

# **REGULATIONS CONCERNING THE PROMOTION OF FILMS ELIGIBLE FOR THE 93rd OSCAR AWARDS**

Issued by the Nigerian Oscar Selection Committee

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**OVERVIEW**

In an effort to maintain a high degree of fairness and transparency in the process by which producers, distributors, marketers and others (collectively referred to as “film companies”) promote films eligible for Oscars Awards to NOSC members, the coordinators of Nigerian Oscar Selection Committee (NOSC) has developed a set of regulations for the annual rite generally known as “campaigning.”

In an attempt to strengthen this effort and streamline the mailing of awards materials to NOSC, ALL sanctioned items for eligible films must be sent using an NOSC approved mailing platform. Any film company that wishes to send materials to the NOSC must follow the approved protocol. Material sent are for the awards purposes only and will not be shared publicly.

It is the NOSC’s goal to ensure that the Awards process is conducted in a fair and ethical manner. The NOSC requires that its members make choices solely from the standpoint of the artistic and technical merits of the eligible films and achievements.

If any campaign activity is determined by the coordinators to work in opposition to that goal, whether or not anticipated by these regulations, the coordinators may take any corrective actions or assess any penalties, including disqualification, that in its discretion it deems necessary to protect the reputation and integrity of the awards process. Furthermore, any NOSC member who has authorized, executed or otherwise enabled a campaign activity that is determined by the coordinators to have undermined the letter or spirit of these regulations may be subject to suspension of membership or expulsion from the NOSC.

It should not be assumed that any tactics or activities not specifically addressed by these regulations are acceptable. The NOSC is willing to review any materials or answer any questions that arise in advance. Marketers are also urged to familiarize themselves with the NOSC's regulations for using its intellectual properties

For more information about the Awards Rules, including eligibility and submission procedures, go to [www.thenosc.org/rules](http://www.thenosc.org/rules).

## 1. Screenings

The NOSC encourages the screening of eligible films in a theatrical setting for its members.

- a. **Q&A screenings:** Members may be invited to screenings by film companies that are followed by a Q&A session or similar live participation by persons associated with making the film.
  - o **After nominations:** After nominations are announced, and until the final voting, NOSC members may be invited to a maximum of 2 screenings of a nominated film preceded or followed by a Q&A.
- b. **Members as hosts or moderators:** After nominations are announced, no NOSC member may be listed as a “host” of a screening and no NOSC

member may serve as moderator for a Q&A, except for members directly associated with making the film.

- c. **Promotional items:** No promotional materials, or anything of value, may be given to members at screenings or otherwise.
  
- d. **Receptions and refreshments:** Prior to nominations, reasonable food and drink may be provided as permitted

## 2. Mail and email

The NOSC requires that film companies limit the volume of mail and email sent to members during selection period.

- a. **Number of weekly mailings:** Film companies may not send a member more than one email and one hardcopy mailing per Monday through Sunday seven-- day period for each film the company represents. If a particular film is represented by more than one company, only one of the companies may send an email or mailing regarding it during such period.

- This rule does not affect or apply to the number of physical screeners, screenplays or music CDs that can be mailed, but it does apply to the number of mailings and emails containing screenplays or music. Letters accompanying the delivery of screeners, CDs and scripts are permitted.

- b. **Mailings may only include the following:**

- Basic "for your consideration" listing of the artists who worked on the film.
- A brief, unembellished synopsis of the film.
- Post nominations, they may refer to any current Award nominations received by a film.
- Screening schedules or notices of upcoming screenings for members (not mere notices of a commercial release).
- The film's basic title treatment.

- Announce the shipment of a screener, or that a screener is being made available on the NOSC screening platform.
- Post nominations, they may announce the availability of song materials and Bake-off materials on the NOSC's streaming platform.
- Request verification a screener has been received.

**c. Mailings may not include:**

- Personal signature, personal regards, or pleas to watch the film.
- Extolling the merits of a film, an achievement or an individual.
- Quotes from reviews of a film.
- Honors or awards, past or present, received by either the film or those involved with the film.
- Photographs, key art, or graphics.
- Envelopes with a stamp or other graphic or text element that makes reference to a film or achievement.
- Except as permitted in Regulation 3, links to any websites that promote a film.

