

FOR YOUR EMMY® CONSIDERATION EVENTS 2018

New Procedures for Producers, Distributors, Networks and Cable Networks

2018 FYC Events will take place between February 26 – June 10, 2018

- **100+ potential event dates**

Event Booking – Lottery Draw #1

- All those wishing to book FYC events are invited to a **mandatory** Lottery Draw on Tuesday, January 16th at 9:00 AM at the Television Academy.
- All entities should collaborate in advance to confirm that program entries of mutual interest will secure only one booking each.
- Lottery participants will draw numbers to determine the first round order; second round order will reverse first round. For each subsequent round, participants will re-draw order numbers; we'll run as many rounds as needed to exhaust FYC requests.
- Specific program titles must be named for each date selected in Lottery.
- Each entity will name a "1st position choice date," "2nd position choice date" and "3rd position choice date" for one (1) program in the first round; in the second round, each entity will again choose 1st – 3rd position choice dates for two (2) more programs; in the third round, choices will be selected for three (3) programs. More rounds will proceed as needed, with three (3) programs each round.
- Each date will have no more than 3 position choice holds.
- Event producers will have until 5 weeks prior to their selected event date(s) to sign contracts, or they must release the date to the 2nd or 3rd position choice holds.
- We hope to offer a day-long FYC round-robin style event in 2019, but are not able to do this for 2018.

Event Booking – Lottery Draw #2

- New competitive and previously blacked out dates will be opened for event booking in Lottery Draw #2 be held on Monday, January 22nd at 9:00 AM at the Television Academy for those previously identified entities that were unable to secure all desired dates in Lottery #1.
- Round 1 - Entities will be able to pull for a single property in round 1 of Lottery #2 and place up to 3 holds (1st, 2nd, 3rd) on these newly identified dates.
- Rounds 2 & 3 - We will redraw for properties that remain. Each property will have the choice of placing 1-3 holds on open dates, OR placing three 4th holds across the calendar for each property.

Timeline:

- January 22, 2018 - Lottery Round #2, 9 - 11AM
- January 30, 2018 – Challenges begin for earliest FYC dates and will continue on a rolling calendar, 8 weeks out from event dates
- 5 weeks out from each event date – contract completed
- 4 weeks out - commit to event details and supply assets for invite
- 2 weeks out - email sent to members



Event Booking and Fees:

- Wolf Theatre buyout fee – charged when contract is complete and venue is selected other than Saban Media Center - \$5,000 (not charged for weekends or competitive dates).
- Wolf Theatre rental fee – Starts at \$12,500 and negotiated based on event specs.
- Cancellation – If event is cancelled after 5 week cut off or after contracted, there is a \$5,000 fee.

Event Execution Guidelines:

- We will sanction **one** event per day as an FYC event **AND** on select nights, book a second competitive sanctioned FYC event. Film group **will not** be considered a competitive event.
- Saturdays and Sundays will be open for FYC bookings OFFSITE. The Television Academy will be closed for FYC events on weekends. Event producers booking an FYC event on a weekend will not be subject to the Wolf Theatre black-out fee. The Academy will provide weekend customer support.
- Technical specifications for content to be delivered and screened will be provided by the Television Academy four (4) weeks prior to your event; you must deliver that content two (2) weeks prior to your event.
- Academy customer support for all FYC events includes RSVP collection, RSVP Final list update and staff to attend event and liaise with members.
- There are no limits on FYC event budgets.
- There is a \$25 value limit on attendee gifts/promotional giveaways at FYC events.

Invitation Procedures:

- A single email invitation for members is required to announce each event/screening, and must comply with our format specifications (on page 2). The fee is \$3,000 per invitation. No additional emails may be sent, but a reminder email will be sent to registrants 72 hours prior to the event.
- Postcard invitations are optional and must comply with format specifications below. If you choose a postcard invitation to accompany the email, an additional \$2,000 will be charged. This fee does NOT include printing or postage

2018 FYC EVENT INVITATION SPECIFICATIONS

EMAIL INVITATION Timeline:

FOUR WEEKS BEFORE EVENT:

-All email invitation and website materials due; send files to Brianne Richard (richard@televisionacademy.com).

THREE WEEKS BEFORE EVENT:

-The Television Academy sends an email invitation test to the FYC event producer.
-Any changes/updates requested by the event producer are made and final email test is sent.

TWO WEEKS BEFORE EVENT:

-The email is sent to membership.

THREE DAYS (72 hours) BEFORE EVENT:

-Reminder email sent to all registrants; begin taking cancellations.

