



22nd ANNUAL SCREEN ACTORS GUILD AWARDS® NOMINATIONS ANNOUNCEMENT & HOLIDAY AUCTION DISPLAY - PUBLICISTS INSTRUCTIONS

If you are credentialed and then learn you are unable to attend the nominations announcement please contact SAG Awards Credentials Manager Tarrah Curtis by **Tuesday, Dec. 8:** tcurtis@sagawards.org.

Please note that acceptance of your credential application for the 22nd Annual Screen Actors Guild Awards® nominations announcement does not guarantee you will receive a credential for the 22nd Annual Screen Actors Guild Awards® ceremony on Saturday, Jan. 30, 2016 as a separate application must be filed for the ceremony.

Publicist credential applications for the SAG Awards ceremony on Saturday, Jan. 30, 2016 will be available online starting at 10:00 AM (PST) Thursday, Dec. 10, 2015 to Monday, Jan. 11, 2016 at 6:00 PM (PST) at <http://www.sagawards.org/media-pr/media-and-publicists-only>. This is a hard deadline except for publicists accompanying presenters booked after the due date.

If you are planning to be gone for the holidays, please apply for ceremony credentials before you leave.

QUESTIONS REGARDING CREDENTIALS SHOULD BE ADDRESSED ONLY TO TARRAH CURTIS VIA EMAIL at tcurtis@sagawards.org.

Please do NOT address credential questions to other SAG Awards staff members unless they have reached out to you via phone or email.

NOMINATIONS ANNOUNCEMENT – Wednesday, Dec. 9, 2015 – LIVE AT 6:50 & 7:00 AM

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

Check-in: All publicists must present the same government-issued photo ID whose number they included in their application.

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.

Phone Lines: We will not have special phone lines installed. Please use a cell phone or wireless internet to communicate with your office. You will be given the wireless password for the theater when you check in.

6:00 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-AFTRA Foundation*. SAG-AFTRA Foundation Auction Manager, Lauren Donoghue, will be available to answer your questions as to how your nominees, cast or ensembles can participate in the Ceremony Auction.

6:25 AM Auditorium REOPENS. Please be seated by 6:40 am

6:45 AM Vibrate mode or shut down for cell phones and pagers required
Warning countdowns will precede the live announcements

6:50 AM ***LIVE*******
SHARP SCREEN ACTORS GUILD AWARDS STUNT ENSEMBLE NOMINEES ANNOUNCED
SAG Awards Committee Chair JoBeth Williams
SAG Awards Committee Member Jason George

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.

7:00 AM ***LIVE*******
SHARP 22nd ANNUAL SCREEN ACTORS GUILD AWARDS® NOMINATIONS ANNOUNCEMENT
SAG-AFTRA President Ken Howard
Anna Farris
Anthony Mackie

§ The announcement should run approximately 8-9 minutes.

§ Printed copies of the nominations news release will be distributed immediately following the announcement at the theater exit. The release will also be emailed to you and posted at sagawards.org.

§ For your colleagues who cannot attend: the announcement will be telecast live on TNT, TBS, truTV and webcast live on sagawards.tntdrama.com and truTV.com.

POST-ANNOUNCEMENT

7:15 AM Please depart the theater immediately through the audience right rear door.

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
Chris Marlowe: cmarlowe@sagawards.org
Gina Steward: gsteward@sagawards.org
Sarah Huck: shuck@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 issues, please contact SAG Awards Executive in Charge of Publicity, Rosalind Jarrett Sepulveda at (818) 940-1800 or rjarrett@sagawards.org.

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 22nd Annual SAG Awards.
- Please also encourage them to share or retweet posts from our social media sites:
 - SAG Awards official hashtag: **#sagawards**; For nominations: **#sagawardsnoms**
 - Facebook: facebook.com/sagawardsofficialpage
 - Twitter: [@sagawards](https://twitter.com/sagawards)
 - Google +: google.com/+SAGawards
 - Instagram: [@sagawards](https://instagram.com/sagawards)
 - Tumblr: sagawards.tumblr.com
 - Blog: blog.sagawards.org

Publicity:

- 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-AFTRA 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.
- For photographs of The Actor® statuette to use in your ads, email awardsphotos@sagawards.org.
- 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 SAG-AFTRA 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, January 30, 2016 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. Balloting information will be mailed on Wednesday, Dec. 16 to be returned by noon on Friday, Jan. 29.
- 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.

