

ACADEMY OF TELEVISION ARTS & SCIENCES
FOR YOUR CONSIDERATION (FYC) BY MAIL POLICIES AND PROCEDURES

In an effort to be more eco-friendly, FYC screeners will not be accepted with any additional marketing materials or elaborate packaging.

All DVDs should be housed in standard paperboard jackets, wallets or sleeves. Alternatively, Amaray style (or equivalent) DVD cases may be used.

Multiple DVDs may be packaged as a set in a simple box no larger than a standard mailbox.

The printed material that is on the DVD jacket or in the DVD box may include branding and marketing information about the screener and should be designed in a similar style as a commercially available consumer DVD.

YOU MAY NOT USE THE IMAGE OF THE EMMY® STATUE.

The Academy strongly recommends the use of eco-friendly packaging, i.e. Paperfoam, Jakebox and Repak packaging.

NO hard plastic jewel cases.

NO ancillary materials, i.e. magnets, flashlights, books, key chains.

NO elaborate packaging, i.e. globes, pyramids, paint cans, cereal boxes.

All packaging is subject to final approval by the Television Academy. Please contact Sheri Ebner (818-754-2881 or ebner@emmys.org) prior to designing and producing your FYC packaging.

NO POSTCARDS MAY BE SENT: We no longer offer the option of sending postcards prior to sending out your FYC screeners.

Any entrant in the Primetime Emmy Awards competition may use the Television Academy's mailing house to send to the voting membership "For Your Consideration" screeners.

If you would like to post your Emmy-entered program(s) on the Television Academy's FYC website, please refer to the separate "FYC online" document found at www.emmys.tv/downloads.

All voting members of the Television Academy (U.S. residents and non-U.S. residents) will receive these mailings and do not need to contact the Academy to request them.

Anyone sending screeners may contact the Academy's fulfillment house to mutually devise a method for tracking screeners back to the members to whom they were sent. Orders must be placed at least thirty days prior to the mailing date in order to allow the fulfillment house time to prepare the mailing for tracking. Because of the special handling required, the usual handling charges do not apply and they must be mutually worked out by the sender and the fulfillment house. The purpose of this procedure is to allow senders a means to protect their property from piracy and/or sale.

If you have entered the Emmy competition and would like to send a mailing, here is a summary of the "For Your Consideration" mailing policy and procedures:

1. *What may be sent in the mailings?*

DVDs or USB flash-drive/memory sticks.

2. *Are there restrictions on the number of programs or episodes sent in a mailing?*

No. One or more than one program or episode, as aired in its entirety, may be sent – with the exception of the performer rule below.

OPTIONAL RULE FOR PERFORMER ENTRANTS ONLY: If they wish to, performer entrants may edit their entries down to their appearances only. This is not mandatory, but if this option is chosen, performers must include all their appearances in sequential order from the entire program or from one episode for series performers. (Clips from more than one episode may be included, but additional charges will apply.)

3. *What are the requirements of the mailings?*

It is not mandatory, but encouraged, to include the phrase “For Your Emmy Consideration” either on the packaging or prior to the on-screen titles of the program. You may also include the specific category and airdate.

You MAY NOT use the image of the Emmy® statue.

Please note: final categorization is up to the Primetime Awards Committee, so it may be that categorization assumed by the sender will be different from the final categorization made by the Awards Committee. If you are unsure or there are too many entries represented by the program to be reasonably accommodated on the label with a separate designation for each, indicate that the program is for the viewer’s consideration in all (or most) of the eligible categories. It is helpful to include the character’s name for performer entrants.

4. *Does the Academy charge anything per mailing?*

Yes. The Academy charges \$150 per program or episode, per peer group, with a cap of \$1500 per program or episode. For example:

1-9 peer groups @ \$150 per peer group per program or episode

10 or more peer groups - flat rate of \$1500 per program or episode

See the Peer Group Breakdown List on page 4 for a listing of all 27 peer groups.

5. *What are the mechanics of the mailing?*

- 1) Fill out the order form and send it with payment to the Academy for approval. The contact at the Academy is Sheri Ebner 818-754-2881 or ebner@emmys.org.**
- 2) Deliver screeners and payment for shipping and handling to 3R Printing which handles the preparation for mailing and delivery to the post office. The contact at the mailing house is Ed 818-841-8000 or threer@pacbell.net. Postage and handling fees must be received before your screeners will be mailed.**

It is the sender’s responsibility to put either on the packaging or on the screener itself, written notification prohibiting recipients from selling or otherwise transferring possession of the screener in any manner, and the Academy shall have no responsibility for a recipient’s violation of this prohibition.

6. *What is the time frame for the balloting?*

Nominating ballots will be available on June 4, 2010. The return deadline is June 21, 2010.

7. *What is the time frame for the mailing?*

The deadline to deliver screeners to 3R Printing is June 7, 2010. Mailings will be sent out as soon as possible or within eight (8) days after receipt. Screeners may not be stored at 3R Printing.