TWO DAYS (48 hours) BEFORE EVENT:

-The Television Academy provides event producer with a guest count of RSVPs to date. Should RSVPs be low, event producer may open event to others or accept walk-ups.

DAY OF EVENT:

-The Television Academy will download final RSVP list and provide at check in time.

EMAIL INVITATION Design Guidelines:

- **See attached samples for reference.**
- Email background may be black or white.
- Text may be any color. Colors other than black or white must be provided as a hex #.
- **Due to anticipated volume of event invitations, customization is limited to key art, event information, and the color choices noted above.**
- **THE "FYC BANNER" is part of our template;** no need to include in your design.
- Do not incorporate event details (date, time, location, seating, parking, RSVP) into key art; send that as cut-and-paste copy as outlined below. Feel free to include quotes, taglines, featured guests/panelists or other information you'd like to showcase.

EMAIL INVITATION Files Specs:

Send files to Brianne Richard (richard@televisionacademy.com).
Files will be kicked back if they do not meet the following specs:

- **Network Logo**
 - max 200x200, horizontal orientation looks best
 - jpg, png or gif format with transparent background or same background color as your chosen email background - no animation
 - File size maximum 50KB
 - NOTE: Logo may be incorporated into the key art (top only, as shown in sample), but key art must remain the size noted below.**
- **Program Key Art**
 - 650px width, maximum 800px height (shorter is okay)
 - File size maximum 180KB
 - jpg, png or gif format - no animation
- **Text File**
 - Include all copy for event details in a plain text .txt file or in the body of an email.

Copy Guidelines:

The following content is standard and cannot not be altered on your invitation. The font is Helvetica and all copy will be centered. Order of information cannot be changed from the sample provided.

Date and Time Format:

Tuesday, April 11, 2017

7:30 PM

Reception to follow (*if applicable – don't include specific reception or door open times*)

Location: (FYC Events held at other venues should use this as a guide for formatting)

Saban Media Center at the Television Academy

Wolf Theatre

5210 Lankershim Blvd.

North Hollywood, CA 91601

Panel/special guest information:

We highly recommend including an asterisk noting "**subject to change."

RSVP:

Click here to RSVP

Seating and Admittance Policy:

Seating is first come, first served. Admittance is not guaranteed.

Only Television Academy National Active Members with valid membership cards will be admitted.

Parking information: (FYC Events held at other venues should use this as a format guide)

Complimentary self-parking is available in the structure adjacent to the Saban Media Center.

NOTE: 2018 Parking rates to be reconfirmed in January

Remember:

- **Red FYC banners and disclaimer will be added by Television Academy.**
- **Copy will be edited if it does not meet these requirements.**
- **Please QC and finalize copy and credits before sending final files.**

WEBSITE FILES FOR TelevisionAcademy.com:

See attached sample for reference.

Send final files to Brianne Richard (richard@televisionacademy.com).

Files will be kicked back if they do not meet the following specs:

Program Key Art

Include files for each of the following dimensions:

- 1180x520 pixels
- 900x600 pixels
- 380x253 pixels
- 150x100 pixels

jpg, png, or gif format at 72dpi resolution – no animation

NAMING CONVENTIONS FOR FILES SENT TO TELEVISION ACADEMY (all files above):

For email invitations and website images, file names must be all lowercase, words separated by hyphens (not underscores), no spaces.

fyc-(network)-logo-(size).jpg (for network logo)

fyc-(showname)-(size).jpg (for all other assets)

For example:

fyc-nbc-logo-230x130.jpg

fyc-the-west-wing-1180x520.jpg

POSTCARD DESIGN

- See attached sample for reference; the layout must match this template.
- Mailed postcards must be printed by our designated vendor, 3R Printing. They will estimate printing and postage fees directly with the client.
- Design must be sent as a PDF to Brianne Richard (richard@televisionacademy.com) for review/approval. DO NOT send files to 3R before receiving Academy approval.
- You are responsible for coordinating/scheduling your postcard mailing with 3R. Payment and timeline should be discussed with 3R *prior* to mailing. Please keep in mind the send date of your email invitation as ***the Television Academy will not monitor the timeline of physical invitations.***
- No website or FYC site information may be included on invitations.

Postcard Invitation - 9" x 6"

- Front:
 - All images and copy are to be provided by event producer.
 - Must include the title of the program.
 - Fonts must be outlined.
- Back
 - Copy in parentheses indicates information to be provided by the event producer.
 - Event details must fit within the 4.5 inch-wide area on the left.
 - Fonts must be outlined.
 - Do not include postal indicia in your design.