

Orange British Academy Film Awards

Rules and Guidelines 2011 – 2012



Orange
BRITISH ACADEMY
FILM AWARDS

British Academy of Film and Television Arts

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Rules and Guidelines 2011-2012

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Please note this version of the Rule Book was amended on 10 October 2011. The change relates to nominated film screenings (page 18).

BRITISH ACADEMY FILM AWARDS

INTRODUCTION

The British Academy Film Awards are presented annually to recognise, honour and reward individuals for outstanding achievement in feature films released theatrically in the UK within the Awards year.

The Academy also honours individuals with Awards in recognition of their contribution to the film industry. These Awards are in the gift of the Academy: they are approved by the Film Committee and ratified by the Board of Trustees.

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The Academy may, at its discretion, choose not to present any of the above Awards at the Film Awards ceremony.

LOGLIST, NOMINATIONS AND WINNERS

- The Longlist and Nominations for each category will always be listed in alphabetical order;
- The winners press release and list is the definitive source of Award winners information;
- All individual named nominees will receive a certificate of nomination;
- All individuals named as Award winners will receive a BAFTA Award and a winner's certificate;
- The Award may not be reproduced or used in any commercial manner unless prior permission has been obtained from BAFTA;
- The BAFTA Award remains the property of the British Academy of Film and Television Arts, to remain in the care of the recipient or his/her descendants. Should the Award leave the care of the recipient or his/her descendants, the Academy reserves the right to purchase the mask back for a fee of £1. The Award must not be sold on to any third party;
- The Academy does not issue replicas of the Award; in light of this fact, certain companies directly involved with the winning films in certain categories may purchase a duplicate winner certificate so that they can have a record of their involvement in a winning film. No duplicate nomination certificates can be issued.

ELIGIBILITY

Films must be released theatrically in the UK, within the Academy Awards year: 1 January to 31 December 2011.

Films that open between 1 January and 10 February 2012 inclusive may be 'qualified' by Distributors by being screened to Academy Film Voting Members by Tuesday 20 December 2011.

To be eligible, a feature film must:

- be feature-length, i.e. with a running time exceeding 60 minutes;
- receive its first public exhibition or distribution in the UK as a theatrical release;
- be exhibited publicly to a paying audience within a commercial cinema in the UK for no fewer than seven consecutive days.

Any release pattern which falls outside of this definition will not normally be eligible. Please contact us if you are unsure.

Previously entered films are not eligible. Where a film is released in more than one language version, only one version can be entered and this should generally be the original language version.

Films from all countries are eligible in all categories, with the exception of Outstanding British Film, Outstanding Debut, Short Film and Short Animation which are for British films only.

All films will automatically be listed in all eligible categories, with the following exceptions:

- Documentary films will not automatically be included in the eligible lists for Make Up & Hair, Costume Design, Production Design or Special Visual Effects. Entrants have the option to request that documentary films are listed in these categories;
- Animated films will not automatically be included in the eligible lists for Make Up & Hair, Costume Design or Special Visual Effects. Entrants have the option to request that animated films are listed in these categories;
- Original Music is restricted to eligible films only and films will not be automatically entered in this category. Entrants can opt to put a film forward in this category and must provide supporting material to confirm its eligibility (see page 9).

Please see separate entry criteria for Short Film and Short Animation (pages 7 and 8) and for Outstanding Debut (pages 6 and 7).

All decisions made by the Academy are final.

Film Awards or Television and Television Craft Awards: An entry can only be made either to the Film Awards or to the Television and/or Television Craft Awards.

If an entry receives its first exhibition as a public, paid-entry cinema screening then it should be entered for the Film Awards. If an entry receives its first exhibition as a TV broadcast then it should be entered for the Television and/or Television Craft Awards.

If an entry is released into cinemas and on television on the same day, then it will be eligible for either the Television and/or Television Craft Awards or the Film Awards, but not both.

If an entry of over 60 minutes has a theatrical release of fewer than seven consecutive days before its television broadcast, then it will be eligible for the Television and/or Television Craft Awards, but not for the Film Awards.

For the Short Film and Short Animation categories in the Film Awards, where the minimum theatrical run is not applicable, the principle of first exhibition determining the appropriate ceremony still holds. If the entry first has a public, paid cinema screening and/or a film festival screening it will be eligible for the Film Awards. Otherwise it will be eligible for the Television / Television Craft / Children's Awards.

Film Awards or Children's Awards: Feature films can be entered into both the Children's Awards and the Film Awards.

FILM ENTRY

- Films must be entered for consideration by the film's Distributor or Producer, or by an Academy Film Voting Member online via www.bafta.org;
- An online Entry Form for a film must be completed before members are contacted about opportunities to see that film (see pages 17-21);
- Once an Entry Form has been submitted, the film's Distributor will be asked to complete a Screen Credits Form. Alternatively, the film's Producer may complete the Screen Credits Form;
- On-screen credits are used to determine eligibility in all categories. Official Screen Credits Forms are available from www.bafta.org. They must be completed in full and be received by BAFTA by email no later than **Thursday 17 November 2011**, accompanied by the film's final opening and closing credit roll and the poster credit block. Any Screen Credits Forms received after this deadline will not be accepted. If the Distributor does not complete a form, BAFTA cannot guarantee the accuracy of credits listed for voting or nomination;
- Entry for the Short Film and Short Animation Awards requires completion of a separate entry form. These are available from Nick Williams (see page 23) and via www.bafta.org;
- If an entered film is withdrawn after the final Entered Films List is issued to members and voting begins then it cannot be entered in any subsequent year, even if its release date has changed.

