

2018 FOR YOUR CONSIDERATION (FYC) SCREENERS BY MAIL

Entrants in the 70th Primetime Emmy® Awards competition may send screeners to our voting membership. If you wish to do this, you must use the Television Academy's mailing house.

To eliminate environmental waste, all packaging must use the specs on pages 2-4. **Non-conforming packaging will NOT be mailed.**

Contact Sheri Ebner in the Awards Dept., ebner@televisionacademy.com or 818.754.2881, to review your design and obtain approvals **before** placing orders and going into production.

2018 FYC Screeners policies and procedures:

Programs must be sent in their entirety – they may not be edited. The only exception are performers wishing to showcase their work only. See “optional rule for performer entrants” on page 5.

Content must be “as originally aired.” Remove slates, bars and tones, countdown and commercial blacks. You may leave 1-2 seconds of black to indicate commercial breaks.

You may add a content menu and an advisory prohibiting the sale or transfer of the screener(s) in any manner.

FYC screeners will not be accepted with brochures or booklets exceeding 10 single sided pages for an individual property mailer. Multi-property mailers are not to exceed 1 double page per property (front and back or side by side).

FYC screeners will not be accepted with elaborate marketing materials, packaging or gifts.

Printed information on the DVD, flash drive sleeve, box or envelope may include your branding -- if approved by the Academy **before** you go into production. **NOTE: DVD and flash drive containers may not be designed as premium items.**

If you create a self-mailer instead of using our mailing house jiffy bag, you may **not** print your return address on it and screeners must fit securely inside. Please contact our mailing house to verify restrictions for your self-mailer before going into production – 3R Printing 818.841.8000.

You may host a FYC viewing site for voting members from January 1 thru August 31, 2018. You may send a url address **or** a QR code to access that site along with DVDs or flash drives.

Please note: our members are made aware that sites not affiliated with nor officially sanctioned by the Television Academy may harvest personal information. If site providers re-market to members, punitive measures will be taken. All sites must expire by August 31, 2018 and that date must be visible on access card, packaging and *emmy* magazine ads.

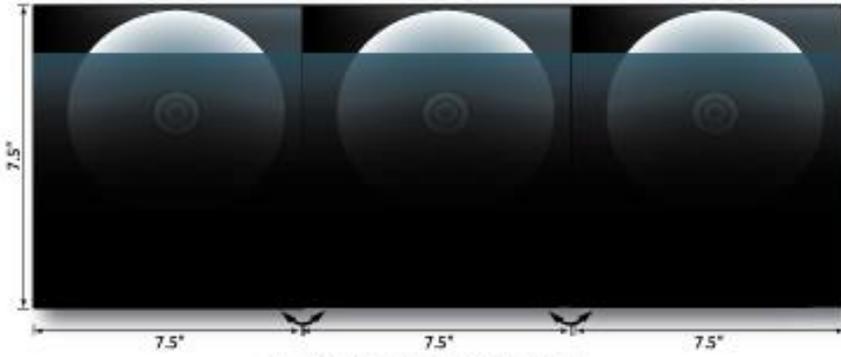
You may not use the word Emmy in your url address or e-mail address.

You may not use the word Emmy in your copy or packaging without the qualifying “FYC” or “For Your Emmy® Consideration” terminology.

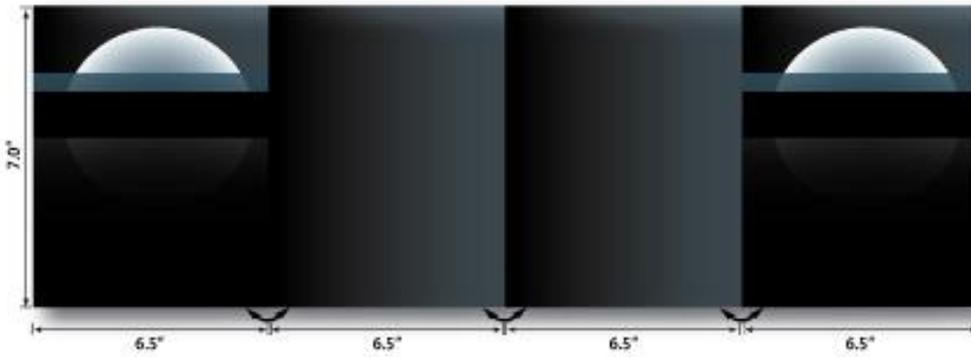
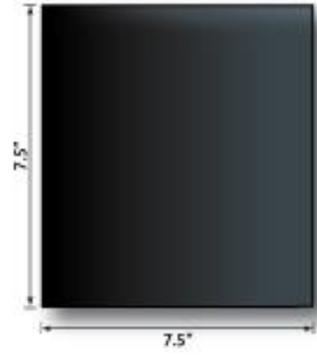
You may not use an image of the Emmy statuette.