SAG Awards Program Book:

- To congratulate your nominees, contact Program Manager Griffin Schmidt at (818) 940-1800 or gschmidt@sagawards.org to place an ad in the 22nd Annual Screen Actors Guild Awards® program book. **The deadline is January 15th.**

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 (818) 940-1800. We will consider both individual nominees and actors nominated as part of a cast or ensemble:

Tuesday, Jan. 19: Pouring of The Actor® statuette at American Fine Arts Foundry in Burbank, 8-10 a.m.

Thursday, Jan. 28, Friday, Jan. 29: Behind the Scenes at the Shrine, 8:30 a.m.-10:30 a.m.

22nd Annual SCREEN ACTORS GUILD AWARDS® PRESS KIT

Materials from our preliminary press kit are available now at <http://www.sagawards.org/media-pr/press-kit>. Additional material will be added as it becomes available.

22nd ANNUAL SCREEN ACTORS GUILD AWARDS CEREMONY

- **Credential applications** for studio, network and agency representatives are available on our website at sagawards.org/media-pr/media-and-publicists-only from **10:00 a.m. (PT), Thursday, Dec. 10, 2015 to Monday, Jan. 11, 2016 at 6:00 PM (PT). This is a hard deadline.** Only publicists accompanying named actor 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. 11th. If you are going away for the holidays, apply before you go.
- Late applications will not be accepted with the exception of publicists accompanying presenters booked after the due date. **All credential questions should be addressed to Tarrah Curtis** at tcurtis@sagawards.org. If we have questions about your application, you may also be contacted by Carrie White Scanlan of our publicity staff.

- **The live coast-to-coast simulcast of the 22nd Annual Screen Actors Guild Awards® is Saturday, Jan. 30, 2016 on TNT and TBS at 8 p.m. (ET)/5 p.m. (PT).** Arrivals begin at 3 p.m. (PT). Doors close at 4:45 p.m. The ceremony begins at 5 p.m. sharp.
- Prior to the televised ceremony, the honorees for outstanding action performances by television and film stunt ensembles will be announced during the live sagawards.tntdrama.com, sagawards.org 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 Supervising Producer Jon Brockett at (818) 940-1811 or jbrockett@sagawards.org. Please cc Awards Supervisor, Jen Coyne-Hoerle at jench@sagawards.org.
- If you have **non-nominee clients who are SAG-AFTRA members and wish to attend the SAG Awards**, they may enter a lottery to purchase tickets at <http://www.sagawards.org/membertickets>. Tickets to the SAG Awards are by invitation only and are extended to nominees, presenters, SAG-AFTRA officials, government dignitaries and industry executives associated with the projects for which the actors have been nominated. **We do not accept talent submissions for complimentary seats or to walk the red carpet.**
- Questions about **presenter bookings** should be directed to Talent Producer Maggie Barrett Caulfield at maggiebarrettcaulfield@gmail.com. Please review the presenter releases from the 22nd 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 Chris Marlowe will contact you for information for the announcement release.

A NOTE OF THANKS

We'd like to express particular appreciation to those of you who coordinated mailings to the nominating committees with Supervising 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.

Rosalind Jarrett Sepulveda Executive in Charge of Publicity (818) 940-1800 or rjarrett@sagawards.org	Eileen Quast TNT/TBS Senior PR Director (818) 729-7353 eileen.quast@turner.com	Jon Brockett Supervising Producer (818) 940-1811 jbrockett@sagawards.org
Jen Coyne-Hoerle Awards Supervisor (818) 940-1800 jench@sagawards.org	Maggie Barrett Caulfield Talent Producer (818) 940-1800 maggiebarrettcaulfield@gmail.com	Griffin Schmidt Program Manager (424) 442-2419 gschmidt@sagawards.org
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Airs Saturday, January 30, 2016 on TNT & TBS