CLIP USAGE – NOMINATED FILMS

- Part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. In order to fulfil this, the Academy intends to make clips of the nominated films available to the public on the BAFTA website www.bafta.org;
- As usual, BAFTA will also show clips of nominated films at the Awards ceremony and these clips may form part of the television and online broadcast of the Awards ceremony in the UK and around the world;
- Owners of nominated films are obligated, if requested, to submit to BAFTA a copy of the film in Digibeta format, no later than five days following the Nominations Announcement. BAFTA and/or their production company will maintain such tapes under tight security and return them immediately following the ceremony broadcast. We will send you a clip licence for your signature to confirm which clips are to be used and where;
- By entering a film for British Academy Film Awards consideration, the film's owners are deemed to have conveyed to BAFTA the right to choose excerpts from the film at BAFTA's sole discretion for incorporation into the television broadcast of the ceremony and on the BAFTA website for non-commercial purposes in the context of the Awards for one year from February 2012;
- If you foresee any problems with the granting of this licence, please contact us prior to submitting the film: deenaw@bafta.org.

AWARD CATEGORIES AND RULES

1. FELLOWSHIP

This Award is in the gift of the Academy's Film Committee. The Fellowship is the highest accolade the Academy can bestow. It is presented to an individual with a substantial body of work, in recognition of an outstanding and exceptional contribution to film.

2. OUTSTANDING BRITISH CONTRIBUTION TO CINEMA

This Award is in the gift of the Academy's Film Committee. Its primary purpose is to honour the talents of individuals from the industry whose achievements are not usually recognised in other Award categories.

3. OUTSTANDING BRITISH FILM

This Award was created to recognise initiative and endeavour in British film, aiming to reward outstanding and original British filmmaking which shows exceptional creativity and innovation.

- Director(s), Writer(s) and a maximum of three Producers are eligible;
- To be eligible, a film must have significant British creative involvement and be certified as British under one of the UK Film Council/BFI/DCMS's three definitions (<http://www.ukfilmcouncil.org.uk/qualifying>). Only exceptionally will a non-certified film be considered. Final decisions on eligibility rest with the Academy's Film Committee.

4. OUTSTANDING DEBUT BY A BRITISH WRITER, DIRECTOR OR PRODUCER

This Award was established to encourage British filmmaking by recognising individuals in the selected disciplines; it was previously presented as the Carl Foreman Award for Special Achievement by a British Writer, Director or Producer in their First Feature Film.

The nominees and winner of this Award are decided by a jury and is not open to voting by Academy Members at any stage.

The Award is presented at the jury's discretion.

Jury Process

For full details of the jury procedure for this Award see pages 15 and 16.

Eligibility

The film must be eligible according to BAFTA's standard eligibility criteria. In addition:

- The film must be a British film according to BAFTA's criteria for British films. Exceptionally, the jury may choose to consider a British writer, producer or director who makes their feature debut as writer, producer or director on a non-UK film;
- Throughout 2011, and at the date of presentation of the Award, the candidate must be a British citizen;
- The candidate must be a substantive writer, producer or director. Ancillary roles, such as an assistant director are not eligible;
- The film must be the candidate's first feature film (fiction or documentary) as either writer, director or producer **and** be released in the UK.

First Feature Film

- If a candidate has previously made a film in the relevant role but that film has not been theatrically released in any part of the world, that candidate would still be eligible for the Award;
- If a candidate has previously made a film in the relevant role and that film has been theatrically released in any part of the world, in general that candidate would not be eligible for the Award but, if that release was outside of the UK, the candidate could be eligible if the jury considers that the circumstances are exceptional;
- Where a candidate is credited in the same role on two or more films released in the same Awards year: except in exceptional circumstances the film first shot should be regarded as the candidate's debut; the sequence of release is irrelevant.

5-6. SHORT FILM AND SHORT ANIMATION

Rules

Nominees for the Short Film and Short Animation Awards are decided by a jury. Winners of both Awards will be decided by a membership vote in Round Three.

- These Awards are open to UK productions only. Films are only eligible if they have a substantial British contribution in the majority of the following areas:
 - Production Company
 - Finance
 - Director
 - Producer
 - Writer
 - Short Animation: Key animation/creative talent
 - Short Film: Principal cast and crew
- Films must have been completed between 1 June 2010 and 28 October 2011. No exceptions will be made;
- The maximum running time, including end credits, is 40 minutes;
- Previously entered films are not eligible;
- Entries that are part of a television programme/series, feature film or music promotional video are not eligible;
- Films in a language other than English may only be submitted with English subtitles, or in an English language version;
- The film must be fiction; however, the jury may use its discretion to accept dramatised factual subjects;
- Short Film only: all submitted films must have been either screened or accepted into at least one of the festivals recognised by the Academy. The list of festivals is available from www.bafta.org or from the Academy;
- Five films will be nominated for Short Film and three for Short Animation;
- These Awards will be presented to the Director, Producer and Writer only. A maximum of four named nominees will receive an Award.

