervisor, Special Events – Christina.Canseco@pmkbnc.com

Pipere Boggio – Account Exec, Special Events – Pipere.Boggio@pmkbnc.com

Hallie Sawyer – Junior Account Exec, Special Events – Hallie.Sawyer@pmkbnc.com

Brittany Scanlon - Special Events Assistant - Brittany.Scanlon@pmkbnc.com

FORMAL ATTIRE REQUIRED: All publicists must wear formal attire or a dark elegant suit or cocktail dress to escort their talent at the Screen Actors Guild Awards.

PARKING & PUBLICIST CHECK-IN

USC Parking Structure D opens at 8:00 a.m. on Sunday, Jan. 29.. *(See reverse side of your parking pass for map/directions.)* Arrivals traffic begins at 1:30 p.m. Traffic on Jefferson will move extremely slowly after 1:30 p.m. If you plan to arrive later than 1:30 p.m., expect to be delayed.

MANDATORY CHECK-IN & PICK-UP OF NOMINEE/PRESENTER ID CARDS is from 1:00 p.m. to 3:30 p.m. at the Publicists Arrivals Waiting Tent across from the Security Tent at the start of the Red Carpet. From USC Parking Garage "D": cross Jefferson Blvd. at Royal, then walk straight ahead to the Red Carpet entrance. You must be wearing your credential.

Check-in is mandatory. We need to know whether the publicists that we credentialed to escort talent are present when the talent arrives. You will not receive a show run down or a media arrivals list if you do not check in.

Talent ID Cards for the Media Line and Photo Bleachers: We have created ID cards for all nominees and presenters, which you will pick up from our staff at the Publicists Waiting tent. You can use this ID card as you walk the media line and to enable photographers to identify your clients at the photo bleachers.

FASHION SPOTTER - To assist the media with their coverage we are creating a Fashion Designer Grid accessible to credentialed media via Google Docs, which lists the clothing, jewelry, shoes and accessories worn by our nominees and presenters. Ericka Franklin from *Women's Wear Daily* will be just outside the Publicists Tent to help us with this effort. If you can either email that information in advance to our Publicity Strategist, Vanessa Reyes Smith at vreyes@sagawards.org or bring that information with you, or obtain it from your clients as they travel to the Shrine, that will help us immeasurably.

Though we will do our best to fact-check this document, we have advised the media that compiling this **live** during the hectic SAG Awards red carpet arrivals and recommend they double-check the information before publishing.

PUBLICIST CREDENTIALS

Your credential admits you to the Publicist Arrivals Waiting Tent at the start of the Red Carpet off Jefferson to meet and escort your clients down the media line as far as the entrance to the Shrine. Your credential also admits you to the Publicist Lounge to await Actor® recipients during the ceremony.

Credentials are not transferable. Anyone found not wearing his or her proper credential will lose credential privileges and be escorted out of the event.

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SAG AWARDS SOCIAL MEDIA LINKS, HASHTAGS AND SPECIAL RED CARPET OPPORTUNITIES

We encourage you to share or retweet posts from our social media sites and our Social Media Ambassador Jurnee Smollett-Bell's sites and to take advantage of the social media opportunities we have created to enhance the red carpet experience for yours and our audiences. Please include our hashtag, #sagawards, in all social media posts.

Please remind your clients that the Actors' union is now SAG-AFTRA. It is no longer "SAG" or "The Guild."

Connect with the SAG Awards:

Hashtag: #sagawards

Website: sagawards.org

SAG Awards Red Carpet Pre-Show: sagawards.tntdrama.com

Facebook: facebook.com/sagawardsofficialpage

Twitter: twitter.com/SAGawards

Google+: [google.com/+SAGawards](https://plus.google.com/+SAGawards)

Instagram: [@sagawards](https://www.instagram.com/sagawards)

Tumblr: sagawards.tumblr.com

YouTube: youtube.com/sagawards

Jurnee Smollett-Bell – Social Media Ambassador for the 23rd Annual Screen Actors Guild Awards

Instagram: [@jurneebell](https://www.instagram.com/jurneebell)

Twitter: [@jurneesmollett](https://twitter.com/jurneesmollett)

Facebook: <https://www.facebook.com/Jurnee-Smollett-105911701194/>

RED CARPET

Publicists Wishing To Advance The Media Line On The Red Carpet: You will be permitted to go through security to walk the media line from 1:15-2:00 pm to advance your clients. **You must return through the security tent to the publicists waiting area by 2:00 pm** so we can prepare the carpet for the Champagne Taittinger toast that opens the red carpet. You will need to go through the magnetometers each time you enter the security tent from the limo drop-off side.