RECYCLING OF FYC MATERIALS – The Academy encourages all members to recycle or destroy FYC DVDs once they have been viewed; we urge all providers whose colleagues or employees are voting members of the Academy to likewise collect, recycle and destroy FYC screeners to deter piracy.

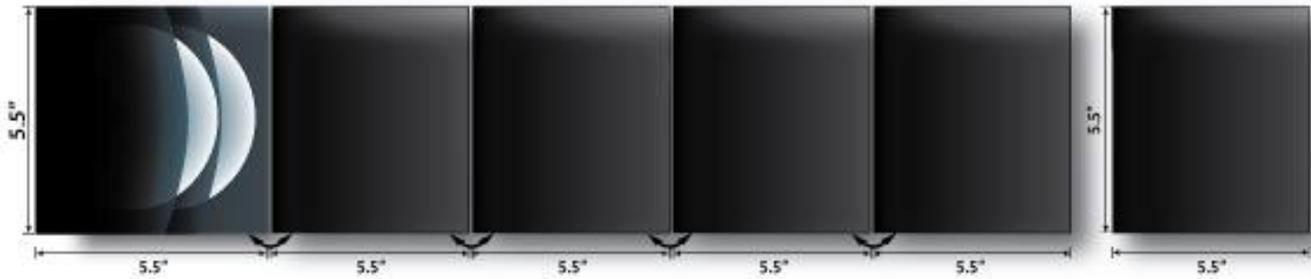
DVD SUBMISSION SPECS



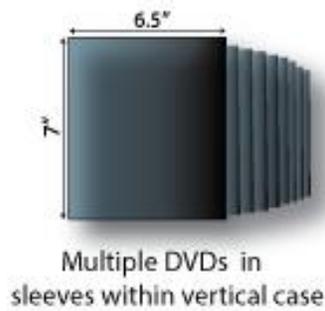
THREE PANELS, TWO FOLD*



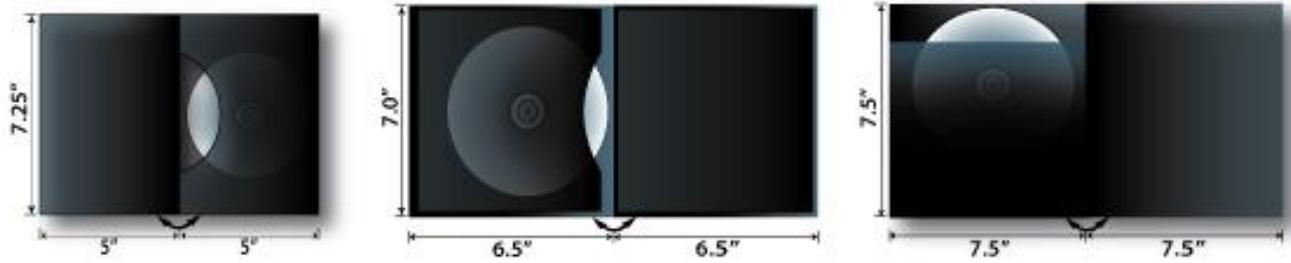
FOUR PANELS, THREE FOLD*



