



December 11, 2013

To our friends at the Studios, Networks, and Agencies:

Thank you for attending the 20th Annual Screen Actors Guild Awards® Nominations Announcement and Holiday Auction Display.

NOMINATIONS ANNOUNCEMENT – Wednesday, Dec. 11, 2013 – LIVE AT 5:50 & 6:00 a.m.

Admittance by previously arranged credential only.

Pacific Design Center

SilverScreen Theater
2nd Floor "Green" Building
8687 Melrose Avenue
Los Angeles, CA 90069

Check-in: All publicists must present a government-issued photo ID

Parking: Please enter the Pacific Design Center parking structure from the north side of Melrose Avenue, east of San Vicente. The paste-on publicist credential you receive upon check-in will serve as your parking validation. When leaving, please keep it on until you reach the parking gates.

5:00 AM Publicists Check-in Begins

- Auditorium CLEARED for CLOSED REHEARSAL
- Continental Breakfast served in Lobby
- Visit the display in the theater lobby of the *SAG Awards Online Auction to Benefit the SAG Foundation*. SAG Awards Auction Manager Lauren Donoghue will be available to answer your questions as to how your nominees, cast or ensembles can participate in the upcoming Ceremony Auction that runs from January 16-26, 2014.

5:25 AM Auditorium REOPENS. Please be seated by 5:40 am.

5:45 AM Vibrate mode or shut down for cell phones and PDA's required.

**5:50 AM
SHARP**

*****LIVE*****

SCREEN ACTORS GUILD STUNT HONORS NOMINEES ANNOUNCED

SAG Awards Vice Chair Daryl Anderson and Committee Member Woody Schultz

- The announcement should run approximately 2 minutes.
- The nominees will be listed in the nominations release distributed after the Actor® nominees are announced.
- For your colleagues who cannot attend: the announcement will be webcast live on sagawards.tntdrama.com and tbs.com.

**6:00 AM
SHARP**

*****LIVE*****

20th ANNUAL SCREEN ACTORS GUILD AWARDS® NOMINATIONS ANNOUNCEMENT

SAG-AFTRA President Ken Howard, SAG Awards Social Media Ambassador Sasha Alexander ("Rizzoli & Isles") and Clark Gregg ("Marvel's Agents of S.H.I.E.L.D.")

- The announcement should run approximately 8-9 minutes.
- Printed copies of the nominations news release will be distributed immediately following the announcement.
- For your colleagues who cannot attend: the announcement will be telecast live on TNT and webcast live on sagawards.tntdrama.com and tbs.com.

POST-ANNOUNCEMENT

6:15 AM Please depart the theatre immediately through the audience right rear door.

DISTRIBUTION OF ANNOUNCEMENT RELEASE AND PHOTOGRAPHY

As soon as the last category is announced:

- Hard copies will be distributed in the theatre to the media and in the lobby to publicists.
- If you are in our publicist database, you will receive the announcement via email (details on the publicist database are at sagawards.org/media-pr/media-and-publicists-only).
- A downloadable copy of the announcement will be posted at sagawards.org.
- Downloadable nominee photos will be available to the media only at: sagawards.org/hires/nominee/photos. We are asking that the media use the photo credit and copyright information provided with the photos. Please review the photo and copyright credits. Please email any corrections to SAG Awards Publicity Associate Gina Steward at gsteward@sagawards.org.

View only nominee photos will be available on our public website at sagawards.org/awards/nominees-and-recipients/20th-annual-screen-actors-guild-awards.

IF YOUR CLIENTS ARE NOMINATED:

****NOMINATIONS PRESS RELEASE CORRECTIONS****

Please review your nominee listings and back-up information in the press release thoroughly. Please **send any corrections immediately** to the following SAG Awards staff in order for the final ballot and the press kit to reflect these corrections:

Jon Brockett: jbrockett@sagawards.org
 Jen Coyne-Hoerle: jench@sagawards.org
 Rosalind Jarrett Sepulveda: rjarrett@sagawards.org
 Kira Coplin: kcoplin@sagawards.org
 Gina Steward: gsteward@sagawards.org

NOMINEE PROMOTION & PUBLICITY

If this year's nominees include actors or projects you represent or promote, we invite you to take advantage of the following ideas. If you are not the appropriate person in your organization to consider these suggestions, please pass them on and ask the correct person to contact us.

