



## **Regulations for the Promotion of Motion Pictures and Television Programs for Outstanding Achievement in Sound Mixing**

The Cinema Audio Society Awards for Outstanding Achievement in Sound Mixing were created to honor sound mixers who have excelled in their craft. These awards are voted on solely by sound mixers. In an effort to maintain the high standards of the CAS and the CAS Awards, the Board of Directors has put forth this set of regulations for the promotion of motion pictures and television programs eligible for the Cinema Audio Society Awards. These regulations will apply to film studios, television networks, producers, distributors, marketers, mixers themselves and any others who may promote or campaign for a particular film or program.

The Cinema Audio Society's goal is to ensure that the CAS Awards competition is conducted in a fair and ethical manner. The voting members of the CAS make their choices based solely on the artistic and technical merits of the eligible films and television programs. Any activity or campaigning determined by the CAS Board of Directors to work in opposition to that goal, whether or not anticipated by these regulations, will be subject to penalties.

Any CAS member who has authorized, approved, or executed a campaign activity that is determined by the CAS Board of Directors to have undermined the letter or spirit of these regulations will be subject to suspension of membership or expulsion from the CAS. All penalties will be assessed at the discretion of the Board of Directors and in response to the seriousness of the violation.

### **Regulations**

#### **1. Screenings**

The CAS encourages the screening of eligible films or television programs in appropriate venues. While viewing films on screeners is at times more convenient, the CAS remains firmly committed to the principal that films or programs competing for the CAS awards should be heard and experienced as they were intended. Recognizing the importance of hearing a colleague's work as it was meant to be heard, members are encouraged to listen to programs for awards consideration in the form in which the content was originally recorded. For theatrical work, the best reproduction is in a theater or screening room aligned to the industry standards, but lacking that, listening over a well set-up and properly equipped home-theater system is best. For 2-

channel LT/RT works, utilization of a competent surround decoder is best. These should be distinguished from L/R mixes that are not intended for surround decoding. Regrettably these are often not well labeled, but excessive surround level may indicate the content was meant to be heard in 2-channel stereo. Notwithstanding the above, the CAS will not object to the distribution of screeners to CAS members but encourage filmmakers and studios to present and make available films in theatrical venues.

## **2. Passes to Commercial Theaters**

Companies are permitted to distribute passes or coupons that allow CAS members to gain free entry to screenings in commercial theaters. These coupons may be for specific titles or for admission on a more general basis.

## **3. Screening Schedules and Mailings**

All mailings sent to CAS members for the CAS Awards must first be reviewed through the CAS Awards Committee; (send materials for approval to: [timothy@ingledodd.com](mailto:timothy@ingledodd.com)). Screening schedules or notices of upcoming screenings may be mailed to CAS members. They may include a brief synopsis of the film or program, a “for your consideration” listing of the talent who worked on the film and the film or program’s title treatment. After the 2018 CAS Award nominees are announced, subsequent letters and screening schedules may refer to any current CAS nominations received by a film or program. Letters verifying a CAS member’s address and announcing the shipment of screeners are allowed and are not required to contain screening schedules. Letters accompanying the delivery of screeners are permitted and are not required to contain screening schedules but must adhere to the above regulations regarding mailings. The sending of “Look Books” is prohibited.

## **4. Quote Ads**

Any form of advertising that includes quotes or comments by CAS members is prohibited.

## **5. E-mail**

All emailing sent to CAS members must first be reviewed through the CAS Awards Committee; (send materials for approval to: [timothy@ingledodd.com](mailto:timothy@ingledodd.com)). After approval, e-mails will be sent to CAS members by the CAS.

E-mail that is sent to CAS members must adhere to the same regulations concerning content and appearance as mail delivered by the post office or other delivery methods. Whether an e-mail is sent to announce a screening or to distribute an eligible television program via download or streaming, it may include a film or program’s logo, title, a brief synopsis and a “for your consideration” listing of talent. References or links may be made to any website or social media that promotes an eligible film or program.

## **6. Website**

### **A. *Cinema Audio Society website***

Any posting on the official Cinema Audio Society website ([www.CinemaAudioSociety.org](http://www.CinemaAudioSociety.org)) must adhere to the same regulations concerning content and appearance as mail delivered by the post office or other delivery methods. It must include information about screenings

and it may include a film or program's logo, title, a brief synopsis and "for your consideration" listing of talent. References or links may be made to any website that promotes an eligible film or program.

**B. Other websites**

References or links to any website or social media that promotes an eligible film or program are permitted in mailings, e-mails or materials targeted to CAS members. Websites must adhere as well to the CAS's rules concerning the use of the CAS name and logo.

**7. Screeners**

Eligible films or programs may be sent to CAS members in the form of DVD or Blu-ray copies. Eligible television programs may also be distributed to members digitally via download or streaming. All screeners, regardless of format, must be in compliance with all other provisions of these regulations.

**8. Packaging of Screeners**

All screener packaging that is to be sent to CAS members must first be reviewed through the CAS Awards Committee; (send materials for approval to: [timothy@ingledodd.com](mailto:timothy@ingledodd.com)). A film or program's logo and title may appear on the packaging. Individual screener packaging may carry on it a list of "for your consideration". Use of the same packaging as used in the commercial release is permitted. An empty box may not be sent to members as a "placeholder" or reminder that the actual screener will be sent at some future date.

**9. Inserts**

Brief cover letters may accompany screeners, but they must adhere to the above regulations regarding mailings. Information about upcoming screenings may be inserted into the packaging of screeners. The size of these schedules may be tailored to fit the packaging. All other relevant restrictions concerning screening schedules in Regulation #3 shall also apply.

**10. Telephone Lobbying**

Any effort to contact CAS members by telephone to promote a film or program is expressly forbidden, even if such contact is in the guise of checking to make sure a screener was received. Telephone calls to verify a member's address are permitted, as long as no eligible films or programs are discussed.

**11. Third Party Distribution**

Film studios, television networks, producers, distributors, marketers, mixers or any others who may promote or campaign for a particular film or program are prohibited from doing indirectly or through a third party anything that these regulations prohibit them from doing directly.

**12. Events**

Screenings to which CAS members are invited may be followed by a Q&A session or similar live participation by persons associated with the film or program. Such events may be preceded and/or followed by a reception with complimentary food and/or beverages. Receptions, dinners or events, other than those accompanying screenings, to which CAS members are invited and

which are specifically designed to promote a film, program or achievement for CAS Awards consideration are expressly prohibited.

### **13. References to Other Nominees**

Ads, mailings, websites, social media postings or discussions, (e.g. Facebook and Twitter) or any other forms of physical or electronic campaign communication that attempt to promote a particular film, program or achievement by casting a negative or derogatory light on a competing film, program or achievement are not permitted. In particular, any campaign tactic that singles out another entrant by name or title is expressly forbidden.

The Board of Directors of the CAS reserves the right to review any activity that may or may not be described in these regulations and to assess any penalties it considers appropriate, as allowed under these Regulations and the By-Laws of the Cinema Audio Society.