Arrivals begin after the Champagne Taittinger Opening Toast, which is scheduled for 2:30 p.m. The red carpet is open from approximately 2:45 pm to 4:30 p.m. A media staff member will be stationed at the security tent to check through actors who have been pre-booked for red carpet interviews prior to the Champagne Taittinger Toast. All other publicists will have to wait for the carpet to open.

Arrivals begin at 2:45 p.m. PT. Doors close at 4:40 p.m. The ceremony begins at 5 p.m. sharp. We encourage you to have your clients arrive early enough to speak to all the media outlets.

Ensemble + Cast photos

If you are working with a nominated ensemble or cast and want them to be photographed together, please have them arrive right when the red carpet opens. Once the carpet gets busy we will not be able to accommodate group photos.

Arrivals Area Media Assignments & Media Arrivals Line. We will have a list available for you to view in the Publicists Waiting Area. Our staff on the red carpet will also carry that list during the media advance period. If there are particular media to whom you wish to direct your client(s), please consult our staff.

Announcement of Talent Arrivals. When talent arrives, there will be a publicity representative from the SAG Awards in the waiting area to announce names via a bullhorn. We have extended the publicist waiting area to the curb on Jefferson so that you can get a visual on your clients.

Once your client is announced, you can exit the publicist waiting area and meet your client at the start of the red carpet to begin the walk through security and down the media line. When you connect with your clients, please remind them to have their **tickets out**, as their tickets will be scanned at the entrance of the security tent.

Our staff open the limousine doors. If you have made other arrangements for your client to exit from their limo, please alert the staff in the publicist waiting area as soon as you arrive and they will notify our limo captains. The drivers may NOT exit the car to come around and open the door.

Please **DO NOT**:

- **go down to the start of the red carpet until your client's name is called.** We really need your cooperation to help avoid congestion at the carpet entrance.
- **walk out to the sidewalk or to the curb except within the confines of the extended publicist waiting area. Under no circumstances should you walk out into the street.** If you do not follow these instructions, our security personnel will ask you to leave and may take your credential.

If you have pre-booked your client for interviews before the carpet opens please notify SAG Awards Publicity Consultant Carrie White Scanlan at cwscanlan@sagawards.org prior to Jan. 28, indicating the time of the interview and the outlet. Please do not rely on the outlet to notify us.

Once you come through security, SAG-AFTRA National Executive Director David White and SAG-AFTRA President Gabrielle Carteris will be in the waiting area leading to the carpet to greet guests. Please be on the lookout for them.

The **Show Arrivals Video Camera** will be stationed at the start of the red carpet. Please ask your clients to stop and wave if requested.

SAG Awards Executive in Charge of Publicity Rosalind Jarrett Sepulveda will be on hand to greet nominees, and assist directing them to the show camera if requested or toward the platforms. Rosalind will also be directing your talent backstage, if they receive an Actor®.

Logo Wall at the red carpet entrance: While we have retained the logo wall at the start of the red carpet, this is not an official photo stop. Still photographers in the area have been instructed that all pictures in this area should be candid and not 'stop and pose.' After the show arrivals camera has captured your client, please escort them to an available platform or outlet on the press line to be interviewed. If they do stop for the photographers, please help our staff keep the line moving. The fire marshal and our security team will be watching to prevent too much of a back-up.