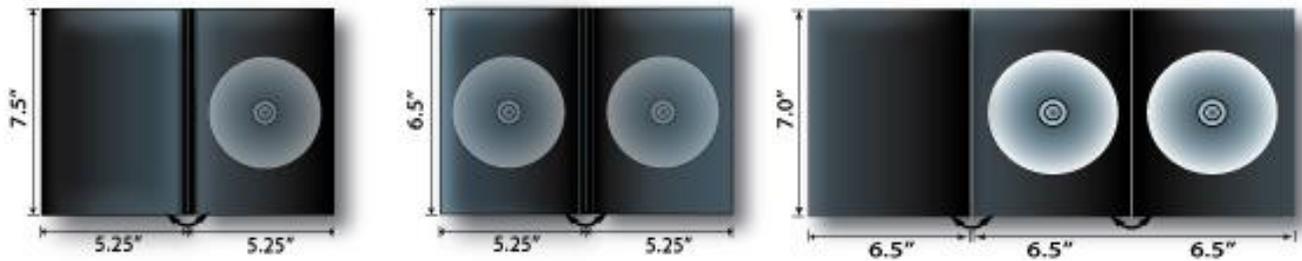
FIVE PANELS, FOUR FOLD*



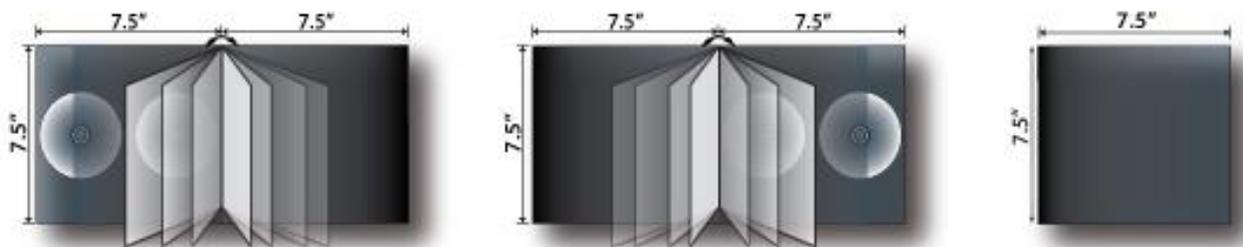
DVD SUBMISSION SPECS



TWO PANELS, ONE FOLD*



DVDS BUTTONED DOWN IN CASE*



DVDS WITH ATTACHED BOOKLET*

Not all designs are shown. Please contact Sheri in the Awards dept. (818-754-2881) to discuss your design before you place your order and before you go into production.

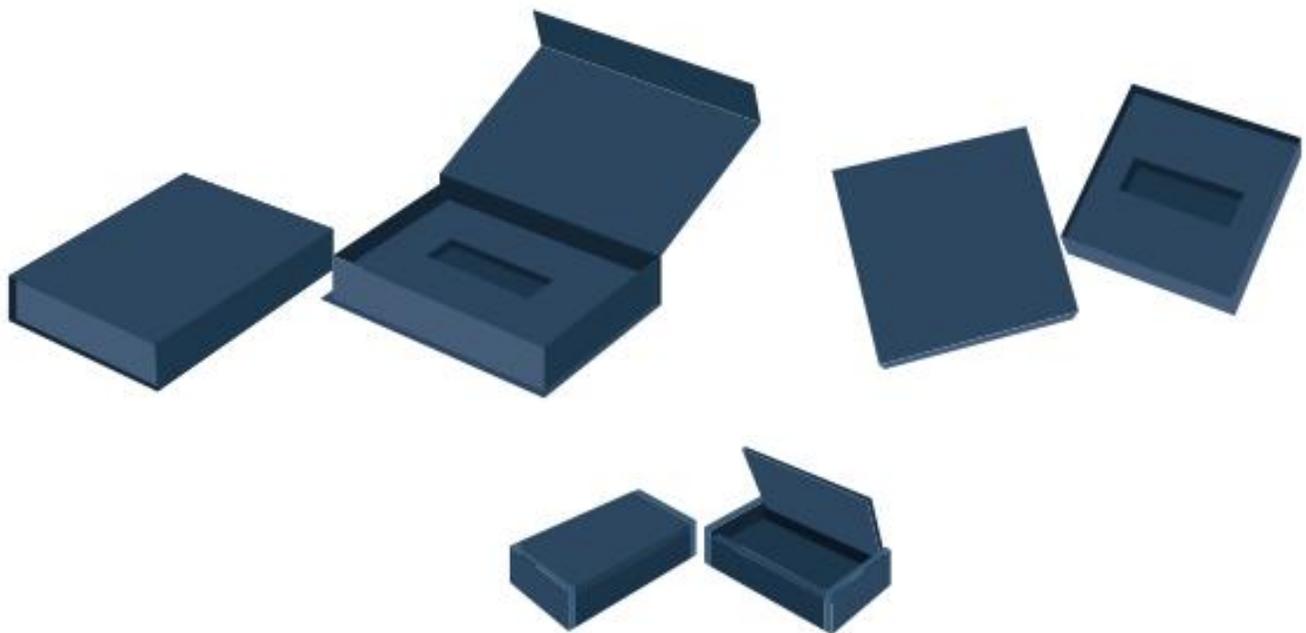
*Dimensions may vary, but when folded, size may not exceed 7 ½ x 7 ½.

