

2017 FOR YOUR CONSIDERATION (FYC) BY MAIL POLICIES AND PROCEDURES

Any entrant in the Primetime Emmy® Awards competition may use the Television Academy's mailing house to send voting membership "For Your Consideration" (FYC) screeners.

To eliminate environmentally unfriendly mailings, all packaging must conform to the specs on pages 2 and 3.

Please contact Sheri Ebner, Awards Dept. 818.754.2881, to discuss your design **before** placing your order and going into production.

Non-conforming packaging will NOT be mailed by the Academy's fulfillment house.

If you wish to post on our FYC website, please refer to the "2017 FYC online" document at: TelevisionAcademy.com/downloads.

If you wish to place an ad in *emmy* magazine, or are interested in cross platform opportunities, contact Rose Einstein 323.842.2142 or einstein@televisionacademy.com.

If you have entered the Emmy competition and would like to send an FYC mailing, abide by these policies and procedures:

Programs must be sent in their entirety – they may not be edited. The only exception is for actors/actresses wishing to edit and showcase their performances only. See "optional rule for performer entrants only" on page 4.

Content must be "as originally aired." No title cards or slates. Please remove all bars and tones, countdown and commercial blacks. If preferred, you may leave 1-2 seconds of black to indicate the commercial breaks.

You may add "For Your Emmy® Consideration." You may include a menu and an advisory prohibiting recipients from selling or transferring possession of the screener(s) in any manner.

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

Printed information on the DVD, flash-drive sleeve, box or envelope may include your branding but must be approved by the Academy before you go into production.

If you opt to create a self-mailer instead of 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 you go into production – 818.841.8000.

You may host your own FYC site for voting members from 1/1/17 until 8/31/17 and send access information with your DVDs. Please note that members will be made aware that if they go to sites that are not affiliated with nor officially sanctioned by the Television Academy, their information may be captured, however, provider must agree not to re-market to members or punitive measure will be taken. The expiration date of 8/31/17 must be included on access card, packaging and *emmy* magazine ads.

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 the image of the Emmy statue.

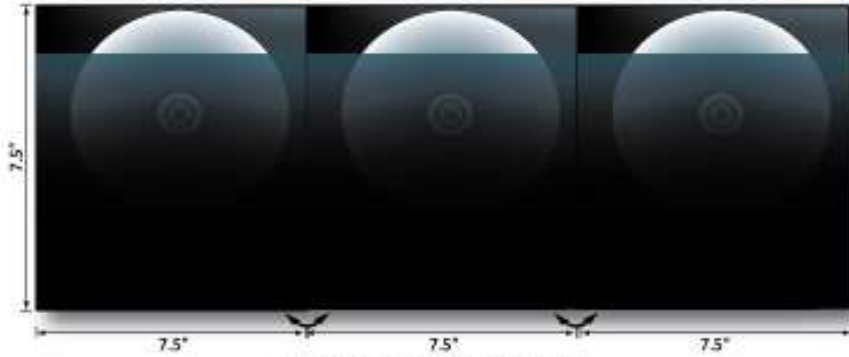
You may not use the word Emmy in your url address or e-mail address.

No postcards may be sent.

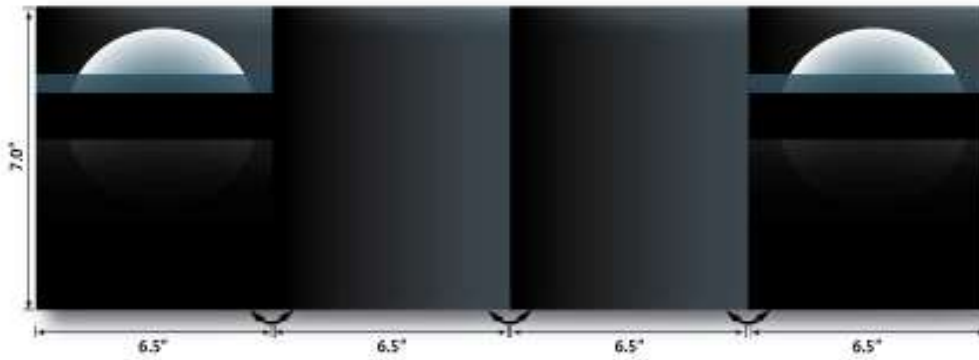
Please note: final program categorization is decided by the Primetime Emmy Awards Committee. Categorization assumed by the sender could be different from the final category designated by the Awards Committee. Rather than list specific categories and run the risk of costly reprinting, we strongly recommend that you note: For Your Emmy® Consideration in all categories.