For any publicity or Web site issues, please contact SAG Awards Executive in Charge of Publicity, Rosalind Jarrett Sepulveda at (310) 235-1030 x221 or rjarrett@sagawards.org.

Publicity:

- Please email the names, phone numbers and email addresses of the publicists who represent your nominees and/or their projects to Rosalind Jarrett Sepulveda at rjarrett@sagawards.org and SAG Awards Publicity Assistant David Monnich at prasst@sagawards.org.
- Please mention the actor's Screen Actors Guild Award nomination to any media whom you are pitching or with whom you have set interviews for your nominees. If you notify us of pending interviews, we will provide background on the SAG Awards to the interviewer or producer.

- Rosalind will pass along requests that she receives from the media for nominee or presenter pre-show interviews (via email). It will be up to you to contact the media to pitch your client for the opportunity.
- If you are a publicist for a nominee or a nominated film cast or TV ensemble, we are seeking memorabilia from the nominated projects to auction off to benefit the SAG Foundation at sagawards.org/auction, which we are publicizing heavily. Please contact Lauren Donoghue at ldonoghue@sagfoundation.org or (323) 549-6774.

Advertising:

- Add SAG Awards nominations to all of your advertising including the Sunday supplements.
- Downloadable photographs of The Actor® statuette are available online at sagawards.org/media_download. This is a restricted URL that is not on our public website.
- You may use the Actor® image in your newspaper and trade advertising for your nominees, following the “Guidelines for Use of The Actor® and Trade and Copyright Marks of the Screen Actors Guild and the Screen Actors Guild Awards®,” which are found on our website at sagawards.org/media-pr/media-guidelines.
- Many of our Actor® nominees for Outstanding Performance in a Motion Picture subsequently may receive an Oscar® nomination. You may find touting an Actor® nomination particularly helpful in “For Your Consideration” advertising.
- We encourage you to add “Watch the SAG Awards® Saturday, Jan. 18, 2014 on TNT & TBS” to your advertising.
- Please change the invitation in your newspaper advertising from “SAG Awards Nom Comm.” to “SAG-AFTRA”, as all SAG-AFTRA members are eligible to vote on the SAG Awards. Ballot information will be mailed on Monday, Dec. 16 to be returned by noon on Friday, Jan. 17 to Integrity Voting Systems, the SAG Awards’ official elections teller.
- The SAG Awards and TNT will be placing ads mentioning this year’s nominees in national magazines, TV supplements and the trades, as well as running SAG Awards ads in movie theaters nationwide.

Social Media:

- Please encourage your nominees, executives and staff to post about their SAG Awards nominations on their personal and corporate social media sites throughout the period leading up to the 20th Annual SAG Awards.
- Please also encourage them to share or retweet posts from our social media sites and our Social Media Ambassador Sasha Alexander’s site:
 - Facebook: facebook.com/sagawardsofficialpage
 - Twitter: [@sagawards](https://twitter.com/sagawards)
 - Google +: google.com/+SAGawards
 - Instagram: [@sagawards](https://www.instagram.com/sagawards)
 - Tumblr: sagawards.tumblr.com
 - Blog: blog.sagawards.org
 - SAG Awards official hashtag: **#sagawards**
 - SAG Awards Nominations hashtag: **#sagawardsnoms**

For Sasha Alexander

- Twitter: [@sashaalexander1](https://twitter.com/sashaalexander1)

SAG Awards Program Book:

