

## 97<sup>TH</sup> AWARDS CAMPAIGN PROMOTIONAL REGULATIONS FAQ

**This FAQ is not the actual or complete Campaign Promotional Regulations but merely an aid. The Campaign Promotional Regulations are posted [here](#) and should always be consulted. This FAQ may be updated throughout the awards season as needed.**

The Academy is committed to conducting a fair, clear, and equitable awards process focused on honoring creative excellence. It should not be assumed that any tactic or activity not specifically addressed by the regulations is permitted.

As a reminder, Academy members have a responsibility to uphold the reputation and integrity of the awards process. Academy members should be mindful of the weight their communications and mere presence may have, directly or indirectly, on the promotion of a motion picture, performance, or achievement, as well as the awards process itself.

For questions or concerns, email [promotionalregulations@oscars.org](mailto:promotionalregulations@oscars.org).

Commonly asked questions and answers include the following:

### MAILINGS

**Q: How do I contact an Academy-approved mailing house?**

A: The Academy works with three approved mailing houses: Elite, HazMat and Vision. Find contact information [here](#).

**Q: Must the Academy approve FYC (For Your Consideration) mailings before sending them to members?**

A: No. However, if you would like us to review a mailing before it is sent to ensure it complies with our regulations, we would be happy to do so. You may send materials to [promotionalregulations@oscars.org](mailto:promotionalregulations@oscars.org) for review. Turnaround time depends on volume at the time received but typically takes 2-3 days, so please plan accordingly.

**Q: What does a typical FYC mailing look like?**

A: An FYC mailing typically begins with "FOR YOUR CONSIDERATION" at the top and includes the film title, the category or categories in which the film is competing, a synopsis and information on how/where to view the film. Mailings must have a solid background, plain text boxes and plain font. No images are allowed, including QR codes for approved websites.

**Q: How do I inform members my film is available to view on the Academy Screening Room?**

A: You may send an invitation through an Academy-approved mailing house notifying members that a film is “Available to View” on the Academy Screening Room or includes a “Watch Now” button that links to the Academy Screening Room. The mailing house will provide the link to the Academy Screening Room.

**Q: May I include film festival information?**

A: Film festivals may be mentioned when giving context to the invitation address or as an FYC screening. Text with the festival name may not be prominent and must be the same size and font as the rest of the invite.

**Q: Can commercial theater viewing opportunities be included in an FYC mailing?**

A: Mailings may reference commercial theater viewing opportunities where members use their Academy membership card to access a complimentary screening. Such information may not be sent as a stand-alone invitation but must be attached to an FYC in-person screening notice, a Watch Now on the Academy Screening Room notice or a link to the film sent through an Academy-approved mailing house.

**Q: What is a non-embellished synopsis?**

A: Synopses may not include credits. They must be 300 characters or less, be straightforward and tell what the film is about. The synopsis should not read like a tagline or end with a question mark (?) or exclamation point (!).

**Q: May I change or edit my synopsis?**

A: The synopsis sent in a mailing must match that of the synopsis on our Academy Screening Room. Synopses may only be edited or changed up until the point it is included in an FYC email sent to members through one of our approved mailing houses.

**Q: May I include an official Academy membership screening in my mailing?**

A: Stand-alone invitations to official Academy membership screenings are not permitted. However, such screenings may be listed on an invitation so long as they are listed as an “Additional Screening Opportunity” along with other FYC screening opportunities, including in-person screenings, Watch Now on the Academy Screening Room or a link to the film. When listing these opportunities, they must be listed after other FYC events and must include the wording, “Please check the member portal at [membership.oscars.org](http://membership.oscars.org) for proper RSVP protocol.”

**Q: To whom can I send my FYC mailings?**

A: All FYC mailings must be sent digitally using an approved Academy mailing house. Academy

members may opt-in to the Academy's awards mailing house system to receive different types of FYC mailings. FYC Mailings may be sent to members eligible to vote in the category or categories in which the film is competing and who have elected to receive the materials being sent.

**Q: Is it permissible to send a link of a film for consideration directly to Academy members without going through an Academy-approved mailing house?**

A: No. The distribution of digital screeners of motion pictures to Academy members is only allowed via the Academy's official streaming platform—the Academy Screening Room (ASR)—or by providing a private link to the motion picture via an Academy-approved mailing house.

**Q: If a film is on the Academy Screening Room, can I also send members a private link to the film in a different language?**

A: The Academy Screening Room supports English and requires the next two (2) languages added to be French and Spanish. After that, it can support seven (7) additional languages of studio/filmmaker choice. Once all ten (10) languages appear on the Academy Screening Room, a private link in an eleventh (11<sup>th</sup>) language may be sent to members using an Academy-approved mailing house.

## **SCREENINGS, PRIVATE EVENTS AND GATHERINGS**

**Q: Are double screenings permitted?**

A: Eligible feature films may not be screened together and billed as a double feature, nor may they be screened with a non-eligible feature film. Eligible short films (Animated Short, Live Action Short or Documentary Short) may be screened together. An eligible short film may also be screened with an eligible feature film.

**Q: May the Ross House be used for in-person FYC screenings?**

A: Yes.

**Q: What constitutes a “private Oscars-related event or gathering”?**

A: The Academy recognizes its members may gather from time to time throughout the year to celebrate, socialize and discuss the cinematic art form. Private Oscars-related events and gatherings among members are just that, private. They are viewed as community-building opportunities and are not considered FYC events, nor may they be positioned or used as additional promotional opportunities. Until final voting polls close, those defined as “motion picture companies” are prohibited from funding, organizing or endorsing such events in any capacity.

**Q: What does “fund, organize or endorse in any capacity” mean for private Oscars-related events and gatherings?**

A: In addition to monetary or quid pro quo support, this includes but is not limited to directing or encouraging talent or clients to host or attend such events and providing materials such as posters, scripts, artwork, etc. In addition, collecting Academy members’ contact information and targeting members in relation to such events is not permitted.

**Q: May leaders/executives of motion picture companies acting as individuals fund, organize or endorse private Oscars-related events or gatherings?**

A: Leaders/executives are considered to represent and, therefore, be an extension of such entities and, as such, are not permitted to fund, organize or endorse private Oscars-related events or gatherings up to and until final voting polls have closed.

**Q. What constitutes “lobbying”?**

A: Lobbying involves organized, individual, personal outreach directly to Academy members that is outside the scope of the regulations to promote and/or advance a motion picture, performance, or achievement for Oscar consideration.

For further questions, please contact [promotionalregulations@oscars.org](mailto:promotionalregulations@oscars.org).