

2008 "FYC" SHIPPING AUTHORIZATION REQUEST

Please fill out completely and return (with payment) to the Academy office for approval. Mail to **Sheri Ebner, Academy of Television Arts & Sciences, 5220 Lankershim Boulevard, North Hollywood, California 91601.** Or, fax with credit card info to 818/754-2836. Questions, call Sheri at 818/754-2881.

Name of company or individual sending screener or postcard		Contact Person's Name		
Phone	Fax	email		
What are you sending? (please circle)	DVD	USB flash-drive	VHS	postcard

TITLE OF PROGRAM/SERIES AND EPISODE(S) (please list on separate sheet of paper and attach, if necessary)

AIRDATE(S)

SENDING TO WHICH PEER GROUP(S) ? (If sending to entire membership, please write ALL)

HOW MANY SCREENERS ARE YOU SENDING TO THE MAILING HOUSE? _____

(see Peer Group Breakdown List for the number of members in each group)

DATE YOUR SCREENERS WILL ARRIVE AT THE MAILING HOUSE? _____

ACADEMY PAYMENT INFO. Check for \$ _____ attached (payable to Academy of Television Arts & Sciences)

Visa or MasterCard # _____

(We do not accept American Express cards)

Expiration Date _____ Amount \$ _____

1 - 9 peer groups @ \$150 per peer group per program or episode

10 or more peer groups - flat rate of \$1500 per program or episode

MAILING HOUSE PAYMENT INFO.

Handling and posting of screeners and postcards will only be done by:

3R Printing, Inc. Tel # **818-841-8000** • Fax # **818-841-8088** • 2921 W. Burbank Blvd., Burbank, CA 91505

For one DVD or USB flash-drive, the charge is \$3.96 + tax per package (U.S. residents). For one VHS, the charge is \$6.00 + tax per package (U.S. residents). **For non-U.S. residents - postage rates vary - the mailing house will calculate and notify you of all mailing fees. If more than one screener is being sent in the package, additional handling and posting charges will apply, please call 3R Printing, Inc. for details.**

For a postcard mailing, discuss the procedures with the mailing house. **(A postcard may not be sent unless it offers a screener and must be sent by May 2, 2008).** The charge for each DVD or USB flash-drive mailing that comes from a postcard order is \$4.75 + tax per package and the charge for each VHS mailing that comes from a postcard order is \$6.75 + tax per package.

The undersigned agrees to abide by the policies and procedures as outlined in the attached document, agrees to pay all charges in connection with this shipment, and confirms that the screeners and postcards to be shipped comply with the policies established by the attached document.

Approved for Shipping

Sender's Signature

Sheri Ebner (for the Academy)

ACADEMY OF TELEVISION ARTS & SCIENCES
60th PRIMETIME EMMY AWARDS

"FOR YOUR CONSIDERATION" MAILING POLICIES AND PROCEDURES

IMPORTANT NEW REQUIREMENT IN 2009: In an effort to be more eco-friendly, effective in 2009, FYC screeners will not be accepted with any additional marketing materials or packaging. All DVDs should be housed in standard paperboard jackets, wallets or sleeves. Alternatively, Amaray style (or equivalent) DVD cases may be used. No plastic jewel cases will be allowed. Multiple DVDs may be packaged as a set in a simple case.

The printed material that is on or enclosed in the case may include any marketing information about the screener. It should be designed in a similar style as a commercially available consumer DVD.

Additionally, the Academy strongly recommends the use of eco-friendly packaging. Examples of this include, but are not limited to: Paperfoam, Jakebox and Repak packaging.

For other format media distributed (e.g. VHS, USB flash drive, etc.) the packaging should not be any more extensive in size or scope than described above for DVDs.

All packaging is subject to final approval of the Television Academy.

More details to follow. Please contact the Television Academy prior to designing and creating your 2009 FYC packaging.

Any entrant in the Primetime Emmy Awards competition may use the Television Academy's mailing house to send to the voting membership "For Your Consideration" mailings of either DVDs, USB flash-drive/memory sticks, VHS tapes or postcards. A postcard may not be sent unless it offers an opportunity to receive a screener. The postcard must be printed by the mailing house and mailed no later than May 2, 2008. All orders resulting from a postcard mailing must be fulfilled by June 2, 2008 because the nomination ballots will be available the week of June 2. Ballot return deadline is June 20.

