CINEMA AUDIO SOCIETY

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. 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 strongly encourages the inclusion of all eligible sound mixers in all promotional materials.

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 or 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 principle that films or programs competing for the CAS awards should be heard and experienced as they were intended. Members are encouraged to listen to films and

programs for awards consideration in the format for which the content was originally released. The CAS does not object to the distribution of screeners and viewing links to CAS members but encourages filmmakers and studios to present and make films available 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 general admission.

3. Mailings and Emails

All mailings sent to CAS members for CAS Awards consideration must first be reviewed through the CAS Approval Committee. (Send materials for approval to: timothy@ingledodd.com.) Screening schedules or notices of upcoming screenings may be mailed or emailed 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 current year's CAS nominees are announced, subsequent letters and screening schedules may refer to any current CAS nominations received by a film or program.

Letters or emails verifying a CAS member's address, inquiring about desired screener formats or 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 unless pre-approved by the Approval Committee.

All email sent to be sent to CAS members must first be reviewed through the CAS Approval Committee. (Send materials for approval to: timothy@ingledodd.com.) Upon approval, emails will be sent to CAS members by the CAS.

Whether an email is sent to announce a screening or to distribute an eligible film or television program via download or streaming, all email that is sent to CAS members must adhere to the same regulations concerning content and appearance that are listed above.

These regulations apply to all third-party communications sent to CAS members whether by email, the post office or other delivery methods.

4. Quote Ads

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

5. Websites and Social Media

A. Cinema Audio Society website

Any posting on the official Cinema Audio Society website (www.CinemaAudioSociety.org) must adhere to the same regulations concerning content and appearance as any other communication delivered by email, the post office or other delivery methods as listed above in regulation #3. 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 websites or social media that promote an eligible film or program.

B. Other websites

References or links to websites or social media that promote an eligible film or program are permitted in mailings, e-mails or materials sent to CAS members. The CAS acknowledges that independent website content is not subject to these regulations, however, any linked website or social media must adhere to the CAS's rules concerning the use of the CAS name, letters and logo.

C. Social Media

Public communications (including any social media posts, re-posts, shares, and comments) by CAS members may not directly or indirectly:

- State voting decisions, preferences, or strategies.
- Encourage or discourage members to vote for any film or program.
- Share misleading or false information about a film or program.

6. Screeners

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

7. Packaging of Screeners

All screener packaging that is to be sent to CAS members must first be reviewed through the CAS Approval Committee. (Send materials for approval to: timothy@ingledodd.com.) Screener packaging must adhere to the same regulations as other communications and materials sent to CAS members. However, if a film or program has been commercially released, 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.

8. 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.

9. 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.

10. 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.

11. Events
Screenings to which CAS members are invited may be preceded and/or followed by a Q&A session or similar live participation by persons associated with the film or program. Additionally, such events may be preceded and/or followed by a reception with complimentary food and/or beverages. Invitations to receptions, dinners, or events, other than those accompanying screenings, to which CAS members are invited and which are specifically designed to promote a film or program for CAS Awards consideration must provide an opportunity to screen the film or program.

12. References to Other Nominees
Ads, mailings, websites, social media postings or discussions, or any other forms of physical or electronic campaign communication that attempt to promote a particular film or program by casting a negative or derogatory light on a competing film or program are not permitted. In particular, any campaign tactic that singles out another entrant by name or title is expressly forbidden. If any such activity is brought to the attention of the CAS and is shown to have been initiated by any CAS member, that member may be subject to suspension of membership or expulsion from the CAS. If any such activity is shown to have been initiated by persons or organizations associated with another CAS entry, that entry may be subject to disqualification. All determinations regarding any such activity shall be decided by the CAS Board of Directors, whose decision will be final.

13. Other Events and Screenings
The Cinema Audio Society does not directly sponsor or produce FYC events or screenings of any productions that could qualify for the current awards season.

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.