Entry

- Films may be entered by companies or individuals;
- Film schools and colleges are advised to submit no more than three films, although, in exceptional circumstances and with prior permission, the Academy may consider accepting up to two extra films per school. All student films must be submitted by the film school or college;
- Entries will be accepted between Thursday 1 September and 12:00 GMT on Friday 28 October 2011. Entries must include ALL of the following:
 - A hard copy of the entry form (downloadable from www.bafta.org) with all sections completed and signed;
 - One DVD screener of show quality (PAL region 2/multi-region);
 - Short biographies of the Director, Producer and Writer;
 - A short synopsis of the film (approximately 50 words);
 - Front and end credit rollers as they appear in the finished film (Word, .pdf or Excel);
 - Short Film only: Proof of acceptance/screening at one of BAFTA's recognised festivals;
- Entrants whose films have been longlisted will be contacted by the Academy by Wednesday 14 December 2011 and asked to submit a 35mm print (Short Film only), beta tape or Digital Cinema Package (DCP) of the film to the Academy by Wednesday 21 December, 12:00 GMT. Applicants may choose to send the print, beta tape or DCP with the initial application but all films must remain at the Academy until the judging process is complete. Any charges incurred for the delivery or return of prints or betas must be covered by those submitting the film;
- All prints, beta tapes and DCPs (except those of nominated films) will be available for collection after the Nominations Announcement.

7. BEST FILM

- Eligibility is limited to the Producer(s) of the film. A maximum of three Producers may be credited;
- Executive Producer, Co-producer, Associate Producer, Line Producer, 'produced in association with' or any other credits are not eligible;
- All feature-length films of any genre are eligible for this Award, including films not in the English language, animated films and documentaries.

8. DIRECTOR

- Eligibility is limited to the Director(s) of the film.

9. ORIGINAL SCREENPLAY

- Eligibility is limited to the Writer(s) of the original screenplay: 'Story By' or similar credits are not eligible.

10. ADAPTED SCREENPLAY

- Where a script is based on another narrative source (novel, play, short story, video game, memoir, TV show or another film) it will be considered adapted. This includes sequels and prequels;
- Eligibility is limited to the Writer(s) credited with adapting the original source material: 'Story By' or similar credits are not eligible.

11-14. LEADING ACTRESS, LEADING ACTOR, SUPPORTING ACTRESS AND SUPPORTING ACTOR

- All individual performers are eligible for consideration in these categories;
- The category in which individuals are placed is determined by the Members' selection in the first round of voting: the performer will be placed in the category for which they have received the most votes. All votes cast for that individual will be added together and the 15 performers in each category with the most total votes will be longlisted;
- Our voting system does not permit Members to cast more than one vote per performer (i.e. place a performer in both leading and supporting categories). The film's Distributor/Producer may make representations to the Academy about the Award they wish a performer to be considered for and this may be taken into consideration.

15. ORIGINAL MUSIC

- Films will not automatically be listed for voting in this category. Entrants may choose to put a film forward for this category, provided that it meets the eligibility criteria. Composers may also put their own work forward;
- Cue sheets must be provided for all films entered for the Original Music Award. These must be marked up to show which cues are original compositions specifically for the film and which are not. These must be received by Thursday 17 November. An extension to this deadline will only be considered for qualified films (i.e. those released between 1 January and 10 February 2012);
- A film will be eligible if more than 50% of its music is original composition created specifically for it;
- Original songs created specifically for the film may contribute to the total amount of original composition;
- Eligibility is limited to the composer(s) of the original score, responsible for the overall conception, design and execution of the work as a whole;
- Where the composer created less than 50% of the original music, additional contributors may be considered.

16. FILM NOT IN THE ENGLISH LANGUAGE

- All feature-length films with predominantly (over 50%) non-English language dialogue are eligible;
- Eligibility is limited to a maximum of three Producers and the Director(s) of the film.

17. ANIMATED FILM

- A film will be classed as an animated feature film if it is primarily animated throughout the majority of the length of the film and has a significant number of animated major characters;
- This Award is presented at the Film Committee's discretion. It will not usually be presented if fewer than eight animated features have been entered;
- The Award will be presented to the key creative talent behind the film, usually the Director; if two individuals equally shared the creative input, both names may be submitted. A maximum of two individuals will be nominated per film;
- No more than three films will receive nominations for this Award.

18. DOCUMENTARY

- A film will be classed as a documentary if it is predominantly factual in content; this includes re-enactments, animation, archive footage and stills as well as documentary footage. Dramatised factual subjects will not qualify as documentaries;
- This Award is presented at the Film Committee's discretion. It will not usually be presented if fewer than 15 documentary features have been entered;
- The Award will be presented to the key creative talent behind the film, usually the Director; if a Producer equally shared the creative input with the Director, both names may be submitted. A maximum of two individuals will be nominated per film;
- No more than three films will receive nominations for this Award.

19. CINEMATOGRAPHY

- Eligibility is limited to the Director of Photography.

20. PRODUCTION DESIGN

- Documentary films will not automatically be included in the eligible list for this category;
- Eligibility is limited to the Production Designer and Set Decorator.

21. COSTUME DESIGN

- Documentary and animated films will not automatically be included in the eligible list for this category;
- Eligibility is limited to the Costume Designer.

22. MAKE UP & HAIR

- Documentary and animated films will not automatically be included in the eligible list for this category;
- Eligibility is limited to a maximum of two artists directly responsible for the make up and hair design in the film;
- Individuals responsible for a particular performer only are not eligible;
- Assistants are not eligible;
- Exceptionally, where an individual has been responsible for a character or characters which make an outstanding contribution to the overall achievement of the film, they may be considered for nomination alongside those responsible for the overall design of the film. Final decisions on eligibility rest with the Academy's Film Committee.