All National Active members of the Television Academy (U.S. residents and non-U.S. residents) will receive these mailings and do not need to contact the Academy to request them.

Anyone sending a "FYC" screener may contact the Academy's fulfillment house and mutually devise a method for tracking screeners back to the members to whom they were sent. Orders must be placed at least thirty days prior to the mailing date in order to allow the fulfillment house time to prepare the mailing for tracking. Because of the special handling required, the usual handling charges do not apply and they must be mutually worked out by the sender and the fulfillment house. The purpose of this procedure is to allow senders a means to protect their property from piracy and/or sale.

If you have entered the Emmy competition and would like to send a mailing, here is a summary of the "For Your Consideration" mailing policy and procedures:

1. What may be sent in the mailings?

DVDs, USB flash-drive/memory sticks, VHS tapes or postcards that offer a screener.

2. *Are there restrictions on the number of programs or episodes sent in a mailing?*

No. One or more than one program or episode, as aired in its entirety, may be sent – with the exception of the performer rule below.

OPTIONAL RULE FOR PERFORMER ENTRANTS ONLY: *If they wish to, performer entrants may edit to their appearances only. This is not mandatory, but if this option is chosen, performers must include all their appearances in sequential order from the entire program or from one episode for series performers. (Clips from more than one episode may be included, but additional charges will apply.)*

3. *What are the requirements of the mailings?*

It is not mandatory, but encouraged, to include the phrase “For Your Emmy Consideration” either on the packaging or prior to the on-screen titles of the program. You may also include the specific category and airdate. Please note: final categorization is up to the Primetime Awards Committee, so it may be that categorization assumed by the sender will be different from the final categorization made by the Awards Committee. If you are unsure or there are too many entries represented by the program to be reasonably accommodated on the label with a separate designation for each, indicate that the program is for the viewer’s consideration in all (or most) of the eligible categories. It is helpful to include the character’s name for performer entrants.

4. *What kind of postcard may be sent?*

Do not print postcards yourself!! For more specific information regarding the postcard mailing and cost, contact Ed at the mailing house (818/841-8000).

You supply the text and artwork and the mailing house prints the postcard. A postcard may not be sent unless it offers an opportunity to order a screener. The member mails back the tear-off portion of the postcard to the mailing house and you are then notified how many screeners to send to the mailing house to fulfill your order.

The postcard must be sent no later than May 2, 2008 (allow two weeks prep time).

All orders resulting from a postcard mailing must be fulfilled by June 2, 2008. NO EXCEPTIONS.

5. *Does the Academy charge anything per mailing?*

Yes. The Academy charges \$150 per program or episode, per peer group, with a cap of \$1500 per program or episode. For example:

1-9 peer groups @ \$150 per peer group per program or episode

10 or more peer groups - flat rate of \$1500 per program or episode

See the Peer Group Breakdown List for a listing of all 26 peer groups.

6. *What are the mechanics of the mailing?*

- 1) Fill out the attached Shipping Authorization Request form and send it with payment to the Academy for approval. The contact at the Academy is Sheri Ebner 818/754-2881 or ebner@emmys.org**

- 2) Deliver screeners (or postcard text information) and payment for shipping and handling to 3R Printing which handles the preparation for mailing and delivery to the post office. The contact at the mailing house is Ed 818/841-8000 or threer@pacbell.net

The number of screeners or postcards necessary for a mailing varies according to which peer groups are targeted; see the Peer Group Breakdown List for details.

PLEASE MAKE EVERY EFFORT TO USE "ENVIRONMENTALLY-FRIENDLY" PACKAGING.

It is the sender's responsibility to put either on the packaging or on the screener itself, written notification prohibiting recipients from selling or otherwise transferring possession of the screener in any manner, and the Academy shall have no responsibility for a recipient's violation of this prohibition.

7. *What is the time frame for the balloting?*

Nominating ballots will be available the week of June 2 and the deadline to return the ballots is June 20, 2008.

