



December 10, 2014

To the Media:

Thank you for attending the Nominations Announcement and Holiday Auction display for the 21st Annual Screen Actors Guild Awards®. We look forward to seeing your coverage.

NOMINATIONS ANNOUNCEMENT – Wednesday, Dec. 10, 2014 – LIVE AT 5:50 & 6:00 AM

Admittance by previously arranged credential only. **If you learn you are unable to attend the nominations announcement** please contact Tarrah Curtis by **Monday, Dec. 8:** tarrah@ecsolutions.org or (617) 797-0458.

Pacific Design Center

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

Check-in: All Media must present a government-issued photo ID and either your LAPD press credential or your media outlet identification

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

(LIVE) Media Trucks Only: Parking will be assigned. Contact Angelita Cole in advance at angelitacole@mac.com to pre-arrange. **When you arrive, please be sure to let Tosha Whitten Griggs and Andy Gelb know your planned live hit times, so that we can assist you with positioning and interview subjects for those hits.**

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 theatre when you check-in.

SCHEDULE

- 2:30 AM Live TV Set-up begins - TRUCK PARKING MUST BE PRE-ARRANGED
All media must check in upon arrival
- 4:15 AM Media Check-in Begins
Equipment Set-up in Auditorium (see Tarrah Curtis, Andy Gelb or Rachael Trager for positions)
Mult-boxes are available for pooled audio and video feed
Nominee Certificate and SAG Foundation Auction Display in Lobby
Live cut-ins available from the Theater or Lobby
- 4:45 AM Auditorium CLEARED for CLOSED REHEARSAL
Continental Breakfast served in Lobby
- 4:45-5:25 AM **INTERVIEW opportunities at Display in Lobby of SAG Awards Holiday Online Auction benefiting the SAG Foundation.** The Holiday Auction includes a SAG Awards Ceremony/Gala VIP Ticket package, red carpet bleacher seats and unique experiences, vacations and collectibles. Online bidding closes at www.sagawards.org/auction on Sunday, Dec. 14. This is the first of three SAG Awards Online Benefit Auctions this season.

- Interviews with Cyd Wilson, Executive Director, SAG Foundation
- PLEASE MAKE A VISUAL OR VERBAL REFERENCE TO THE AUCTION URL (www.sagawards.org/auction) IN YOUR COVERAGE

5:25 AM Auditorium OPEN to Media
Live cut-ins available from Auditorium or Lobby

5:45 AM Vibrate mode or shut down for cell phones and PDA's required
Warning countdowns will precede the live announcements

5:52 AM SHARP ***LIVE*******
STUNT ENSEMBLE NOMINEES ANNOUNCED
(SAG Awards Committee Chair JoBeth Williams and Vice Chair Daryl Anderson)

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

6:00 AM SHARP ***LIVE*******
21st ANNUAL SCREEN ACTORS GUILD AWARDS® NOMINATIONS ANNOUNCEMENT
SAG-AFTRA President Ken Howard, Ansel Elgort, Eva Longoria

- 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 TBS, and webcast live on sagawards.tntdrama.com.

POST-ANNOUNCEMENT PHOTOGRAPHS

We will pose Ken Howard, Ansel Elgort, Eva Longoria, JoBeth Williams, Daryl Anderson and Executive Producer Kathy Connell onstage for a few shots (singles, combinations and a large group shot) and then all photographers must exit up the audience right aisle. We will move the presenters to several positions along the stage so that all will get a shot. Please do not rush the stage and crowd the presenters.

POST-ANNOUNCEMENT INTERVIEWS IN THE THEATRE

Outlets must remain in your assigned positions in the theatre for these interviews. Outlets going live will take precedence.

6:10 AM Depending on their post-announcement work schedules, the following will be available for quick sound bites:

*SAG-AFTRA President Ken Howard
Ansel Elgort
Eva Longoria
SAG Awards Committee Chair/SAG Foundation President JoBeth Williams
SAG Awards Executive Producer Kathy Connell

Airdate Information (PLEASE MENTION “SIMULCAST LIVE SUNDAY, JANUARY 25, 2015 ON TNT and TBS” IN ALL YOUR PRE-SHOW COVERAGE)

The 21st Annual Screen Actors Guild Awards ceremony, presented by SAG-AFTRA, will be simulcast live coast-to-coast on TNT and TBS on Sunday, Jan. 25, 2015, at 8 p.m. (ET) / 5 p.m. (PT) from the Shrine Exposition Center in Los Angeles. An encore primetime telecast will begin immediately following on TNT. The SAG Awards can also be viewed live on the TNT and TBS websites, and also the Watch TNT and Watch TBS apps for iOS or Android. (Viewers must sign in using their TV service provider user name and password).