FLASH DRIVE SUBMISSION SPECS

FLASH DRIVE OPTIONS*



FLASH DRIVE PACKAGING OPTIONS*



Flash drives will be mailed in small, padded envelopes. Packaging is not required; however, if you do create a package/box please note:

1. It cannot be made of metal or wood – cardboard or recyclable plastic only.
(package/box cannot be a premium, leave-behind item)
2. A pamphlet/booklet depicting content may be included.
3. Overall dimensions may vary but cannot exceed 7.5" x 7.5"

*Not all designs are shown. Please contact Sheri in the Awards Dept. (818-754-2881) to discuss your design before you place your order and before you go into production.

FAQs

1. What may be sent in the mailings?

DVDs and/or flash drives may include an access card for your FYC viewing site with your url address or a QR code.

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

No. One or more programs or episodes, as aired in its entirety, may be sent – with the exception of the performer rule below.

OPTIONAL RULE FOR PERFORMER ENTRANTS: **ONLY** performers may edit their entries to showcase their work. Include all 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?

We encourage using the phrase "For Your Emmy® Consideration" on the packaging. You may also include press quotes, entrant names, character names and airdates.

You MAY NOT use an image of the Emmy statuette.

You MAY NOT use the word Emmy in your url address or e-mail address.

You MAY NOT use the word Emmy in your copy or packaging without the qualifying "FYC" or "For Your Emmy® Consideration" terminology.

To protect FYC content from piracy and/or sale, contact our fulfillment house to mutually devise a method for tracking screeners. Orders must be placed *at least 30 days prior to mailing date* to properly prepare the mailing for tracking. Because of this special handling, standard charges will not apply and must be mutually agreed upon by the sender and the fulfillment house.

4. Does the Television Academy charge anything per mailing?

Yes. \$200 per stand-alone program or each episode per peer group, with a cap of \$2000 per program or episode*. For example:

- 1 - 9 peer groups @ \$200 per episode or stand-alone program x each peer group
- 10 or more peer groups - flat rate of \$2000 x each episode or stand-alone program

*If sending access information for an FYC viewing site with a DVD or flash drive at the price of \$2000 or less, a premium flat fee of \$1000 will be added.

See our Peer Group Ballot List on page 7 for our complete peer group listing.

5. What are the mechanics of the mailing?

Obtain approval on scope and design of package via Sheri Ebner at the Television Academy (818.754.2881 or ebner@televisionacademy.com).

Complete the order form attached and send with payment to the Television Academy.

Deliver screeners and payment for shipping and handling to 3R Printing. The contact at the mailing house is Edgar Stanislavsky 818.841.8000 or edgar@threeerprinting.com. Postage and handling fees must be received before your screeners will be mailed.

It is the sender's responsibility to include advisories on both packaging and screeners that prohibits the sale or transferring possession of the screener in any manner. The Television Academy has no responsibility for a recipient's violation of this prohibition.

