



October 2012

### **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 before you contact our voters. You may invite BAFTA Members to view your film by:

- applying to be part of the official Screenings Programme in the UK, LA and NY
- independently organising a screening or screenings
- offering your film online via stream or download
- posting a DVD screener

If you are unsure about any aspect of the process or have a film that has a release date after 31 December 2012, please contact us.

### **VOTING NUMBERS**

There will be **6500** BAFTA members registered to vote for the Orange British Academy Film Awards in 2013.

### **EMAIL LISTS**

If you wish to contact our members by email you must return a confidentiality agreement (attached separately), remembering to include the main point of contact at your office to whom the list will be sent. Once we have received the signed confidentiality agreement the email list will be made available to you.

Email lists are available immediately on signing of the agreement and updated lists will be sent regularly throughout the Awards season. With each update, we will provide the full list, and separate lists of members who have changed their emails since the last update, plus any members who have been added to the list.

The email list is split by territory (UK, USA & Canada, Rest of Europe and Rest of World) and lists all registered voters. When contacting members about screening opportunities or opportunities to view or download entered films online, please ensure that information is applicable to the members' location. The list will also indicate whether the member is in any opt-in chapters (see below).

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 for distributors and representative PR companies if required, as well as to third party mailing houses. A more detailed confidentiality agreement (attached separately) 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. Postal lists are available immediately upon signing of the agreements and regular updates will be sent after this. With each update, we will provide a full list, and separate lists of members who have changed their emails since the last update, plus any members who have been added to the list.

The postal list is split into four lists (UK, USA & Canada, Rest of Europe and Rest of World) and lists all registered voters. The list will indicate whether the member is in any opt-in chapters (see below).

## **FORMATS**

**It is vital that you send the correct region DVD according to where the member is based: PAL for UK, Europe, Australia and New Zealand; NTSC for USA and Canada.**

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.

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.

## **GEOGRAPHICAL BREAKDOWN**

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 list currently breaks down as follows:

TOTAL: 6491

4853 in the UK and Ireland

97 elsewhere in Europe

1482 in USA and Canada

59 elsewhere in the world

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

**Please bear in mind the location of members when ordering and sending region-specific formats.**

## **SCREENER TRACKING**

**The Membership Department must be informed of all DVD or Blu-Ray screeners, online screeners, literature, screenplays or soundtracks which you are going to send to the members before they are sent.**

Please email [jimb@bafta.org](mailto: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, only members in certain opt-in chapters 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.

## **Online Viewing**

Films may also be made available to voters to download or view online. The Membership Department must be informed of the following details before members are contacted about online access to films:

- The title of the film(s) available online.
- Whether the film is available to stream or download
- Details of how to access the film (including any passwords or codes required)
- Who the film is available to (all voters, only voters in certain territories, etc)
- What dates the film is available from and to (including expiry dates of rental downloads)
- A contact email and phone number (if possible) for members to report problems and/or access passwords.

## CHAPTERS

### Opt-in Chapters

There are four categories which are decided by Opt-in chapters in both rounds:

- Animated Film
- Documentary
- Film Not in the English Language
- Outstanding British Film

Our email and postal lists will indicate whether a member is in any of these chapters. Distributors with films which are eligible for these categories may choose to send DVD or Blu-Ray screeners just to members of these chapters, however invites to screenings and online access must be sent to all film voting members. All members vote for Best Film and the Performance categories in both rounds so we strongly recommend that DVD screeners are sent to all members.

Chapter registration is now closed. The numbers for screeners are as follows:

	TOTAL	UK&Ireland	Rest of Europe	USA&Canada	Rest of World
Documentary	1228	962	28	227	11
FNIEL	2048	1635	48	342	21
British Film	1891	1604	28	251	8
Animated Film	927	710	14	195	8

### Other Chapters

The nominations for most other categories are decided by occupation Chapters of members with professional experience in the relevant area.

Entrants are not permitted to know who is in these Chapters or send tailored or targeted communication to them as a group. Members of these Chapters may not be given access to entries, screenings or events which are not available to other voters.

### 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, arriving late, or leaving screenings before Q&A's, please do contact us about it; even if it is something fairly minor. We would like to know and we will, if necessary, implement disciplinary measures where appropriate.

### SCREENER AGREEMENT

The below text is incorporated into BAFTA's general code of conduct, and therefore all members are bound by it.

Please note: "Screener" refers to any content entered into the British Academy of Film and Television Arts Awards which is provided to voting members on any format, including content distributed electronically.

#### 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 in 2013*

*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 in 2013;  
(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 in 2013;  
(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 Film Awards rules, entries and campaigning guidelines, please contact:

Alex Cook, Acting Head of Film (London)

E: [alexc@bafta.org](mailto:alexc@bafta.org) T: 020 7292 5857

From 15 October

Deena Wallace, Head of Film (London)

E: [deenaw@bafta.org](mailto:deenaw@bafta.org)

For more information regarding confidentiality agreements, voter information or mailing logistics, please contact:

Jim Bradshaw, Head of Membership (London)

E: [jimb@bafta.org](mailto:jimb@bafta.org) T: 020 7292 5833

For entrants in the US, all information regarding contacting members and the complete membership mailing lists are also available from:

Matthew Wiseman (Los Angeles)

E: [matthew.wiseman@baftala.org](mailto:matthew.wiseman@baftala.org) T: 001 323 658 6590

Sam Pezzullo (New York)

E: [membershipny@bafta.org](mailto:membershipny@bafta.org)