

# CAMPAIGN RULES ANNOUNCED FOR 85TH ACADEMY AWARDS®

July 25, 2012

Beverly Hills, CA ([RPRN](#))

07/25/12 — — The Board of

Governors of the Academy of

Motion Picture Arts and Sciences

has updated regulations for how

companies and individuals may

market movies and achievements

eligible for the 85th Academy

Awards® to Academy members.



The changes pertain to screenings that feature live filmmaker participation, the formats on which members may receive screeners, and limitations on how mail, email and websites may be used in campaigning.

“These rules help us maintain a level playing field for all of the nominees and protect the integrity of the Awards process,” said Academy President Tom Sherak.

After the announcement of nominations on January 15, 2013, and until the final polls close (February 19, 2013), Academy members may be invited to up to four screenings of a nominated film that are preceded or followed by filmmaker Q&As or other such participation. A fifth such event in the United Kingdom will be permitted. All participants must be nominated or have been eligible for nomination. No screening event may include a reception or otherwise offer complimentary food or beverages. These limitations do not apply to screenings held by the Academy, guilds or similar organizations.

The regulations also now stipulate that members may receive the film both on DVD and as a digital download.

Additionally, each week, members may be sent only one piece of mail and one email per film company. The rules maintain the prohibition on sending members links to websites that promote a film using audio, video, or other multimedia elements, but may include links to the videos in the “Academy Conversations” series on Oscars.org.

The Academy has augmented its existing ban on film companies using third parties to distribute materials that they would be prohibited from sending directly. The regulation now specifies that film companies may not have a publication use its subscriber lists to send stand alone materials to members, except in connection with the distribution of the publication itself. This amendment does not affect a company’s ability to place their usual promotional materials in trade publications.

Similarly, while guilds and other awards organizations may hold non-screening events after the nominations announcement, this rule now specifies that film companies may not use such occasions as opportunities to sponsor promotional events that would otherwise violate Academy regulations.

To read the complete Regulations Concerning the Promotion of Films Eligible for the 85th Academy Awards, go to <http://www.oscars.org/awards/academyawards/rules/regulations.html>.

The 85th Academy Awards will be held at the Dolby Theatre™ at Hollywood & Highland Center® in Hollywood, and will be televised live by the ABC Television Network.

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## ABOUT THE ACADEMY

The Academy of Motion Picture Arts and Sciences is the world's preeminent movie-related organization, with a membership of more than 6,000 of the most accomplished men and women working in cinema. In addition to the annual Academy Awards – in which the members vote to select the nominees and winners – the Academy presents a diverse year-round slate of public programs, exhibitions and events; provides financial support to a wide range of other movie-related organizations and endeavors; acts as a neutral advocate in the advancement of motion picture technology; and, through its Margaret Herrick Library and Academy Film Archive, collects, preserves, restores and provides access to movies and items related to their history. Through these and other activities the Academy serves students, historians, the entertainment industry and people everywhere who love movies.

## FOLLOW THE ACADEMY

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