6. When does online voting begin?

Monday, June 11, 2018

7. What is the time frame for mailings?

January 1 – June 6. Academy members must receive screeners before voting starts. The absolute deadline to deliver screeners to 3R Printing is May 25, 2018.

After your mailing is complete, you have **30 days** to retrieve any extra DVDs or flash drives; otherwise, 3R will recycle all leftover materials. Please call 818.841.8000 to discuss options for returns.

2018 FYC BY MAIL ORDER FORM

Name of company or individual sending screener

Contact person's name

Address

Phone

Fax

E-mail

Name of individual designing the packaging

Phone and E-mail

Title of program and episode, if applicable. Please list multiple programs on separate sheet.

Which peer group(s)? If sending to all voting members (29 peer groups), please write ALL.

Quantity? _____ Date screeners will arrive at the mailing house? _____

ACADEMY PAYMENT INFO. Check for \$ _____ (payable to Television Academy)

American Express, Visa, MasterCard# _____

Name on card: _____

Expiration Date: _____ 3 or 4 digit code: _____ Amount \$ _____

1 - 9 peer groups @ \$200 per episode or stand-alone program x each peer group

10 or more peer groups - flat rate of \$2000 x each episode or stand-alone program

If sending access information for an FYC site along with a DVD or flash drive at the price of \$2000 or less, a premium flat fee of \$1000 will be added.

MAILING HOUSE PAYMENT INFO:

Screeners will **only** be mailed by: 3R Printing, Inc.

Edgar A. Stanislavsky, Director of Operations Telephone # **818.841.8000** Fax # **818.841.8088**

2921 W. Burbank Blvd., Burbank, CA 91505 E-mail: edgar@threeprinting.com

Postage and handling fees: For one DVD or flash-drive, the charge is **\$4.75 + tax** per package (U.S. residents).

For non-U.S. residents, postage varies. 3R will calculate and notify you of all fees.

If more than one DVD or a boxed set is being sent, additional handling and posting charges will apply. Please call Edgar (818.841.8000) for details.

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 screeners will comply with the policies established by the attached document.

Sender's name

Sheri Ebner
Sheri Ebner (for the Television Academy)

PEER GROUP BALLOT LIST

SEND TO VOTING MEMBERS: Numbers vary from day to day – 22,000 is the estimated total number of voting membership when voting begins June 11, 2018. You may send to all voting members, **or** a select number of peer groups.

PEER GROUP

BALLOT(S) IN ADDITION TO THE PROGRAM CATEGORIES

1. Animation	Animated Programs
2. Art Directors/Set Decorators	Art Direction
3. Casting Directors	Casting, Host, Performer
4. Children's Programming	Animated Programs
5. Choreographers	Program only
6. Cinematographers	Cinematography
7. Commercials	Commercials
8. Costume Design & Supervision	Costume
9. Daytime Programming	Host
10. Directors	Directing, Nonfiction Directing, Casting
11. Documentary Programming	Documentary / Nonfiction Programs Nonfiction Individual Achievements
12. Interactive Media	Interactive Programming, Animated Programs
13. Lighting, Camera & Technical Arts	
-Electronic Camera	TD / Cam / Video, Lighting
-Videotape Editors	Picture Editing, Nonfiction Picture Editing
-Engineering	Program Only
-Lighting Directors	TD / Cam / Video, Lighting
-Technical Directors	TD / Cam / Video, Lighting
-Technical Operations	Program Only
-Video Control	TD / Cam / Video, Lighting
14. Makeup Artists / Hairstylists	Makeup / Hair
15. Motion & Title Design	Title Design, Animated Programs
16. Music	Music
17. Performers	Performer
18. Picture Editors	Picture Editing, Nonfiction Picture Editing
19. Producers	Host, Casting
20. Production Executives	Host
21. Professional Representatives	Host
22. Public Relations	Program Only
23. Reality Programming	Host, Nonfiction / Reality Individual Achievements
24. Sound	Sound Mixing, Nonfiction Sound Mixing
25. Sound Editors	Sound Editing, Nonfiction Sound Editing
26. Special Visual Effects	Program Only
27. Stunts	Stunts
28. Television Executives	Host
29. Writers	Writing