23. EDITING

- Eligibility is limited to the Editor of the film;
- Assistants are not eligible.

24. SOUND

- A maximum of five names may be submitted and must include the following roles:
 - Production Sound Mixer;
 - Re-recording Mixer;

- Supervising Sound Editor/Sound Designer;
- Assistants are not eligible.

25. SPECIAL VISUAL EFFECTS

This Award is for Special and Visual Effects and recognises achievement in both of these crafts.

- Documentary and animated films will not automatically be included in the eligible list for this category;
- Eligibility is limited to those individuals with primary creative responsibility for the special and visual effects achieved within the production;
- A maximum of four names may be submitted. Additional names will not be considered;
- The individuals put forward should be those responsible for the most significant and outstanding effects within the film, generally the Visual Effects or Special Effects Supervisors. The proportion of special and visual effects individuals put forward should be a fair reflection of the proportion of effects within the film achieved by each craft. Only in exceptional circumstances should the nominees be all special effects craftspeople or all visual effects craftspeople. The film's Producer(s) and senior Special and Visual Effects Supervisors must be fully consulted in the process of selecting those who should be credited;
- VFX or SFX producers, coordinators and executives are not normally eligible unless it can be shown that they are also directly and creatively responsible for the effects achieved;
- The list of proposed nominees will be circulated to members of the Special Visual Effects chapter in early December. Any appeals or amendments must be emailed to deenaw@bafta.org by Friday 16 December and will be reviewed by BAFTA's Film Committee;
- If a film is longlisted in this category, BAFTA will make available to all Film Voting Members a short statement about the effects achieved within the production. This statement should explain how the key elements of the production were achieved and should be a fair reflection of both the special and visual effects input into the production. The statement can include images (stills from the film only), but must be no more than two A4 pages long and 500 words. This statement must be emailed as a word document to deenaw@bafta.org by Friday 16 December.

ALL FINAL DECISIONS ON NOMINEE ELIGIBILITY REST WITH THE ACADEMY'S FILM COMMITTEE

VOTING, CHAPTERS AND JURIES

The Fellowship and Outstanding British Contribution to Cinema Awards are in the gift of the Academy and are not open to voting by members at any stage.

Outstanding Debut by a British Writer, Director or Producer is in the gift of a jury appointed by the Academy and is not open to voting by members at any stage.

The remaining Awards are partially or wholly voted for by Academy Film Voting Members.

VOTING PROCEDURES

Voting is restricted to registered Film Voting Academy Members. Voting is conducted online and each round is authenticated by the Academy's appointed scrutineers.

Prior to the first round of voting, all registered Academy Film Voting Members are informed of voting rules and provided with the list of eligible films that have been entered by Producers, Distributors and Academy Film Voting Members.

Academy Film Voting Members must vote or register their abstention at every stage of voting.

Round One

- In the first round of voting, Members may vote for up to 12 films/individuals per category but may register their abstention from any category where they feel unqualified to vote;
- Results of the first round vote are returned and the top 15 are listed as the longlist, subject to the results of the Chapter vote;
- In categories where there is a Chapter, the Chapter will be asked to rank their votes from one to 12 and their votes will be tabulated separately, as below. The Chapter's top five is included and flagged in the longlist;
- The results are scrutinised by the Academy to ensure there are no anomalies prior to the activation of the second round vote. This includes the placement of individuals within the correct performance categories (see page 9).

Round Two

- In the second round of voting, Members may vote for up to five films/individuals per category. The results are returned and the top five in each category are listed as the nominations. These numbers may be exceeded only in the case of a tied vote.

Round Three

- In the third round of voting, all Academy Film Voting Members vote for the winner of Best Film, Documentary, Film Not in the English Language, Outstanding British Film, Leading Actor, Leading Actress, Supporting Actor and Supporting Actress;
- In all remaining categories, the members of each Chapter will determine the winners.

Chapter Voting

- Chapters are made up of Academy Members with expertise and experience in the specialised field relating to a category (e.g. Sound, Editing, etc.). A Chapter must contain 80 or more Members. If a category has fewer than 80 Chapter members at the start of the voting period, then there will be no Chapter vote and the winner of that category will be decided by a jury;
- In Round One, Chapter members will be asked to rank their votes from one up to 12 (they do not have to cast all 12 votes). Their votes are counted along with the general membership vote. Additionally, each Chapter Member's top five selection is tabulated separately. The top

five results returned by this separate count will be included in the longlist for the second round of voting, where they will be highlighted, to distinguish them from other films selected by the general membership vote;

- In the final round, the relevant Chapter only will vote to select the winner in their category.

Exceptions

Animated Film

- Voters have up to five votes in Round One and up to three votes in Round Two. There are only three nominees.

Costume Design and Make Up & Hair

- Costume Design and Make Up & Hair practitioners will combine to form a Chapter voting for both these categories;
- If the combined Make Up & Hair and Costume Chapter members do not number 80, then the winners will be decided by two juries (one for Make Up & Hair and one for Costume).