2010 FYC BY MAIL ORDER FORM

Please fill out completely and return (with payment) to the Academy office for approval. Mail to **Sheri Ebner, Academy of Television Arts & Sciences, 5220 Lankershim Boulevard, North Hollywood, California 91601.** Or, fax with credit card info to 818-754-2836. Questions, call Sheri at 818-754-2881.

Name of company or individual sending screener

Contact Person's Name

Phone

Fax

E-mail

Title of Program(s) and Episode(s) if applicable.

Airdate(s)

Sending to Which Peer Group(s)? If sending to all voting members (27 peer groups), please write ALL.

How Many Screeners Are You Sending to the Mailing House? _____

(See Peer Group Breakdown List on page 4 for the number of members in each group and/or the entire voting membership count)

Approximate Date Your Screeners Will Arrive at the Mailing House? _____

ACADEMY PAYMENT INFO. Check for \$_____ attached (payable to Academy of Television Arts & Sciences)

Visa or MasterCard # _____

(We do not accept American Express cards)

Expiration Date _____ Amount \$ _____

1 - 9 peer groups @ \$150 per peer group per program or episode

10 or more peer groups - flat rate of \$1500 per program or episode

MAILING HOUSE PAYMENT INFO.

Handling and posting of screeners will only be done by:

3R Printing, Inc. Tel # **818-841-8000** • Fax # **818-841-8088** • 2921 W. Burbank Blvd., Burbank, CA 91505 •

www.threer@pacbell.net.

Postage and handling fees: For one DVD or USB flash-drive, the charge is **\$4.00 + tax** per package (U.S. residents).

For non-U.S. residents - postage rates vary - the mailing house will calculate and notify you of all mailing fees.

If more than one DVD or a boxed set is being sent, additional handling and posting charges will apply, please call 3R Printing, Inc. for details.

The undersigned agrees to abide by the policies and procedures as outlined in the attached document, agrees to pay all charges in connection with this shipment, and confirms that the screeners to be shipped comply with the policies established by the attached document.

Approved for Shipping

Sender's Signature

Sheri Ebner (for the Academy)

PEER GROUP BREAKDOWN LIST

The number of members cited for each peer group is based on the membership figures for January, 2010, at the time this bulletin was published. It is possible that the numbers will have increased by the time you are ready to send your screeners.

SENDING TO ALL VOTING MEMBERS: 13,300

(Numbers vary from day to day – 13,300 is a best estimate to cover 99%-101% of predicted membership at the time the ballots are available in early June, 2010.)

Please note: All peer groups receive the Program ballot.

<u>PEER GROUP</u>	<u>(# OF VOTING MEMBERS)</u>	<u>ADDITIONAL BALLOT(S) RECEIVED</u>
1. ANIMATION (601)		ANIMATION
2. ART DIRECTORS/SET DECORATORS (339)		ART DIRECTION
3. CASTING DIRECTORS (211)		CASTING, HOST
4. CHILDREN'S PROGRAMMING (164)		PROGRAM ONLY
5. CINEMATOGRAPHERS (146)		CINEMATOGRAPHY
6. COMMERCIALS (198)		COMMERCIALS
7. COSTUME DESIGN & SUPERVISION (220)		COSTUME
8. DAYTIME PROGRAMMING (334)		HOST
9. DIRECTORS (533)		DIRECTING, NONFICTION DIRECTING
10. ELECTRONIC PRODUCTION		
-ELECTRONIC CAMERA (108)		TD/CAM/VIDEO, LIGHTING
-VIDEOTAPE EDITORS (106)		PICTURE EDITING, NONFICTION PICTURE EDITING
-ENGINEERING (19)		PROGRAM ONLY
-LIGHTING DIRECTORS (73)		TD/CAM/VIDEO, LIGHTING
-TECHNICAL DIRECTORS (45)		TD/CAM/VIDEO, LIGHTING
-TECHNICAL OPERATIONS (13)		PROGRAM ONLY
-VIDEO CONTROL (37)		TD/CAM/VIDEO, LIGHTING
11. INTERACTIVE MEDIA (357)		INTERACTIVE PROGRAMMING
12. MAKEUP ARTISTS/HAIRSTYLISTS (349)		MAKEUP/HAIR
13. MUSIC (327)		MUSIC
14. NONFICTION PROGRAMMING (875)		HOST, NONFICTION INDIVIDUAL ACHIEVEMENTS
15. PERFORMERS (1540)		PERFORMERS
16. PICTURE EDITORS (472)		PICTURE EDITING, NONFICTION PICTURE EDITING
17. PRODUCERS (1107)		HOST
18. PRODUCTION EXECUTIVES (476)		HOST
19. PROFESSIONAL REPRESENTATIVES (357)		HOST
20. PUBLIC RELATIONS (385)		PROGRAM ONLY
21. SOUND (330)		SOUND MIXING, NONFICTION SOUND MIXING
22. SOUND EDITORS (316)		SOUND EDITING, NONFICTION SOUND EDITING
23. SPECIAL VISUAL EFFECTS (252)		PROGRAM ONLY
24. STUNTS (236)		STUNTS
25. TELEVISION EXECUTIVES (1457)		HOST
26. TITLE DESIGN (108)		TITLE DESIGN
27. WRITERS (1289)		WRITING