8. *What is the time frame for the mailing?*

Indicate on the accompanying form the date that you will deliver the screeners or postcard text information to 3R Printing. Mailings will be sent out as soon as possible or within eight (8) days after receipt. Postcard preparation, printing, mailing and fulfillment of screeners may take up to twenty-one (21) days. Screeners may not be stored at 3R Printing.

PEER GROUP BREAKDOWN LIST

The number of members cited for each peer group is based on the membership figures for January, 2008, at the time this bulletin was published. It is possible that the numbers will have increased by the time you are ready to send your screeners.

SENDING TO ENTIRE MEMBERSHIP: 14,000

(Numbers vary from day to day - 14,000 is a best estimate to cover 99%-101% of predicted membership at the time the ballots are available in early June, 2008.)

<u>PEER GROUP</u>	<u>(# OF VOTING MEMBERS)</u>	<u>BALLOT(S) RECEIVED</u>
ANIMATION	(637)	PROGRAM, ANIMATION
ART DIRECTORS/SET DECORATORS	(374)	PROGRAM, ART DIRECTION
CASTING DIRECTORS	(229)	PROGRAM, CASTING, HOST
CHILDREN'S PROGRAMMING	(218)	PROGRAM ONLY
CINEMATOGRAPHERS	(155)	PROGRAM, CINEMATOGRAPHY
COMMERCIALS	(218)	PROGRAM, COMMERCIALS
COSTUME DESIGN & SUPERVISION	(250)	PROGRAM, COSTUME
DAYTIME PROGRAMMING	(504)	PROGRAM, HOST
DIRECTORS	(470)	PROGRAM, DIRECTING, VMC PERFORMER
(Choreography entries are pre-screened for nomination)		
ELECTRONIC PRODUCTION		PROGRAM AND
-ELECTRONIC CAMERA	(124)	TD/CAM/VIDEO, LIGHTING
-VIDEOTAPE EDITORS	(132)	PICTURE EDITING, NONFICTION PICTURE EDITING
-ENGINEERING	(18)	PROGRAM ONLY
-LIGHTING DIRECTORS	(76)	TD/CAM/VIDEO, LIGHTING
-TECHNICAL DIRECTORS	(55)	TD/CAM/VIDEO, LIGHTING
-TECHNICAL OPERATIONS	(20)	PROGRAM ONLY
-VIDEO CONTROL	(44)	TD/CAM/VIDEO, LIGHTING

INTERACTIVE MEDIA (339)	PROGRAM, INTERACTIVE PROGRAMMING
MAKEUP ARTISTS/HAIRSTYLISTS (407)	PROGRAM, MAKEUP/HAIR
MUSIC (345)	PROGRAM, MUSIC, VMC PERFORMER
NONFICTION PROGRAMMING (871)	PROGRAM, HOST, NONFICTION INDIVIDUAL ACHIEVEMENTS
PERFORMERS (1570).....	PROGRAM, PERFORMERS
PRODUCERS (1105).....	PROGRAM, VMC PERFORMER, HOST
PRODUCTION EXECUTIVES (526).....	PROGRAM, HOST
PROFESSIONAL REPRESENTATIVES (413)	PROGRAM, HOST
PUBLIC RELATIONS (443)	PROGRAM ONLY
SOUND (366)	PROGRAM, SOUND MIXING, NONFICTION SOUND MIXING
SOUND EDITORS (332)	PROGRAM, SOUND EDITING, NONFICTION SOUND EDITING
STUNTS (169)	PROGRAM, STUNTS
TELEVISION EXECUTIVES (1612)	PROGRAM, HOST
TELEVISION MOTION PICTURE EDITORS (477)	PROGRAM, PICTURE EDITING, NONFICTION PICTURE EDITING
(please note: videotape editors also receives the picture editing ballot)	
TITLE DESIGN & SPECIAL VISUAL EFFECTS	PROGRAM AND
-TITLE DESIGN (90)	TITLE DESIGN
-SPECIAL VISUAL EFFECTS (240)	PROGRAM ONLY
(Special Visual Effects entries are pre-screened for nomination)	
WRITERS (1302).....	PROGRAM, WRITING, VMC PERFORMER