



December 10, 2014

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

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 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 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.

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.

- 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 23-February 2, 2015.
- 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
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 and posted at sagawards.org
 - For your colleagues who cannot attend: the announcement will be webcast live on sagawards.tntdrama.com.
- 6:00 AM** *****LIVE*****

SHARP

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 at the theater door and posted at sagawards.org.
- 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

6:15 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
Nan Sumski: nsumski@sagawards.org
Gina Steward: gsteward@sagawards.org
Sarah Huck: prasst@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 (424) 442-2419 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 Sarah Huck 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 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® Sunday, January 25, 2015 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 Tuesday, Dec. 16 to be returned by noon on Friday, Jan. 23.
- 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 21st Annual SAG Awards.
- Please also encourage them to share or retweet posts from our social media site:
 - 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**

SAG Awards Program Book:

- To congratulate your nominees, contact Program Manager Griffin Schmidt at (424) 442-2419 or gschmidt@sagawards.org to place an ad in the 21st Annual Screen Actors Guild Awards® program book. **The deadline for holding ad space is Jan 6th and art is due Jan 8th.**

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 (424) 442-2419. We will consider both individual nominees and actors nominated as part of a cast or ensemble:
 - **Tuesday, Jan. 13** – Pouring of The Actor® statuette: 8:00 a.m., American Fine Arts Foundry in Burbank
 - **Thursday, Jan. 22, Friday, Jan. 23, Saturday, Jan. 24** - Behind the Scenes at the Shrine: 8:30 a.m.-10:30 a.m

21st 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.

21st 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. 11, 2014 to Monday, Jan. 5 at 6:00 p.m. (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. 5. 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 credentials questions should be addressed to Tarrah Curtis** at Tarrah@ecsolutions.org. If there are questions about your application, you may also be contacted by Susan Marks of our publicity staff.
- **The live coast-to-coast simulcast of 21st Annual Screen Actors Guild Awards® is Sunday, Jan. 25, 2015 on TNT and TBS at 8 p.m. (ET)/5 p.m. (PT).** Arrivals begin at 3:00 p.m. (PT). **NOTE:** This is an earlier start time than previous years. 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 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 (424) 442-2420 or jbrockett@sagawards.org. Please cc Awards Supervisor, Jen Coyne-Hoerle at jench@sagawards.org.
-
- **Walk-through** for credentialed publicists and media will be held on **Tuesday, Jan. 20 at 11:00 a.m.** and **Friday, Jan. 23 at 4:00 p.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 maggiebarrettcaulfield@gmail.com. Please review the presenter releases from the 20th 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 Nan Sumski 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.

Rosalind Jarrett Sepulveda Executive in Charge of Publicity (424) 442-2419 or rjarrett@sagawards.org	Eileen Quast TNT/TBS Senior PR Director (818) 729-7353 eileen.quast@turner.com	Jon Brockett Supervising Producer (424) 442-2419 jbrockett@sagawards.org
Jen Coyne-Hoerle Awards Supervisor (424) 442-2419 jench@sagawards.org	Maggie Barrett Caulfield Talent Producer (424) 442-2419 maggiebarrettcaulfield@gmail.com	Griffin Schmidt Program Manager (424) 442-2419 gschmidt@sagawards.org
Tosha Whitten Griggs Senior Publicity Consultant (424) 442-2419 twgriggs@sagawards.org	Nan Sumski PR Managing Editor (424) 442-2419 nsumski@sagawards.org	Gina Steward Digital Publicity Coordinator (424) 442-2419 gsteward@sagawards.org

Susan J. Marks
Publicity Consultant
(424) 442-2419
smarks@sagawards.org

Carrie White Scanlan
Publicity Consultant
(424) 442-2419
cwhitescanlan@sagawards.org

Tarrah Curtis
Press Credentials Manager
(424) 442-2419
tarrah@ecsolutions.org

Andy Gelb
Partner, Slate PR
(424) 442-2419
andy@slate-pr.com

Rachael Trager
Account Executive, Slate PR
(310) 461-0111
rachael@slate-pr.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

