



CONTACTING BAFTA MEMBERS FOR AWARD CAMPAIGNS: INFORMATION FOR DISTRIBUTORS AND PR COMPANIES

Please take a moment to familiarise yourself with the Orange British Academy Film Awards rules and guidelines before you contact our voters. If you are unsure about any aspect of the campaigning process, please contact us.

VOTING NUMBERS

There will be **6500** BAFTA members registered to vote for the Orange British Academy Film Awards in 2012.

EMAIL LISTS

Please note: *the following applies to the UK email lists only. Distributors who wish to contact BAFTA voters in the US by email should contact the Los Angeles or New York office as appropriate (contact details below)*

If you wish to contact our members by email please return a confidentiality agreement (attached separately) to Jim Bradshaw in the Membership Office, remembering to include the main point of contact at your office to whom the list will be sent. Once Jim has received the signed confidentiality agreement the email list will be available to you.

The final email list, complete following renewals and addition of new members, will be available from **Tuesday 6 September**. Temporary lists for specific screenings are available before this date on signing of a temporary agreement, available from Jim.

Jim will then send regularly updated lists every other Tuesday from 20 September onwards throughout the awards season. With each update, Jim will provide a full list, and separate lists of members who have changed their emails since the last update, and any members who have been added to the list.

Please also note that distributors must complete and return a Screenings Q&A Agreement (also attached separately) before they inform members of screenings where **filmed** Q&As will be held.

POSTAL LISTS

Postal lists will be available directly to distributors and representative PR companies if required, as well as to third party mailing houses. A more detailed confidentiality agreement will need to be signed by a representative from all organisations who will have access to the data; this agreement needs to be signed by both parties.

If you require the postal lists, please provide Jim with the following details for all relevant companies that will be handling this data, so that he can prepare agreements for you:

- Full company name;
- Company number; (Federal ID for US companies)
- Registered company address;
- For PR companies and mailing houses: the names of all the distributors which you are representing;
- The email address of the person who should receive the list.

Postal lists will be available from **Wednesday 19 October**. Updates will be sent every other Wednesday after this.

The postal list is split into four lists (UK, USA & Canada, Rest of Europe and Rest of World) and lists all registered voters. There is no need to contact the US branch offices separately for postal lists.

If you would like a list of members' names and membership numbers (for the purpose of allocating screeners) or a breakdown of numbers prior to 19 October please let Jim know.

Please note that the number of members on the email lists and postal lists will be different, as some members request that we do not give out their addresses and/or email addresses.

BLU-RAY

Members were given the option when renewing their membership to indicate if they would prefer to receive screeners on Blu-ray where available. This will be indicated on the postal mailing lists. It was made clear that a Blu-ray option was not guaranteed, and that it was likely only a small number of titles would be available on this format.

OVERSEAS MEMBERS

We will provide postal lists for all Film Voting Members of BAFTA; the list will be broken down into four lists (UK, USA & Canada, Rest of Europe and Rest of World). The geographical breakdown of the voting membership is currently approximately as follows:

4840 in the UK

20 in Ireland

80 elsewhere in Europe

1500 in USA and Canada

40 in Australia and New Zealand

20 elsewhere in the world

(These numbers are subject to change as the season progresses.)

Please bear in mind the location of the members when planning which regional versions of screeners to produce and mail out.

SCREENER TRACKING

The membership department must be informed of all screeners, literature, screenplays or soundtracks which you are going to send to the Members before they are sent.

Please email jimb@bafta.org with the following information as soon as a mailing is confirmed:

- The title of the screener(s);
- Method of sending (Mail/UPS/Fedex etc.);
- Whether a signature is required;
- Whether the disc is watermarked;
- Who the mailing has been sent to (all voters, only voters in a certain region etc.);
- The date members should expect to receive the mailing (if the mailing is being staggered, please give the last possible date);
- A contact email and phone number (if possible) for members to report problems, including missing or damaged screeners.

BRITISH FILM, DOCUMENTARY AND FILM NOT IN THE ENGLISH LANGUAGE CHAPTER MEMBERS

The nominations for the Outstanding British Film, Documentary and Film Not in the English Language (FNIEL) categories are decided by a Chapters. Distributors may choose to send targeted mailings to members of these Chapters, either by email or post, and these lists

are available on request. The number of members in these Chapters this year is still to be confirmed. Please note that all members vote for the winners of these categories and non-English language, British and documentary films are eligible in all relevant categories, so we do recommend that screeners and screening opportunities for these films should be made available to all members where possible.

Online Viewing

Films entered in the Outstanding British Film, Documentary and FNIEL categories may be made available to voters via the BAFTA Online Viewing Portal. A separate information sheet about this is available – please contact Deena Wallace (see below).

MEMBERS' BEHAVIOUR

We regularly remind voting members of the code of conduct, particularly regarding screenings and screeners.

If you feel a member is behaving inappropriately, failing to honour screening bookings or leaving screenings before Q&As, please do contact Jim about it; even if it is something fairly minor, we would like to know, and we will take action, and if necessary implement disciplinary procedures, where appropriate.

SCREENER AGREEMENT

In 2008/09, some distributors requested that we introduce a new screener agreement which all members would be asked to sign up to. We have since incorporated the terms of this agreement (as printed below) into our general code of conduct, and therefore all members are bound by them.

In addition, we asked all members when renewing their membership online to actively confirm that they consented to adhere to the agreement for the 2011/12 season. However, some members did not renew online and therefore, although these members are bound by the terms through the general code of conduct, they have not actively and specifically confirmed their agreement for this season. If you wish to send screeners only to members who have actively agreed to the Screener Agreement for this year, please contact us and we will provide you with an edited postal list.

TERMS OF THE SCREENER AGREEMENT:

I confirm that I request to receive materials (including DVD screeners) to assist in the voting process for the Orange British Academy Film Awards 2011

In consideration for materials (including DVD screeners) being sent to me, I acknowledge and confirm that:

(a) any screeners sent are for promotional commercial purposes only; specifically for my personal viewing for consideration for the Orange British Academy Film Awards 2011;

(b) any screener sent to me remains the property of the distributor which has provided it who may request its return (at their cost) after the Orange British Academy Film Awards 2011;

(c) if distributors have not requested their return I will destroy (or safely dispose of) all unwanted screeners after such date

(d) I will:

- *not distribute, loan, sell or give the screener to anyone*
- *not reproduce the screener by any means*
- *report any theft or loss of screeners immediately to the Academy*

I understand that any breach of this agreement may result in loss of my membership of the British Academy of Film and Television Arts, and that legal action may be taken against me.

CONTACTS

For more information regarding confidentiality agreements, voter information or mailing logistics, please contact Jim Bradshaw, Membership & Branch Coordinator

E: jimb@bafta.org T: 020 7292 5833

For more information regarding Film Awards rules, entries and campaigning guidelines, please contact Deena Wallace, Head of Film

E: deenaw@bafta.org T: 020 7292 5857

For information regarding contacting members of the US branches by email please contact either:

Matthew Wiseman (Los Angeles) E: matthew.wiseman@baftala.org T: 001 323 658 6590

Susan Wagner (New York) E: membershipny@bafta.org