



PUBLICIST INFORMATION

****PLEASE READ THE FOLLOWING IN ITS ENTIRETY****

UPDATED AS OF 2/25/22

REQUIRED CREDENTIAL INFORMATION

If you have not done so, please submit a **VALID LICENSE** or **PASSPORT NUMBER** and **DATE OF BIRTH** to credentials@sagawards.org **ASAP**.

NEW THIS YEAR we will allow Publicists to upload a photo for their credential in lieu of taking a photo on-site. Photos must be uploaded using the below link **ASAP**.

[CLICK HERE TO UPLOAD PHOTO FOR CREDENTIAL](#)

<h3><u>Dos</u></h3> 	<h3><u>Photo Upload</u></h3> <p><u>File Name Format</u> LASTNAME_FIRSTNAME_COMPANY</p> <p><u>File Types Accepted</u> JPG, PNG, BNP <i>No PDFs or 'portrait mode' photos</i></p> <p><u>File Size</u> Min: 800 pixels, Max: 1MB</p> <p><u>Send your photo to this link:</u> https://fileinbox.com/28th-SAG-Awards</p>
<h3><u>Donts</u></h3> 	

Photos must be uploaded using the following guidelines:

- Photos should be in color, clearly in focus and properly shot with even lighting.
- Full head shot with face forward and subject's head centered in the frame.
- Hats or dark glasses may NOT be worn, unless always worn for religious or medical reasons.
- DO NOT upload scanned images of actual documents such as passports or driver licenses.
- Must be a JPG or PNG file, no larger than 1MB and no smaller than 50KB

- For matching purposes, photos MUST be saved using the following format :
LastName_FirstName.jpg or LastName_FirstName.png.

COVID-19 SAFETY REQUIREMENTS

To protect the health and safety of ALL attendees, COVID-19 protocols must be strictly followed during the production of the 28th Screen Actors Guild Awards. Failure to comply would result in denial or termination of your access within the premises. Credentialed publicists/representatives must agree to comply with all COVID-19 Related Restrictions. For more information on the SAG Awards COVID-19 Safety Protocols, please visit: <https://www.sagawards.org/covidprotocols>.

- Submission of **PROOF OF COVID-19 VACCINATION and BOOSTER** shot (if eligible)
- Submission of **NEGATIVE LAB-BASED COVID-19 PCR TEST, or Lucira/CUE Health COVID 19 test*** (UPDATED 2/18) within 48-hours of an individual's first appearance on-site. If you are only working on show day, results must be submitted by Sunday, February 27 at 12pm PT. No exemptions.
 - **PCR tests are the responsibility of each rep and must be taken within 48 hours of the event (tests taken at any time on Friday, 2/25 will be accepted)**
- We require all attendees to wear KN95 or KF94 masks at all times.

In order for Axiom to review and approve a result from the Lucira or the CUE Health home tests, you must use the test technology which provides a verified test result, on your phone. It must include your name, date of birth or other personal identifier, test type, collection date, and result. (**UPDATED - 2/18/2022)

The SAG Awards has partnered with Axiom Medical to verify COVID-19 vaccination cards and testing results for all in-person attendees. Please look out for an email from sagawards@axiomllc.com as Axiom will be issuing important instructions on how to upload and submit COVID-19 vaccination cards and testing results via their [CheckIn2Work App](#).

PUBLICIST CREDENTIALS

PICK-UP INFORMATION

- **IMPORTANT:** Prior to picking up your credential you will need to check-in with Axiom Medical located in front of the Credentials Office facing Airport Ave for the COVID/Wellness Check. Your COVID-19 vaccination card and negative COVID-19 PCR Test must be uploaded to the Axiom CheckIn2Work App PRIOR to picking up your credential.
- **WHERE:** The Barker Hangar - 3021 Airport Ave, Santa Monica, CA 90405
- **WHEN: FRIDAY, 2/25, SATURDAY, 2/26 from 9AM - 5PM; SUNDAY, 2/27 from 9AM - 1PM**
- **BRING:** Same Driver's License or government-issued photo ID that matches the name and Driver's License/Passport number provided in the application form. There will be no exceptions to this rule.