Please make all media stops. We have credentialed individual publicist escorts as requested for your clients. In return, we ask you to strongly encourage your clients to stop for interviews along the entire length of the red carpet. We credential key media from all over the world who are eager to talk with your clients and whose coverage will help promote their projects in the U.S. and abroad. At 4:30 p.m., the media arrival area will be closed and all media will be escorted inside the building. If you want your client to be interviewed by the media, please ask them to arrive early and definitely before 4:30 p.m. All nominees, presenters and guests should be seated by 4:45 p.m.

Still Photo Line: There are three 'chutes' created by rope and stanchion, one for talent and publicist escorts, one for the talent's guest and one for SAG Awards staff only. The talent, along with their assigned publicists, will be adjacent to the media lines and platforms. We will have a separate 'chute' for talent guests. Please help us to direct the talent's guests to cross over to the waiting area on the other side of the photo bleachers immediately upon entering the chute. You may stay with your client in the first chute until they enter the photo area and then you too should cross over. The third chute is for SAG Awards staff only.

To Publicists Representing Presenters: Only Actor® recipients will go to the backstage media rooms. If you represent a presenter, please be aware that their only media attention will be at the arrivals area.

SAG-AFTRA Video Crew. An official SAG-AFTRA video crew will be on the media platform just after the Still Photo Line. Please ask your clients to stop and speak with their union.

B-Roll Pool Video Camera. B-roll media pool cameras will be positioned at the start of the red carpet before security and in the front row at the center of the photo bleachers (both provided by E!)

Say Goodbye For Now to Your Clients at the Outside Show Entrance. Once your client has completed their walk down the red carpet, you will be able to escort your clients to the outside entrance to the Shrine Expo Hall but no further. They will walk through the 'ticketed guests' line in the tunnel. At the inside entrance to the Expo Hall, a talent escort will meet them to show them to their table. As you approach the outside entrance to the Shrine Expo Hall please remind your clients to take out their tickets, as they must show them before entering the tunnel.

SAG-AFTRA Foundation / Champagne Taittinger Bottle Signing - Please also remind your clients to sign the Taittinger Champagne Methuselah bottle which will be at the showroom entrance. For each signature, Taittinger will be making a donation to the SAG-AFTRA Foundation's Actors Emergency Assistance Fund.

If you have no other clients, you can turn south, walk behind the fan bleachers and enter the Media facility through the northernmost glass Shrine Auditorium lobby door. Once inside, walk through the lobby to the northernmost ramp leading into the Publicists Lounge in the Auditorium.

If you have more than one client, return to the publicists waiting area by walking all the way down the red carpet to the non-talent exit from the security tent and make your way back into the tent. When you get into the tent, cross to the north wall and walk along the north wall on the north side of the magnetometers and out the entrance. You'll have to go through the magnetometers again with your other client(s). Please be sure you allow enough time to enter the Publicists Lounge by 4:45 p.m.

DURING THE SHOW

Publicists Lounge. While the show is in progress, we invite you to relax in the Publicists Lounge, which is in the northwest corner of the Shrine Auditorium Theater. Enter the theater from the interior lobby through the northernmost entrance. There will be food, beverages, power strips to charge your smartphones and TV monitors for you to watch the show. The Publicist Lounge tends to be cold and cannot be heated. Please dress accordingly. A L'Oréal Paris make-up artist will be available to touch up your makeup in the Lounge from 4-7 p.m.

Showroom Photography: A limited number of specially credentialed photographers will be shooting the show and some will be roaming during the cocktail hour and intermittently during commercial breaks. They are from (alphabetically)

- *Agence France Presse*
- *AP/Invision*
- *Getty Images*
- *Image Group Los Angeles IGLA* (house photographers for SAG Awards)
- *Los Angeles Daily News*
- *Los Angeles Times*
- *Penske Media / Shutterstock*
- *People Magazine*
- *Reuters*
- *SAG-AFTRA Communications*
- *Snapchat*
- *USA Today*
- *WireImage* (house photographers for TNT/TBS)

The only photographers permitted to shoot in the Green Room are from IGLA.

New this year: Richard Harbaugh from *IGLA* and Al Seib from the *LA Times* have been given permission to shoot from the wings. Other house photographers may sometimes shoot behind the stage as the actors are walking to media.