- To congratulate your nominees, contact Program Manager Griffin Schmidt at (310) 235-1030 x219 or gschmidt@sagawards.org to place an ad in the 20th Annual Screen Actors Guild Awards® program book. **Space must be booked by Monday, Jan. 6 and ad copy must be received by Tuesday, Jan. 7, 2014.**

SAG Awards Behind the Scenes Media Opportunities:

- We will be offering media behind-the-scenes opportunities prior to the awards ceremony. We will be booking several nominees to be spokespersons for the SAG Awards and share their excitement about being nominated. Should you wish us to consider your talent for any of these, please contact Tosha Whitten Griggs at twgriggs@sagawards.org or (310) 235-1030 x232. We will consider both individual nominees and actors nominated as part of a cast or ensemble:
 - **Thursday, Jan. 9** – Pouring of The Actor® statuette: 8:00 a.m., American Fine Arts Foundry in Burbank
 - **Wednesday, Jan. 15** – Behind the Scenes at the Shrine: 8:30 a.m.-10:30 a.m., SAG Awards Menu and Décor; SAG Awards Auction to Benefit the SAG Foundation; SAG Awards Showroom

20th Annual SCREEN ACTORS GUILD AWARDS® PRESS KIT

Materials from our preliminary press kit are available now on our website at sagawards.org/media-pr/press-kit.

20TH ANNUAL SCREEN ACTORS GUILD AWARDS® CEREMONIES

- **Credential applications** for studio, network and agency representatives are available on our Web site at sagawards.org/media-pr/media-and-publicists-only from **10:00 a.m. (PT), Thursday, Dec. 12, 2013 to Thursday, Jan. 2 at 6:00 p.m. (PT). This is a hard deadline.** Only publicists accompanying nominees and presenters will be credentialed. If you think there might be a chance that you will accompany your nominees or presenters to the awards, please be sure to apply for credentials by Jan. 2. Late applications will not be accepted with the exception of publicists accompanying presenters booked after the due date. **All credentials questions should be addressed to Jerry Mark via email at sagawards@eventcredentials.com.**
- **The live coast-to-coast simulcast of 20th Annual Screen Actors Guild Awards® is Saturday, Jan. 18, 2014 on TNT and TBS at 8 p.m. (ET)/5 p.m. (PT)** Arrivals begin at 3:15 p.m. (PT). Doors close at 4:45 p.m. The ceremony begins at 5 p.m. sharp.
- Prior to the televised ceremony, the SAG Honors for outstanding action performances by television and film stunt ensembles will be announced during the live sagawards.tntdrama.com and tbs.com and People.com webcasts from the red carpet which begin at 6 p.m. (ET) / 3 p.m. (PT).
- Questions about **tickets** for your nominees or executives should be directed to Awards Coordinating Producer Jon Brockett at (310) 235-1030 x224 or jbrockett@sagawards.org.
- A **walk-through** for credentialed publicists and media will be held on **Tuesday, Jan. 7 at 10:00 a.m.** at the Shrine Exposition Center. Details and RSVP information will be sent to credentialed publicists closer to the date.
- Questions about the **Post-Awards Gala co-hosted by PEOPLE Magazine and the Entertainment Industry Foundation (EIF)** should be directed to Andy Gelb of Slate PR at andy@slate-pr.com.
- Questions about **Presenter** bookings should be directed to Talent Producer Maggie Barrett Caulfield at talent@sagawards.org. Please review the presenter releases from the 19th SAG Awards at sagawards.org/media-pr/press-releases to help you decide if the actor you wish to pitch would be a likely candidate. If your client is booked as a presenter, our PR Managing Editor Kira Coplin will contact you for information for the announcement release and an approved .jpeg photo.

A NOTE OF THANKS

We'd like to express particular appreciation to those of you who coordinated mailings to the nominating committees with Awards Coordinating Producer Jon Brockett and Awards Supervisor Jen Coyne-Hoerle. To all of you, many thanks for your continuing support of the Screen Actors Guild Awards®. We look forward to working with you in the coming weeks.

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