



EE
BRITISH ACADEMY
FILM AWARDS



Aug 2017

CONTACTING BAFTA MEMBERS ABOUT OPPORTUNITIES TO SEE ENTERED FILMS: INFORMATION FOR ENTRANTS

Please take a moment to familiarise yourself with sections G and H of the EE British Academy Film Awards Rules and Guidelines 2017-2018 before you contact our voters.

Upon signature of a confidentiality agreement, BAFTA allows entrants access to voters' email and postal addresses so that they may offer voters the opportunity to see films as detailed in the rule book. We strongly advise that all such opportunities are made available well in advance of Round One voting opening on Friday 15 December.

If you are unsure about any aspect of the process, please contact us.

VOTING NUMBERS

There will be a maximum of **6500** BAFTA members registered to vote for the EE British Academy Film Awards in 2018.

EMAILS

Templates for the emails which can be sent to members are included as an addendum to the Rules and Guidelines; these templates should be used for all emails except with the express permission of BAFTA.

If you wish to contact our members by email you must return a confidentiality agreement, remembering to include the main point of contact at your office to whom the list will be sent.

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.

Four separate email lists are generally available:

- All voters
- All voters who wish to be notified about screening opportunities in the UK
- All voters who wish to be notified about screening opportunities in California
- All voters who wish to be notified about screening opportunities in New York

If you wish to contact voters about screening opportunities in a specific area not covered by these lists, please contact Timothy Hughes.

Information about viewing films online should be sent to all members unless there are restrictions on where the film can be accessed; if so, please contact Timothy Hughes to confirm you are using the most appropriate list. If your film is a documentary and is only being entered into the Documentary category, you can invite only members of the Documentary chapter to your screening.

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.

DVD SCREENERS

Postal lists will be available for distributors and representative PR companies if required, as well as to third party mailing houses. If you wish to contact our members by post you must return a confidentiality agreement, remembering to include the main point of contact at your office to whom the list will be sent.

Postal lists are available from **Wednesday 18 October** 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 addresses since the last update, plus any members who have been added or removed from the list.

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 voters request that we do not give out their addresses and/or email addresses. Voters are given the option 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.

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). This breakdown is provided to help campaigns which are being coordinated between different companies/offices; unless targeting one of the opt-in chapters (see below), screeners and other materials should be sent to all members. If this is not possible for any reason, please contact Jim Bradshaw to confirm the details before sending your mailing.

As of 4 July 2017, the list breaks down as follows:

- UK & Ireland: 4961
- Rest of Europe: 88
- USA & Canada: 1375
- Rest of World: 76
- **Total: 6500**

(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.

If you wish to make a screener available on request, only to members in a certain area or to members of a particular opt-in chapter (see below), please contact Maeve Hickey to request the correct list.

SCREENER TRACKING

The Membership Department must be informed of all DVD or blu-ray screeners, online screeners, screenplays or soundtracks which you are going to send to voters before they are sent.

Please email Timothy Hughes with the following information as soon as a mailing is confirmed:

- The title of the screener(s)
- 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 voters to report problems, including missing or damaged screeners
- Who the mailing has been sent to (all voters, only voters in a certain region, only members in certain opt-in chapters etc.)
- For DVD screeners- the method of delivery, including whether a signature is required, and whether the disc is watermarked.

- For online screeners- details of how to access the film (including any required passwords or codes) and what dates the films is available (including expiry dates for rental downloads)

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 postal lists will indicate whether a member is in any of these chapters. Entrants 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 voters in the Round One, unless the film has only been entered for Documentary. 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 if the film is entered into these categories.

The breakdown of these chapters is as follows on this mailing list (as of 4 July17):

| | Total | UK & Ireland | Rest of Europe | US & Canada | Rest of World |
|-------------|-------|--------------|----------------|-------------|---------------|
| Documentary | 1,591 | 1,257 | 25 | 284 | 25 |
| FNIEL | 2,083 | 1,676 | 44 | 335 | 28 |
| British | 2,402 | 2,024 | 33 | 328 | 17 |
| Animation | 1,206 | 928 | 13 | 246 | 19 |

These numbers are subject to change as the season progresses.

Other Chapters

The nominations for most other categories are decided by craft 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 voters 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&As, please do contact us about it; even if it is something fairly minor. We would like to know and we will, if necessary and appropriate, implement disciplinary measures.

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 EE British Academy Film Awards, which is provided to voters on any format, including content distributed electronically.

Any screener provided to a BAFTA member is subject to the following terms:

1. Screeners are provided for promotional commercial purposes only, specifically for personal viewing for consideration for the BAFTA Awards.
2. Any screener sent remains the property of the distributor who has provided it, who may request its return (at their cost) after the relevant BAFTA Award ceremony;
3. If distributors have not requested their return, unwanted screeners must be destroyed or safely disposed of.
4. Screeners must not be distributed, loaned, sold or given to anyone and not reproduced by any means.
5. Any theft or loss of screeners must be reported to the Academy immediately.

Any breach of this agreement may result in loss of membership of the British Academy of Film and Television Arts, and if appropriate, legal action.

CONTACTS

For more information regarding Film Awards rules, entries and campaigning guidelines, please contact:

Jim Bradshaw, Head of Film, T 020 7292 5864

Imogen Faris, Film & Television Coordinator T: 020 7292 5840 / E: awards@bafta.org

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

Timothy Hughes, Membership Assistant T: 020 7292 5833 / E: membership@bafta.org

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

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