Documentary, Film Not in the English Language and Outstanding British Film

- Only members of the relevant Chapter vote for each category in Round One. Chapter members have up to twelve votes (five in Documentary) and the results of these vote are returned as a longlist of fifteen in each category (five in Documentary).
- In Round Two, members of the relevant Chapter vote again, this time casting up to five votes (three in Documentary) in each category. The results of this vote are returned as the five nominations in each category (three for Documentary);
- In Round Three, all members can cast one vote to decide the winner in each category;
- If there are fewer than 80 members of any of these Chapters, the membership will vote in Rounds One and Two, with a jury deciding the winner.

Performance Categories

- The votes of the Acting Chapter are counted separately in Round One, as above, for the four performance categories. In Round Three, all Academy Film Voting Members will vote to select the winners in these categories.

Short Film and Short Animation

- The longlist and nominations in each category are decided by a jury (one jury for each category). The longlist is not publicly announced;
- Members of the Short Film and Animation Chapter will cast one vote each to decide the winner of their relevant categories in Round Three of voting.

SUMMARY TABLE

	Round One: produces Longlist	Round Two: produces Nominations	Round Three: produces Winner
Best Film	All Members Up to 12 votes	All Members Up to 5 votes	All Members 1 vote
Director Original Music Cinematography Production Design Editing Sound Special Visual Effects	All Members Up to 12 votes Relevant Chapter Members' votes tabulated separately and their top 5 flagged in the Longlist	All Members Up to 5 votes	Relevant Chapter Members only 1 vote
Adapted Screenplay Original Screenplay	All Members Up to 12 votes Screenplay Chapter Members' votes tabulated separately and their top 5 flagged in the Longlist	All Members Up to 5 votes	Screenplay Chapter Members only 1 vote
Costume Design Make Up & Hair	All Members Up to 12 votes Make Up & Hair and Costume Design Chapter Members' votes tabulated separately and their top 5 flagged in the Longlist	All Members Up to 5 votes	Make Up & Hair and Costume Design Chapter Members only 1 vote
Animated Film	All Members Up to 5 votes Animation Chapter Members' votes tabulated separately and their top 5 flagged in the Longlist	All Members Up to 3 votes	Animation Chapter Members only 1 vote
Leading Actress Leading Actor Supporting Actress Supporting Actor	All Members Up to 12 votes Performance Chapter votes tabulated separately and their top 5 flagged in the Longlist Placing of performers in Lead or Supporting is determined by Members' Votes	All Members Up to 5 votes	All Members 1 vote
Film Not in the English Language, Outstanding British Film	Relevant Chapter Members only Up to 12 votes	Relevant Chapter Members only Up to 5 votes	All Members 1 vote
Documentary	Documentary Chapter Members only Up to 5 votes	Documentary Chapter Members only Up to 3 votes	All Members 1 vote
Short Film Short Animation	No vote: Academy juries decide nominations		Relevant Chapter (Short Film and Animation, respectively) only 1 vote

JURY RULES AND PROCEDURES

General Rules Governing All Film Awards Juries

- Juries should always amount to an odd number with a recommended number of nine. A minimum of seven and maximum of 11 members is allowed. Where appropriate, the majority must always be practitioners working within the craft of the category under consideration;
- If, for any reason, a jury member becomes unavailable, every effort must be made to obtain a replacement;
- Any individuals with a conflict of interest will not be allowed to serve on the jury;
- Each jury chair is responsible for initially informing members that, by accepting the invitation to serve on the jury, they agree to: a) observe confidentiality at all times, and b) be present at the voting session until the procedure has been completed and a winner has been identified;
- All jurors will be asked to sign a confidentiality agreement;
- It is the responsibility of the chair to ensure that, when inviting persons to stand, no one organisation connected via their business backgrounds could become a majority influence;
- Each jury chair will decide upon their own method of inviting potential jury members and later, when the jury have been appointed, of keeping them informed of nominations, dates of jury screenings and the jury session as they become known;
- It is the responsibility of jury members to see all nominated films and, prior to the commencement of discussion, the chair will ensure that this requirement has been fulfilled. If not, the member(s) concerned must stand down;
- Jury chairs should ensure that no juror sits on more than one jury;
- The chair will be provided with a jury paper in advance of the jury session, outlining the voting rules and procedures. The chair is responsible for accurately imparting the information to jury members;
- The chair will, during the briefing, inform jurors of the procedure to be adopted for identifying the nominations and/or Award winner, the event of a tie at any stage and, if necessary, use of a casting vote. These procedures will be outlined in the jury paper;
- The chair may engage in discussion but may not 'lead' the jurors in any way;
- The chair will make it very clear that, at the end of the jury session, a tie (i.e. no result) is not acceptable;
- The Academy's Film Committee Chair must be informed of any circumstance that could be construed as a conflict of interest. If the chair or any member of the jury has a business connection or other personal association with a nominee or nominated film, they must step down. If considered necessary, a replacement will be arranged.

Jury Voting Procedures: Nominations

- Balloting forms will be distributed to the jury by the chair, who will instruct jury members to print their names where indicated at the top of the voting form;
- Discussion followed by voting will then take place. Each jury member will confirm their vote by signing the form next to the entries they have selected as the nominations;
- In the event of a clear majority at the first vote, the chair will inform jury members that a decision has been reached. Only if the jury will go on to decide the Award winner will the chair inform the jury members of the nominations;
- If there is a tie for one or more nominations, the jury chair will return the ballot forms to the jurors and inform them of which entries are tied. Jurors will write these names themselves into the second vote box and sign next to their selection;
- If there is still a tie after the second vote, the jury chair will use his/her casting vote. He/she will not inform the jury that they have done so;

- Jury voting slips and the jury chair's summary of the votes and calculation of the result will be forwarded to the Chief Executive of the Academy and the Academy's scrutineers.