Prior to the televised ceremony, the honorees for outstanding television and film stunt ensemble action performances will be announced during the live sagawards.tntdrama.com and people.com webcasts from the red carpet which begin at 6 p.m. (ET) / 3 p.m. (PT).

SATELLITE COORDINATES

Live feeds will be available via satellite at the coordinates below beginning at 8:45 a.m. (ET)/5:45 a.m. (PT) and will be available for approximately 30 minutes

Galaxy - 16 Transponder 12K (36mhz)
U/L 14240 (Horizontal)
D/L 11940 (Vertical)
FEC: 7/8
Symbol rate: 27.9027
Compression: DVB-S QPSK, 4.2.2, MPEG-2
Uplink: PSSI

iframe TO TNT LIVE STREAM

```
<iframe frameborder="0" src="http://sagawards.tntdrama.com/pages/video-player" height="100%" width="100%"></iframe>
```

NOTE: From now until next Wednesday, there will be various feeds in this player – so don't be alarmed if you see NBA or Supernatural other footage. TNT is constantly testing other issues for the next few days. But by Wednesday, December 10th at 8:15 am ET, the feed up and running! Just drop this snippet of code in your page and you'll be all set!

If there are any technical questions, please contact J. J. McKelvey, 404.226.0234 or jj.mckelvey@turner.com or AIM: jjbswann

21st ANNUAL SCREEN ACTORS GUILD AWARDS® PHOTOS AND GRAPHICS:

You can download photos of The Actor® statuette, Executive Producer Kathy Connell, SAG-AFTRA President Ken Howard, our Nominations Announcement Presenters, SAG-AFTRA's 51st Life Achievement Award recipient Debbie Reynolds and 21st Annual Screen Actors Guild Awards® graphics at http://www.sagawards.org/media_download

Please use the photo credit and copyright information provided with the photos and follow the guidelines for use of our photos and graphics at <http://www.sagawards.org/media-pr/media-guidelines>

Non-downloadable nominee photos will be available after the Nominations announcement on our public website at <http://www.sagawards.org/awards/nominees-and-recipient/21st-annual-screen-actors-guild-awards>.

Downloadable nominee photos will be available after the Nominations announcement to the media only at <http://www.sagawards.org/hires/nominee/photos>. Please copyright photo to studio or network.

SCREEN ACTORS GUILD AWARDS® NOMENCLATURE

When referring to the awards, ceremony, or statuette, the following terminology and trademarks should be used:

- 21st Annual Screen Actors Guild Awards®
- Screen Actors Guild Awards®
- The Actor®

Acceptable nicknames:

- 21st Annual SAG Awards®
- SAG Awards®
- The Actors®

When referring to the union that presents the SAG Awards, please use SAG-AFTRA. Since the merger of SAG and AFTRA, SAG as a stand-alone entity no longer exists.

21st ANNUAL SCREEN ACTORS GUILD AWARDS® PRESS KIT

PDFs of our press kit stories are posted our website at <http://www.sagawards.org/media-pr/press-kit> as they become available.

SOCIAL MEDIA:

We encourage you to connect with the SAG Awards:

- 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
- SAG Awards official hashtag: **#sagawards**

COVERAGE NOTICE AND COPIES REQUIRED

Copies of your coverage of the 21st Annual Screen Actors Guild Awards Nominations Announcement and Holiday Auction should be sent to SAG Awards Publicity Assistant Sarah Huck at prasst@sagawards.org with a copy to Press Credentials Manager Tarrah Curtis at Tarah@ecsolutions.org as soon as possible after the nominations announcement, after any interim media opportunities and after the Awards ceremony. Broadcast outlets should alert us via email as to airdate/time and send video or audio files on a data disc in QuickTime or .mpeg3 or .mpeg4 format, as well as email website links where applicable. Print outlets should email PDF's or website links. Photographers must email PDF's of tear sheets. Receipt of your coverage will impact your request for credentials for future SAG Awards.

CREDENTIALS FOR THE 21ST ANNUAL SCREEN ACTORS GUILD AWARDS® CEREMONIES:

You will be notified of your status for credentials for the Awards Ceremonies in the week following the Nominations Announcement. Outlets credentialed must submit their media logistical requirements by Monday, Dec. 22, 2014 and their outlet individual staff requests by Wednesday, Jan. 7, 2015.