CREDENTIAL USAGE:

- Credentials may not be copied, photographed or posted: Images of credentials may not be published in any medium. Do not post or share a picture of your credential on Facebook, Twitter, Instagram or any other social or online media. Publication of credential images and artwork may result in the revocation of any or all of the organization's credentials.
- Credentials are non-transferable: A credential badge is valid only when worn by the individual to whom it was issued. Any transfer of credential badges can and will result in

revocation of all of the organization's credentials. In addition, future requests for credentials by the organization will be denied.

- Screen Actors Guild Awards reserves the right to deny or revoke access or credentials to any media organization or individual at any time, for any reason.
- All SAG Awards events are private events. All persons, any and all equipment, backpacks, tote bags and the like brought to the Awards Ceremony will be subject to search by security personnel.
- If your client's plans change and they will not be attending, your credential will not be valid. Please try to confirm their status before making the trek to the Shrine to secure your credential.

PUBLICIST SHOW DAY SCHEDULE

IMPORTANT! With the addition of on-site rapid testing for **ticketed guests**, we have adjusted the timing for arrivals to allow extra time for testing.

- **9:00am - 1:00pm** - Publicist Credential Pick-up (Credential photos must be uploaded [HERE](#) by 2/23)
- **1:00pm** - Publicist Check-in Opens at Publicist Arrivals Waiting Tent at the start of the carpet
- **1:00pm - 2:00pm** - Publicists may advance the media line for their clients
- **2:30pm** - Red carpet opens and cocktail reception begins
- **4:30pm** - Red carpet closes
- **4:45pm** - Show begins
- **5:00pm - 7:00pm** - Telecast airs live on TNT & TBS

STAGGERED ARRIVALS

To alleviate a huge crush of simultaneous arrivals and to help with the flow of on-site testing, we strongly suggest the following staggered arrival times:

- **TV Ensembles** - Arrive between 2:00pm and 3:00pm
- **Film Casts/TV & Film Individuals** - Arrive early! But no later than 3:45pm
- **Non-Nominated Attendees** - Arrive between 2:00pm and 3:30pm

MANDATORY CHECK-IN & PICK-UP OF NOMINEE/PRESENTER ID CARDS

Check-in and pick-up of nominee/presenter ID cards is from 1 p.m. to 3:30 p.m. PT at the Publicist Arrivals Waiting Tent at the start of the Red Carpet. **Check-in is mandatory.** We need to know whether the publicists that we credentialed to escort talent are present when the talent arrives. **Once you check-in you will receive the list of red carpet media in order and Talent ID card for the Photo Line.**

ON-SITE MEDIA OPPORTUNITIES

CLICK [HERE](#) FOR THE CREDENTIALLED MEDIA LIST

RED CARPET

This year we will have red carpet arrivals (actual carpet color is silver) starting with the photo line followed by interview opportunities with two dozen press outlets including two live pre-shows including **PEOPLE & Entertainment Weekly Red Carpet Live: 28th Annual Screen Actors Guild Awards** and the return of **Live from E!**.

For your planning, please [CLICK HERE](#) for the rendering of the photo line step-and-repeat and note it is dark blue with gold logos, and we will have a silver carpet throughout. The carpet

arrivals area will be completely tented. Additionally, the SAG Awards' PR Agency Rogers & Cowan PMK will be staffed along the carpet managing red carpet interviews and carpet flow.

PUBLICIST LOUNGE

Once your client has completed their walk down the Red Carpet and entered the Showroom, you may proceed to the Publicists Lounge, which is in the Media Center located West of the Barker Hangar. There will be light food, beverages, and TV monitors for you to watch the show.

MEDIA CENTER

After an individual/cast/ensemble wins their award, they will be escorted stage left towards the tented Media Center to meet their PR rep and complete the post-win Media Center opportunities. Only Actor® recipients will go to the backstage media rooms. If you represent a presenter, you are also invited to participate in the SAG Awards Official Portrait Gallery by Shutterstock with photographer Maarten de Boer.