Special access is being granted for:

- **Comedy Ensemble Recipients:** A *USA Today* reporter and a *USA Today* photographer will be accompanying Comedy Ensemble Actor® recipients from the foot of stairs leading from the stage through all of the media rooms.
- **Drama Ensemble Recipients:** An *Associated Press* reporter and an *Associated Press* photographer will be accompanying Drama Ensemble Actor® recipients from the foot of stairs leading from the stage through all of the media rooms.
- **Final Award.** A *Los Angeles Times* reporter and a *Los Angeles Times* photographer will be accompanying the recipients of the final award from the foot of stairs leading from the stage through all of the media rooms.

Please prepare your clients in advance to anticipate these encounters with photographers.

If your client receives an Actor®, they will be escorted off the stage by our media staff. Publicity Executive Rosalind Jarrett Sepulveda will be in the wings to greet each individual recipient, ensemble or cast, letting them know if they must be resealed either to present or because they are nominated for an additional award or if they are free to go to media. Recipients who are resealed will be pulled by our staff from their seats when the show indicates they may do so. Our media staff will keep you informed.

L'Oréal Touch Up Station and ThankYou Cam Room

A L'Oréal make-up artist will again be available just offstage left to touch up recipients make-up before they go to media. **NEW THIS YEAR:** In the same vicinity, a digital "ThankYou Cam" room will provide recipients the option to verbally thank people they may have forgotten in their acceptance speech or to write a note to those people (or to their fans) on a digital capture screen, will be provided in this room, also just off-stage. TNT will be pushing out those thank you's via social media and may include some of them in the bumpers of the show.

Additionally, there will be representatives from *The Hollywood Reporter* and *Variety* escorted into the room for a fly-on-the wall view of the first minutes of being an Actor® recipient. They may ask a quick question, based on the activity in the room, but will not be conducting interviews.

Please watch your client(s) acceptance speech in the Publicists Lounge, then exit the theater through the side door from the publicists seating area (audience left). For individual recipients, one of our staff will meet you to escort you to the ThankYou Cam room to meet your client and when the recipient is done there, you will both be escorted into the media complex.

In the case of ensembles or casts, the space is too small for multiple publicists. Therefore our staff will serve as escorts and you are requested to meet your client(s) at the top of the ramp leading from the showroom.

Presenters who are not also Actor® recipients will not come back to the media complex.

For Publicists who are also ticketed guests: If you plan to escort your talent through media when your client goes onstage to make their acceptance speech, please put your Publicist Credential back on if you have taken it off, then proceed via the stage left/audience right side of the showroom to just inside the entrance tunnel doors to connect with your client and their SAG Awards staff escort. **To traverse the showroom and backstage area to meet your clients you must be wearing a publicist credential and must be prepared to show your ticket if asked to do so by security.**

If your client has been reseated immediately after accepting their Actor® due to show requirements, we will pull them from their seat at the first possible moment that they can be released from the Showroom. If you need to escort them through media and are seated in the Showroom, please accompany your client when their escort pulls them from their seat.

After your client(s) sign for their Actor® statuette at the trophy area in the tunnel, you can accompany them and their staff escort through the media rooms. Please do not enter the trophy area at any time during the show unless, and until, your client has received an Actor®.

RECIPIENTS LIST & ACCEPTANCE SPEECHES

Actor® recipients will be highlighted and acceptance speech transcripts will be posted at sagawards.org/awards/nominees-and-recipients/23rd-annual-screen-actors-guild-awards as soon as they become available. The Stunt Ensemble recipients will be emailed and posted on our website after they are announced on the SAG Awards Red Carpet Pre-Show. A final press release will be emailed to you shortly after the ceremony ends and posted on our website at sagawards.org/media-pr/press-releases/23rd-annual-screen-actors-guild-awards-final-recipients.

Verifying Names and Spelling for our Acceptance Speech Transcribers. You may be approached by our media staff to verify a name or spelling from your client's acceptance speech. Please obtain an answer from your client at the very next break between photos or interviews so we can distribute their speech to media at the Shrine and post it on our website quickly. Please make every effort to get the correct information to us as fast as possible.