Acceptance of your credential application for the Nominations Announcement does not guarantee you will receive a credential for the ceremony. Our receipt of your coverage of the Nominations Announcement and your coverage of last year's 20th Annual Screen Actors Guild Awards® may be a deciding factor. **All media logistics questions should be addressed to Angelita Cole at angelitacole@mac.com and all credentials to Tarrah Curtis at Tarah@ecsolutions.org.** Please do not address credential or media logistics questions to other PR staff members.

21st ANNUAL SCREEN ACTORS GUILD AWARDS MEDIA & EVENT STAFF:

Please introduce or re-introduce yourselves to us. If you have a problem this morning, we will try to find a solution. We invite your suggestions for making this event even better next year, but ask that you please email them to us after the crunch of this morning's activities.

SAG Awards

Rosalind Jarrett Sepulveda – Executive in Charge of Publicity – rjarrett@sagawards.org

Tosha Whitten Griggs – Senior Publicity Consultant – twgriggs@sagawards.org

Nan Sumski – PR Managing Editor – nsumski@sagawards.org

Gina Steward – Digital Publicity Coordinator – gsteward@sagawards.org

Susan J. Marks – Publicity Consultant – smarks@sagawards.org

Carrie White Scanlan – Publicity Consultant – cwhitescanlan@sagawards.org

Tarrah Curtis – Press Credentials Manager – [tarrah@ecsolutions.org](mailto:tarah@ecsolutions.org)

Angelita Cole - Media Logistics Coordinator - angelitacole@mac.com

Sarah Huck – Publicity Assistant – prasst@sagawards.org

TNT/TBS:

Eileen Quast – Senior PR Director, Los Angeles – Eileen.Quast@turner.com

Matthew Gardea – Jr. Publicist, Los Angeles – Matthew.Gardea@turner.com

Slate PR:

Andy Gelb – Partner – andy@slate-pr.com

Rachael Trager – Account Executive – rachael@slate-pr.com

Elyse Weissman – Account Executive – elyse@slate-pr.com

Julia Rossen – Assistant to Andy Gelb – juliar@slate-pr.com

UPCOMING 21st SCREEN ACTORS GUILD AWARDS® KEY DATES FOR MEDIA

(Details including RSVP information and potential interviewees will be sent to you for each event. Additional events may be added.)

- Tuesday, Jan. 13** **Pouring of The Actor® Statuette**
American Fine Arts Foundry
8:00 am set-up
8:15 am Sharp – Pouring & interviews
- Wednesday, Jan. 21** **Media Walk-Through / Site Check for Outlets Telecasting Live from the Red Carpet and Outlets in Platform Positions**
Shrine Exposition Center
10:00 a.m.
- Wednesday, Jan. 21** **Media Walk-Through / Site Check for All Other Outlets**
Shrine Exposition Center
11:30 a.m.

BEHIND THE SCENES AT THE SHRINE:

- Thursday, Jan. 22** **Awards Ceremony Behind-the-scenes:** SAG Awards set, menu, wine, champagne, table décor and flowers; **SAG Foundation Ceremony Auction** display
- Friday, Jan. 23** **SAG Awards Green Room** hosted by the House of Graff; **Ceremony Behind-the-scenes:** seating plans and set; **Post-awards Gala** hosted by PEOPLE Magazine & the Entertainment industry Foundation
- Saturday, Jan. 24** **Red Carpet Roll Out; Presenter Rehearsals; Seating Cards; Green Room; Post-awards Gala**

We welcome your suggestions for special coverage or individual pre-show stories. We will be notifying you of other SAG Awards media opportunities as they are scheduled. We look forward to seeing you at these events.

Rosalind Jarrett Sepulveda
SAG Awards Executive in Charge of Publicity
(424) 442-2419
rjarrett@sagawards.org

Eileen Quast
TNT/TBS Senior Director, Public Relations
(818) 729-7353
eileen.quast@turner.com

Screen Actors Guild Awards®, LLC

phone 424.442.2419 • fax 424.442.2416 • e-mail awardspr@sagawards.org • web www.sagawards.org
Tribeca West • 12233 West Olympic Boulevard • Suite 134 • Los Angeles, CA 90064
Airs Sunday, January 25, 2015 on TNT & TBS