**d. Format restrictions:**

- Letter format (8½" x 11" paper) or on postcards (maximum size 5" x 7").
- Letters may not use card stock (card stock may only be used for postcards).

### **3. Websites**

References or links to websites in mailings, email and other communications to members are permitted as follows:

- Websites may contain: The same screening information allowed in email or direct mailings under Rule 2.
- Websites may not contain: Images, audio, video, graphical and other multimedia elements, or anything prohibited under Rule 2.

- NOSC Q&A videos: Prior to nominations, links or embeds to the video on the NOSC's website containing the film's question and answer session at the NOSC are allowed.

#### **4. Screeners**

Distribution of screeners to NOSC members is allowed. Screeners may be distributed to members in physical form (e.g. DVD or Blu-ray) and digitally via the NOSC's website/platform.

- a. **Limit on number of screeners:** Companies may not send members duplicate screeners of the same motion picture. However, one screener of a film may be sent in physical form (e.g., DVD or Blu-ray)
  
- b. **Screeners must include:** Closed captioning.
  
- c. **Screeners may include:** Simple menus that allow viewers to select different starting points (chapter stops) and audio formats.
  
- d. **Screeners may not include:** Any additional audio or video material, such as information about the making of the movie.
  
- e. **Packaging of screeners:** Whether housing single or multiple screeners, elaborate or promotional packaging is not permitted.
  - i. The packaging of screeners should be limited to simple sleeves or boxes.
  - ii. Packaging may only include:
    - A film's basic title treatment.
    - List of "for your consideration" credits.
    - A brief, unembellished synopsis.
  - iii. Packaging may NOT include tag lines, advertising or promotional copy.

## 5. Third--party distribution

Film companies are prohibited from doing indirectly, or through a third party, anything that these regulations prohibit them from doing directly.

- a. They may not use subscriber-based publications to distribute prohibited promotional materials to NOSC member unless the member is a subscriber to those publications.
- b. The NOSC defines "subscriber" as a member who has taken the intentional step of requesting that a publication be sent to him or her on a regular basis. The member does not necessarily have to pay for that subscription.
- c. Any NOSC member who has not made such a request, however, will not be considered a subscriber, and any company that uses a publication to send the promotional materials anticipated by this regulation to such a member will be in violation of the regulation.
- d. This paragraph is not intended to grant film companies permission to use the services of a third--party publication to send otherwise prohibited promotional materials to member--subscribers where such materials are sent alone and not in connection with the distribution of the publication itself.

## 6. Telephone lobbying

- a. Contacting NOSC members by telephone to promote a film or achievement is expressly forbidden.

## 7. Receptions, parties and other non-screening events

- a. **Prior to nominations:** Members may not be invited to, and members may not attend, any dinners, lunches or other such events that are intended to promote an eligible film for awards consideration. However, this does not prohibit:
  - i. Providing non-excessive food and beverage at the time and place of the screening.
  - ii. Inviting members to an event that is unrelated to promoting an eligible film for awards consideration (e.g., a company party or DVD release event).

- b. **After nominations:** After nominations are announced, and until the final voting close, film companies are not permitted to invite members to attend any parties, dinners, lunches, or other non-screening events that promote nominated films.

**Exception:** Members may be invited to pre-receptions or after-parties held by film companies at the time and locale of any guild awards or other recognized industry awards event.

## 8. References to other nominees

- a. Ads, mailings, websites, social media (including Facebook and Twitter) or any other forms of public communication by anyone directly associated with an eligible film attempting to cast a negative or derogatory light on a competing film or achievement will not be tolerated.
- b. In particular, any tactic that singles out “the competition” by name or title is expressly forbidden.
- c. In addition to reserving all available remedies, NOSC members that violate this regulation will be subject to a one-year suspension of membership for first-time violations, and expulsion for any subsequent violations.

For further information about these Regulations, please contact **+2348172045571** or email [info@thenosc.org](mailto:info@thenosc.org)