MEDIA COMPLEX

Please encourage your clients to visit all media rooms, photo galleries and the media line.

The **Media Rooms** are all located on the **first floor** and consist of the following areas:

1. **Trophy Area**

At the Trophy Table a video-only pool camera provided by *Entertainment Tonight* will be capturing the activity.

A social media reporter from *People Magazine* will be in the tunnel and may catch a comment on the fly. This is not an interview position.

A reporter from the Associated Press, along with a roaming photographer from AP/Invision, will be in the area for a fly-on-the-wall experience.

Be aware that we are sharing the tunnel with the catering staff who are bringing food and supplies to the Gala area on the Shrine stage. Our staff and the security staff will be coordinating the flow between the Trophy Table and the rest of the Media Complex.

2. **SAG Foundation Poster, Tote Bag and Champagne Taittinger Signing Area**

Please remind your clients to **sign our SAG Awards Posters, SAG Awards tote bags and Champagne Taittinger bottles** that will be auctioned to benefit the SAG-AFTRA Foundation.

At the SAG Foundation Poster etc. signing area, our network's social media team will be present to produce content to be pushed out through the official SAG Awards social media platforms.

3. **General Photo**

Before entering the **General Photo Room** your talent escort will pick up a sign identifying your client and their category.

In General Photo, an audio-video pool camera provided by *Extra* will be capturing the activity.

4. **TNT / TBS / SAG Awards Photo Gallery**

5. **Media Interview Room combining Print/Radio/TV/Online**

Interviews in the **General Media Interview Room** are being captured by a pool camera provided by *Access Hollywood*, are being streamed live by various outlets and will be posted on the SAG Awards website.

6. **PEOPLE Magazine Photo Gallery**

In the PEOPLE Photo Gallery, a PEOPLE Magazine reporter will be present and may be posting on social media; a B-roll crew from *Extra* will be capturing the activity.

7. **Media Line (New this year - based on your feedback)**

The Media Line is located on the first floor between the south staircase and the Jefferson Lobby. After award recipients have completed the regular general photo and interview rooms, they will be asked to visit the media line for interviews. These interviews are limited to 2 minutes per recipient. Positions in the media line have been pre-arranged.

Following is an alphabetical listing of outlets credentialed for one-to-one interviews + photo/video galleries:

- *Access Hollywood*
- *E! News*
- *Entertainment Tonight*
- *ET Canada*
- *Extra*
- *KTLA 5 News (Live)*
- *SAG-AFTRA Video Crew*

8. **Good Morning America interview room** - entered through an indent opposite the AFP gallery.

9. **AFP / SAG Awards "Polaroid" project**

A photo gallery run by Agence France Press will be located at the base of the stairs in the lobby, across from the Good Morning America interview room. These photos are part of a collaboration between SAG Awards and AFP, we encourage you to ask your client to participate in this quick polaroid photo shoot for their Union.

10. **Recipient Photo Gift Table**

On the way back to the showroom, across from the poster signing area, is the **Photo Gift Table**, where SAG Awards Supervising Producer Jon Brockett will present the recipients with a framed photo of them onstage accepting their Actor®.

NOTE: Should your client be needed back in their seats, the talent escort accompanying you will alert you. Show appearances will take precedence over backstage interviews.

Post-Awards Gala. Following the Awards, your clients will be escorted directly to the Post-Awards Gala, hosted by People and the Entertainment Industry Foundation, which is taking place on the Shrine stage. At the same time, show media and security staff will meet you in the Publicist Lounge to escort you into the Expo Hall to meet

your clients to accompany them to the Gala, if that is their preference. If your clients are not planning to attend, they will be escorted to the limo pick-up area, just outside the Gala, where you can meet them.

We look forward to working with you on January 29th.

Screen Actors Guild Awards®, LLC

phone 818.940.0313 • e-mail awardspr@sagawards.org • web <http://www.sagawards.org>

15821 Ventura Boulevard • Suite 515 • Encino, CA 91436

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