Jury Voting Procedures: Winners

- Balloting forms will be distributed to the jury by the chair, who will instruct jury members to print their names where indicated at the top of the voting form;
- Discussion followed by voting will then take place. Each jury member will confirm their vote by signing the form next to the nomination they have selected as the winner;
- The chair will collect the forms and count the votes without reference to who has voted for which entry;
- In the event of a clear majority at the first vote, the chair will only inform jury members that a decision has been reached. The name of the winner will not be disclosed;
- If there is a tie, the jury chair will return the ballot forms to the jurors and inform them of which nominations are tied. Jurors will write these names themselves into the second vote box and sign next to their selection;
- The jury chair will collect the forms and count the votes without reference to who has voted for which entry. In the event of a further tie, the jury chair will exercise his/her casting vote. He/she will not inform the jury that they have done so;
- Jury voting slips and the jury chair's summary of the votes and calculation of the result will be forwarded to the Chief Executive of the Academy and the Academy's scrutineers.

Juries in Chapter-voted Categories

If the Chapter relevant to a category which would normally be Chapter-voted numbers fewer than 80 members, then the winners in that category will be decided by a jury. The following procedure will be adopted. The jury is subject to all standard BAFTA jury rules (as above):

- A member of the Film Committee will be appointed to act as chair. The chair is responsible for appointing their jurors, in consultation with the Film Committee Chair;
- The jury chair should contact Deena Wallace (see page 23 for details) to book a date, time and venue for their jury session to take place.

Procedures for the Outstanding Debut Jury

The process follows all standard rules for juries except in the following:

- The jury will meet up to five times over the course of the Awards year;
- The jury chair is appointed by the Academy;
- The jury is appointed by the jury chair in conjunction with the Academy and its Film Committee and should represent a wide range of experience and skills within the industry;
- Any member of the jury who is unable to attend the final two selection meetings can take part in discussions via telephone and can cast their vote confidentially via the Chairman as long as they are able to hear and take part in all discussions;
- Before voting for the nominations and Award winner, any juror with a conflict of interest will stand down.

ALL DECISIONS MADE BY ACADEMY JURIES AND BAFTA ARE FINAL AND NO CORRESPONDENCE WILL BE ENTERED INTO AS TO WHY PARTICULAR ENTRIES WERE OR WERE NOT NOMINATED

CAMPAIGNING RULES AND GUIDELINES

These guidelines are intended for film Distributors, Producers or Publicists acting on their behalf (Entrants) and cover all aspects of campaigning for entered films.

The Academy allows Entrants to have access to Film Voting Members' email and postal addresses to help Entrants to inform Voters about and offer Voters opportunities to see the entered films.

These guidelines aim to ensure that campaigning is conducted fairly. Any activity which violates the letter or spirit of these guidelines will be penalised.

The Academy encourages Entrants to offer screening opportunities all year round, including by offering Voters access to films whilst they are on cinema release. However, please note that **members should not be contacted about a film before it has been entered online** at www.bafta.org so that the film's eligibility can first be established.

Screenings and Question & Answer Sessions

The Academy aims to screen a broad selection of eligible films throughout the year. As it is not possible for BAFTA to screen all films released within the Awards year, Entrants are encouraged to allow Film Voting Members free access to eligible films at additional outside screenings.

The following must be adhered to when organising screenings:

- The provision of food is permitted, but not on a scale where it could be seen as an inducement;
- The distribution of gifts to screening attendees is not permitted;
- Distribution of a one- or two-sided sheet of A4 giving information about the film is permitted at screenings;
- The Academy encourages Distributors to host Q&A sessions following screenings with either cast or crew members, as a valuable means of better informing members;
- Q&As may be filmed and made available to the membership online as audio or video podcasts. They may also be included on BAFTA DVD screeners as extras;
- A Screenings Q&A Agreement must be signed and returned before the Distributor informs the membership of any filmed Q&A events, to agree:
 - to provide BAFTA with one copy of all Q&A footage filmed at screenings for BAFTA members that take place as part of the Orange British Academy Film Awards campaigning season, whether such screenings take place at BAFTA, 195 Piccadilly, or any other venue;
 - to deliver such copies on Digi-Beta by no later than one week after the Film Awards ceremony;
 - to allow BAFTA unlimited use of this footage – both internally and online – after the Film Awards have taken place for non-commercial purposes, in perpetuity;
 - to pay BAFTA a one-off fee of per film if Q&A footage filmed at screenings for BAFTA Members is used commercially on a DVD of the film as an extra or elsewhere.
- The Academy must be kept informed of all screenings that are arranged at venues outside the Academy;
- Although it is not compulsory for films released after the screening deadline (20 December 2011) and before the end of the standard eligibility year (31 December 2011) to be screened especially for members, the Academy strongly recommends that distributors arrange additional screenings of such films for members before the screening deadline.

Nominated Films

Films nominated for Best Film, Film Not in the English Language, Documentary and Outstanding British Film will be screened. In addition, any film nominated in a member-voted category which was not screened as part of the Academy's screenings programme during 2011 will also be screened.

Communications

Email

Emails may be sent to members to inform them of new opportunities to see eligible films.