Please contact Sheri Ebner 818.754.2881 or ebner@televisionacademy.com if you have any questions and for approval before you go into production.

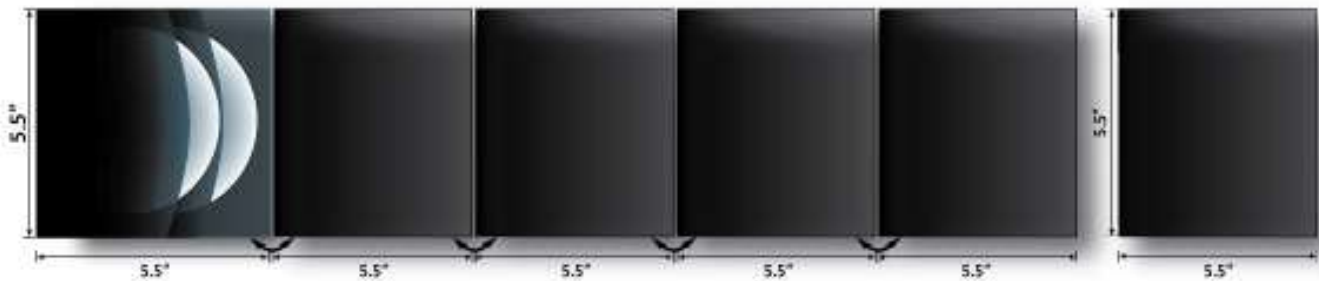
DVD SUBMISSION SPECS



THREE PANELS, TWO FOLD*



FOUR PANELS, THREE FOLD*



FIVE PANELS, FOUR FOLD*



Multiple DVDs in sleeves within square case

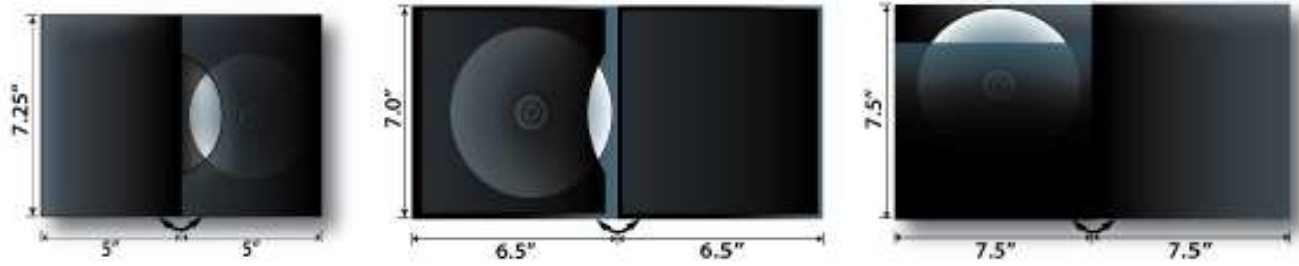


Multiple DVDs in sleeves within vertical case

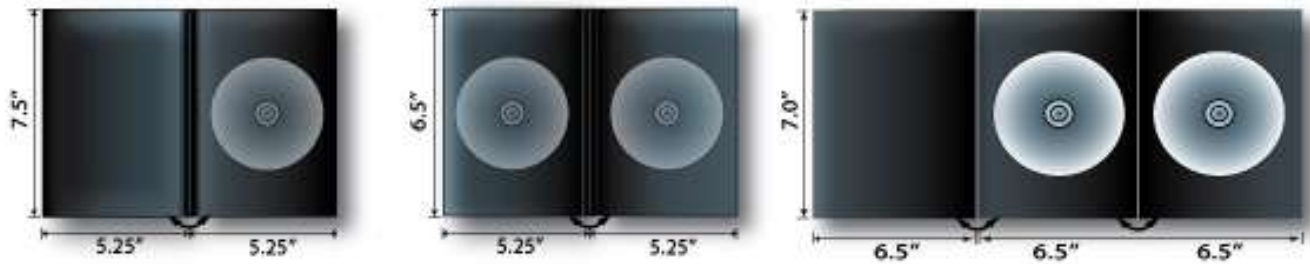


Single DVD in sleeve

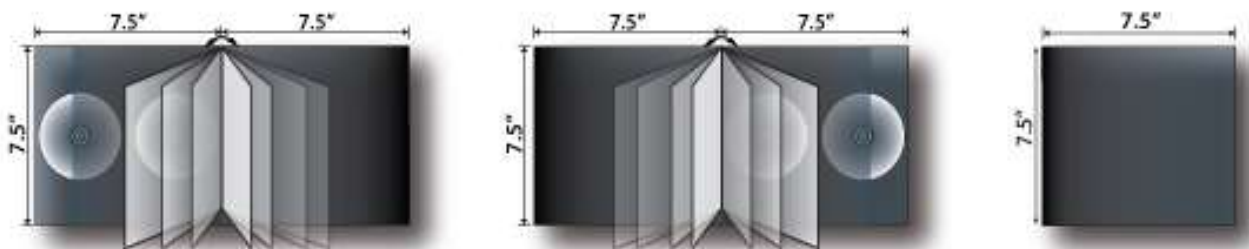
DVD SUBMISSION SPECS



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.

FAQs

1. What may be sent in the mailings?

DVDs or flash-drives.

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

No. One or more 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: Performer entrants may edit their entries to their appearances only. If this option is chosen, performers should 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?

It is encouraged, to include 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 the image of the Emmy statue.

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, anyone sending screeners may contact the fulfillment house to mutually devise a method for tracking screeners. Orders must be placed at least 30 days prior to mailing date to allow the fulfillment house time to prepare the mailing for tracking. Because of the special handling required, usual handling charges do not apply and must be mutually worked out 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 each 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" to an FYC site along with a DVD at the price of \$2000 or less, a premium flat fee of \$1000 will be added.

See the Peer Group Ballot List on page 6 for a listing of all 29 peer groups.

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 written notification on packaging and on screeners that prohibits recipients from selling or otherwise 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?

June 12, 2017

7. What is the time frame for mailings?

January - June. Academy members must receive screeners before voting starts.

The absolute deadline to deliver screeners to 3R Printing is noon on June 1, 2017.

After the mailing house completes your order you have **30 days** to arrange for the return of your extra DVDs; otherwise, all leftover materials will be recycled. Please call 818.841.8000 to discuss your options for returns.

2017 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 each 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" to an FYC site along with a DVD at the price of \$2000 or less, a premium flat fee of \$1000 will be added.

MAILING HOUSE PAYMENT INFO.

Handling of screeners will only be done 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 rates vary, the mailing house 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 at 3R Printing, Inc. for details 818.841.8000.

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 to be shipped comply with the policies established by the attached document.

Sender's name

Sheri Ebner
 Sheri Ebner (for the Television Academy)

PEER GROUP BALLOT LIST

SENDING TO ALL VOTING MEMBERS: 19,600

Numbers vary from day to day – 19,600 is a best estimate to cover the predicted membership at the time the voting begins in early June, 2017.

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