The Media Center will include the following stops:

- **The Actor® Statuette Room presented by City National Bank** - All winners will stop here to retrieve and sign for their statuettes. Actor **Telly Leung** will also serve as a correspondent on behalf of CNB, conducting quick interviews that will be posted on SAG Awards' Instagram Stories.
- **SAG Awards Official Portrait Gallery by Shutterstock - WINNERS AND PRESENTERS** portraits will be taken here by photographer **Maarten de Boer**.
- **General Photo Room** - Traditional photo stop of the winner in front of the SAG Awards step-and-repeat with their Actor statuette.
- **Virtual Interview Room** - Following the General Photo Room, winners will be escorted into a Virtual Interview Room where they will see a monitor featuring all the virtual press via zoom. The Interview Room is run press-conference style and will be moderated by a member of the SAG Awards PR team and will allow no more than 3-4 questions at a time. As this is within a small space, **we encourage all casts/ensembles to designate no more than 2-3 people to participate** in the Virtual Interview Room.
- **Winners Walk Press Line** - Brief interviews with entertainment shows conducted press line style. These interviews are limited to 2 minutes per recipient.
- **Social Media Booth** - A quick, lively, celebratory video will be captured of winners and posted to Awards, TNT, and TBS social media channels.

THE ACTOR® ENGRAVING STATION PRESENTED BY CITY NATIONAL BANK

For the first time, winners will be able to get their Actor statuette personalized with their name the night of the show. Following the telecast, winners will be directed to the Engraving Station presented by City National Bank to have their Actor statuette engraved.

DRESS CODE

Formal attire is required. All publicists must wear formal attire (suit, tuxedo, cocktail dress, gowns - no jeans) to escort their talent at the Screen Actors Guild Awards. Masks are required for all attendees. Since mask filtration quality is so important in preventing Omicron's significantly higher rate of transmission versus other variants, **we require all attendees wear KN95 or KF94 masks.**

PARKING & RIDESHARE

Media/Publicist parking will be located at the Santa Monica College Bundy Campus Parking Lot called the **TAN LOT 7**, a short walk from The Barker Hangar. See attached for the digital parking pass and directions. **Upon arrival please show your parking placard on your phone to the attendant. The lot is expected to fill quickly and highly recommend opting to Rideshare.**

Rideshare Instructions: See Rideshare Map [HERE](#), and please use the address 3017 Airport Ave, Santa Monica, CA 90405. Once rideshare drops off in the lot please walk across the street to and follow the signs for the Axiom Health Check-in and Credentials Trailer. A rideshare pass is not required this year.

IMPORTANT NOTE FOR PUBLICISTS ARRIVING WITH TICKETED ATTENDEES:

- Due to the on-site testing process, there will be **no rideshare drop-off** FOR TICKETED ATTENDEES. All ticketed attendees will check-in and get tested in their car. Limo, car service or valet only.
- **If you plan on arriving in the same car as your client**, you must either have a credential or a ticket at the ticket checkpoint. Only those with tickets will have to do the antigen testing.

SOCIAL MEDIA

Follow and tag the SAG Awards on socials (Facebook, Twitter ([@sagawards](#)), Instagram ([@sagawards](#)) and TikTok ([@sagawards](#)), online at sagawards.org, and join the conversation by using the official hashtag #SAGawards.

DIGITAL PRESS KIT / PRESS MATERIALS

For information on this year's show, fast facts, sponsor information and more, please visit: <https://sagawards.org/media/newsinfo/press-kit>.

SAG AWARDS NOMENCLATURE

As a reminder, when mentioning the SAG Awards, it is NEVER acceptable nor correct to call it the SAGs or to refer to the voting body/union only as SAG. The correct names for the show are Screen Actors Guild Awards or SAG Awards, and the voting body members and union should be referred to as SAG-AFTRA. (see [Nomenclature](#) for more info).

TUNE-IN

The 28th Annual SAG Awards® will be nationally simulcast live on TNT and TBS on Sunday, Feb. 27, 2022 at 8 p.m. ET / 5 p.m. PT from The Barker Hangar in Santa Monica and available the following day on HBO Max.

KEY SAG AWARDS PR CONTACTS:

Publicity: prteam@sagawards.org

- Christina Canseco, Head of Publicity - ccanseco@sagawards.org
- Nic Vivas, Digital Manager - nvivas@sagawards.org
- Whitney Fern, Publicity Consultant - wfern@sagawards.org
- Isabella Nguyen, Publicity Coordinator - inguyen@sagawards.org
- Mia Baker, Digital Associate - mbaker@sagawards.org

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