The Academy requests that as much information is consolidated into each email as possible to help to reduce the volume of mailings sent to Members who receive large numbers of emails every day during awards season. Fewer, more concise and informative emails can be more effective.

Where an entrant is not able to arrange screenings of an eligible film or to offer cinema access to members, it is permissible to send a 'For Your Consideration' email. If you wish to do this, please consult Deena Wallace first (see page 23). Note that it is not permissible to email members merely to announce to them that a film has been nominated or won an award (this includes British Academy Film Awards nominations).

Members' email addresses

Entrants will be provided with the email addresses of all Members who have agreed for their details to be passed on, subject to signature of a confidentiality agreement which states that:

- The lists must not be passed on or used for any purpose other than campaigning for the Film Awards;
- Mailings must be sent in a way that prevents Members' addresses being visible to other recipients. This means that either a mailing programme should be used to send individual emails to members or, where a group email is sent, email addresses must be in the bcc not cc field;
- All emails sent must be sent to ALL members on the list (unless otherwise agreed in writing with BAFTA) and must adhere to all other guidelines as listed below;
- The lists must not be printed, and electronic copies must be permanently deleted by Sunday 12 February 2012.

Content

The following is applicable to email communications:

- Emails must be in plain text only and not exceeding 50kb in size. Images, attachments and coloured backgrounds are not permitted;
- Please do not mark emails as 'high importance';
- Emails may give details of screenings (i.e. venue, time, date) and/or information about the film(s). This may include synopsis, cast and crew, 'for your consideration' listings which reflect the BAFTA categories, quotes and other nominations/awards received.

The following is applicable to email and **postal** communications:

- Where other nominations are listed (e.g. Oscar or Golden Globe nominations), please ensure that it is clear that these are not BAFTA nominations;
- Where BAFTA Longlist mentions are included, please do not refer to these as 'nominations';
- Where a film has been 'chapter-flagged' in the Longlist and you wish to refer to this in your email, please consult Deena Wallace (see page 23) first;

- If you wish to refer to the Outstanding Debut category in your email, please consult Deena Wallace (see page 23) first;
- Links to a film's official or Academy campaign website may be included in emails. A list of the features available on these websites (trailers, podcasts, etc.) may also be included. It is not permissible to direct Members to a website which offers a stream or download of an entered film. It is not permissible to direct Members to bafta.org other than to book screenings hosted at 195 Piccadilly;
- Please do not refer to screenings as a 'BAFTA screening' or an 'Academy screening' as this could imply that the screening is hosted by or at BAFTA, please use the more accurate 'screening for BAFTA Members';
- Please make sure that the procedure for confirming successful/unsuccessful application for tickets is clearly stated (including the expected timeframe within which members should receive a response);
- Emails reminding Members about screenings that are already full are not permitted;
- Emails thanking Members for voting are not permitted;
- Please make clear in any communications to Members that the originator of the message is you and not the Academy, and please respect Members' wishes if they ask to be taken off your mailing list;
- Some Distributors refer to their awards campaign offices, in print and on the telephone, as 'the Academy office' or 'the BAFTA office'. This is incorrect and confusing to Members. We suggest the more accurate 'Distributor's name Awards Office'.

Postal

The Academy will, with Members' permission, provide address details directly to Distributors so that Distributors are able to send screeners, printed materials, screenplays and soundtracks to Film Voting Members

Any organization who will require access to the mailing list for the purpose of sending materials to our members (including distributors, PR companies, fulfillment houses and mailing houses) must sign a separate confidentiality agreement with BAFTA before the list will be released.

The lists may only be used to send material relating to entered films and all materials must adhere to the guidelines above. All lists must be deleted and/or destroyed by the date of the Film Awards ceremony.

The BAFTA membership department must be informed of any material being posted to the Members **before** it is sent.

Screeners

Whilst Members are encouraged to see all films in the cinema, as intended by the filmmakers, distributors may send screeners to Film Voting Members as an additional resource.

Distribution lists for Film Voting Members of our Los Angeles and New York branches will also be made available through the London office.

- Members must be given the opportunity to see films in the cinema prior to the distribution of screeners;
- Screener covers may contain artwork/quotes/other awards won. The Academy does not need sight of printed materials in advance;
- Retail versions of DVDs may be sent;
- Extras on DVDs are permitted, including 'making of' documentaries and recordings of Q&As;
- The Academy encourages distributors to include a list of categories, with cast and crew credits, either on screener covers or on a letter enclosed with the screener. This list must reflect

the British Academy Film Awards categories only. Where performers are listed, it is helpful to include photographs where possible;

- DVD packaging must be limited to DVD box only. No excessive packaging is permitted;
- Please contact us if you wish to distribute Blu-Ray discs;
- Please consider the location of the Voting Members when distributing screeners: provision of region-appropriate DVDs is appreciated, where possible;
- In general, films cannot be distributed to the Members online via download or streaming. An ongoing pilot scheme allowing this in certain categories is underway. If you are entering a film for Outstanding British Film (or Outstanding Debut), Film Not in the English Language, Documentary, Short Film or Short Animation, please contact us about using the BAFTA Online Viewing Portal;
- Screeners may be accompanied by additional printed information about the film, providing that it adheres to the guidelines below;
- When planning the production and mailing of screeners, please note that Round One of voting begins on Thursday 8 December 2011. The Academy strongly recommends that screeners be mailed to Members before this date;
- The Academy strongly recommends that no screeners be mailed to Members after 19 December 2011;
- Where a film is in a language other than English, it is permissible to send Members a DVD screener with different language options if that screener is the retail version. If the screener automatically plays a version other than the entered version (e.g. an English-language dubbed version), then a note must be included with the screener to clarify which is the entered version and how voters can access this version via the DVD's menu;
- Please note that ten identical BAFTA names are included in the list of Members provided for the purposes of distributing screeners. These are for our production team, writers and jurors. Thank you for your assistance in providing these extra screeners.

