



**Regulations For the Promotion of Motion Pictures,
Television Programs and DVD Original Programming
for the 46th Annual Cinema Audio Society Awards
For Outstanding Achievement in Sound Mixing**

September 1, 2009

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, television programs, and DVD original programming 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, television programs, and DVD original 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 in a theatrical setting for its members, or of television programs and DVD original programs in appropriate 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. These coupons must be simple in design and production, and may contain a film's title and logo, along with studio name and logo. No photographs or other design elements specific to the film may be included. No additional text specific to the film may be included.

3. Screening Schedules

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 basic "for your consideration" listing of the talent who worked on the film and the film or program's title treatment. Mailings may not include photographs, glossy paper or card stock, key art or other graphics. **Letters or mailings may not extol the merits of a film or program or individuals involved with it. They may not contain quotes from reviews about the film or program, nor refer to any honors or awards, past or present, that have been received by either the film or program or the creative talent involved in the making of the film or program.** Letters may not include information about any website that promotes any eligible film or program. After the 2009 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.

4. Quote Ads

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

5. E-mail

All e-mail that is to be sent to CAS members must first be cleared through the CAS Awards Office (send e-mails for approval to: CASAwards@CinemaAudioSociety.org). 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. It must include information about screenings and may include a film or program's logo, title, a brief synopsis and a basic "for your consideration" listing of talent. **They may not extol the merits of a film or program or individuals involved with it. They may not contain quotes from reviews about the film or program, nor refer to any honors or awards, past or present, that have been received by either the film or program or the creative talent involved in the making of the film or program.** No references or links may be made to any website that promotes an eligible film or program, unless that website contains only the same basic information as allowed elsewhere in these regulations.

6. Websites

a. CinemaAudioSociety.org and CinemaAudioSociety.com

Any posting on the official Cinema Audio Society website web board 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 a basic "for your consideration" listing of talent. No references or links may be made to any website that promotes an eligible film or program, unless that website contains only the same basic information as allowed elsewhere in these regulations.

b. Other websites

The CAS acknowledges that website content is not subject to these regulations. However, references or links to any website that promotes an eligible film or program are not permitted in mailings, e-mails or materials targeted to CAS members. Reference to a website is only permitted if the website contains the same type of basic screening information and synopses that would otherwise be allowed in direct mailings, presented in a similar format. Websites must adhere as well to the CAS's rules concerning the use of the CAS name and logo.

7. Screeners

Videocassettes or DVD copies of eligible films or programs may be sent to CAS members. **A videotape or DVD sent to a member may not include any additional print or moving image material, such as information about the making of the movie.**

8. Packaging of Screeners

With the exception of the DVD Original Programming Category, the packaging of videotapes and DVDs should be limited to simple sleeves or boxes, whether the package contains single or multiple tapes or DVDs. Outer packaging on boxes containing multiple tapes or DVDs must also be simple in design. A film or program's logo and title may appear on the packaging. Individual tape or DVD packaging may carry on it a list of "for your consideration" credits, but tag lines, advertising or promotional copy are not permitted. Whether housing single or multiple tapes, elaborate or promotional packaging will not be permitted. Whether or not a videotape or DVD has already been placed in general distribution to the home video market at the time of its mailing to the CAS membership, the packaging must adhere to the regulations above. Use of the same packaging as used in the commercial release is not permitted.

For the DVD Original Programming Category only the use of the same packaging as used in the commercial release is permitted.

An empty tape or DVD box may not be sent to members as a "placeholder" or reminder that the actual tape or DVD will be sent at some future date.

9. Inserts

Brief cover letters may accompany DVDs and Videotapes, but they must adhere to the above regulations regarding mailings. Information about upcoming screenings may be inserted into the packaging of videocassettes or DVDs. The size of these schedules may be tailored to fit the packaging. Graphics should be limited to the use of logo and title. All other relevant restrictions concerning screening schedules in regulation #3 shall also apply.

10. Telephone Lobbying

Any organized effort to contact CAS members by telephone on behalf of 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 that which these regulations prohibit them from doing directly.

12. Events

Receptions, dinners or events other than screenings to which CAS members are invited and which are specifically designed to promote a film, program or achievement for the CAS Awards consideration are expressly prohibited.

13. References to Other Nominees

Ads, mailings, websites or any other forms of 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.