Brochures and Other Materials

If you wish to send Members printed information about your film, the following must be adhered to:

- Additional printed information must not exceed a single two-sided A4 document per film. This document can be of any shape but must not exceed the size limit. Details of screenings (i.e. venue, time, date) may be listed and/or information about the film(s). This may include synopsis, cast and crew, 'for your consideration' listings which reflect the BAFTA categories, quotes and other nominations/awards received. Where performers are listed, it is helpful to include photographs where possible. You may also wish to consider including the running time of the film;
- You may combine a number of films within a booklet; the same limit of two sides of A4 per film applies, although you may add a cover. Covers may contain company details (contact numbers, etc.) but no details of the films;
- It is acceptable to send soundtracks. Retail versions may be sent if available but these must contain music written or licensed for the film only; 'inspired by' albums must not be sent. Soundtracks may also be provided online as downloads;
- If you wish to send screenplays, Members must be contacted in advance and asked if they would like to receive a copy. Screenplays should generally be provided as downloads but hard copies may be sent. Retail versions of screenplays are not permitted;
- 'Making of' books are not permitted.

Chapter Lists

Chapter lists will not be made available for any Chapters except for the Film Not in the English Language, British Film and Documentary Chapters.

These Chapter lists are released in order to make it easier for distributors to make these films available to members as DVD screeners.

Only members of these Chapters vote for the nominations in their respective categories, however, 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 of these films should be sent to all members where possible.

BAFTA Logos

- Distributors may only use the BAFTA event logo in print and broadcast once a film has been nominated;
- Logos and permission agreements will be provided by the Academy before the Nominations Announcement for advance artwork preparation, but may only be used if the film receives a nomination;
- The Orange British Academy Film Awards event logo changed in 2007. If you are unsure whether you have the most up to date logo, please contact us;
- The official event logo must be used; use of the mask alone is not permitted;
- Contact Nick Williams (see page 23) for permission to use the BAFTA event logo.

Piracy

The Academy takes a very serious view of film theft and will work with Distributors to help prevent it.

All BAFTA Film Voting members sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request from Jim Bradshaw (see page 23).

If any aspect of your campaigning is not covered in the above,
please do not assume it is permitted.

Please contact Deena Wallace at BAFTA (see page 23) if you
have any queries about these rules and guidelines.

Any infringement of the letter or spirit of these rules will be referred
to the BAFTA Film Committee, who may impose penalties.

TIMETABLE

2011

Thursday 17 November	Deadline for Distributors/Members/Producers to enter films, including qualifying films Deadline for receipt of Screen Credits Forms
Friday 25 November	Details of all entered films will be made available to Film Voting Members
Thursday 8 December	Round One voting opens at 10:00 GMT
Friday 16 December	Deadline for receipt of Special Visual Effects statements and credit appeals
Tuesday 20 December	Qualified films must be screened to Members by this date Distributors may continue to hold additional screenings after this date if they wish

2012

Wednesday 4 January	Round One voting closes at 18:00 GMT
Friday 6 January	Longlist announced Round Two voting opens at 18:00 GMT
Thursday 12 January	Round Two voting closes at 18:00 GMT
Tuesday 17 January	Nominations Announcement Round Three voting opens at 10:00 GMT
Saturday 22 January	Screenings of nominated films at BAFTA begin for juries, Chapters and all Film Voting Members
Wednesday 8 February	Round Three voting closes at 18:00 GMT
Friday 10 February	All entered films to open for general release to the public by this date
Sunday 12 February	Orange British Academy Film Awards

CONTACT LIST

Deena Wallace

Head of Film

Tel: +44 (0)20 7292 5857

deenaw@bafta.org

General Enquiries

Film Entry and Rules

Voting Procedures

Nominees

Jim Bradshaw

Membership & Branches Coordinator

Tel: +44 (0)20 7292 5833

jimb@bafta.org

Membership Enquiries

Voter lists and Information

Confidentiality Agreements

Nick Williams

Tel: +44 (0)20 7292 5847

nickw@bafta.org

Short Film and Animation Awards

Chief Executive's Office

Logos/Permission Agreements

Mariayah Kaderbhai

Tel: +44 (0)20 7292 5808 / mariayahk@bafta.org

Members' Screening Programme:

195 Piccadilly

Alex Cook

alexc@bafta.org

Screening Programme:

UK Regions

Matthew Wiseman

Tel: +1 323 658 6590 /matthew.wiseman@baftala.org

Members' Screening Programme:

BAFTA in Los Angeles

Jill Hawkins

operations@bafta.org

Members' Screening Programme:

BAFTA in New York

Samantha Ferguson

samanthaf@bafta.org

Members' Screening Programme:

BAFTA in Scotland

Fiona Lynch

fional@bafta.org

Members' Screening Programme:

BAFTA in Wales

British Academy of Film and Television Arts
195 Piccadilly, London W1J 9LN
T +44 (0)20 7734 0022 F +44 (0)20 7292 5868
www.bafta.org