

Academy Awards Publicity Department (310) 247-3090

## Media Memo

84th Academy Awards®

## Coverage Planning Calendar

*For Your Internal Use*

The following are dates of pre-Academy Awards events. Media alerts and reminders will be sent out in advance of these dates and to inform you of additional events and activities, but for planning purposes, you may wish to note some of the dates now.

**To RSVP for a press event send an email to the address listed for the specific event. Include the outlet and contact name, phone number and the number of people who hope to attend. *DO NOT* reply to [publicity@oscars.org](mailto:publicity@oscars.org).**

**THIS SCHEDULE IS SUBJECT TO CHANGE WITHOUT NOTICE. PLEASE CONFIRM BEFORE RELYING UPON THIS INFORMATION.**

**SCHEDULE AS OF FEBRUARY 20, 2012**

### **Please note:**

A selection of still photos highlighting this year's pre-Oscar events will be available for download beginning in February on the Academy's website, [www.oscars.org/press/presskits/prephotopack.html](http://www.oscars.org/press/presskits/prephotopack.html).

## **Oscar Week - Oscars Setup Credentials**

NOTE: Beginning Monday, February 20, specific exterior areas at Hollywood & Highland Center®, including what will become the Academy Awards arrivals area, will be restricted. Access to these restricted areas will require one of two types of credentials: Oscars Setup credentials or, for those individuals who have been approved in advance to cover the Oscars presentation on February 26, an Academy Awards credential. Oscars Setup credentials are valid until 11 a.m. on February 26 (the day of the show); Academy Awards credentials remain valid through the presentation. Neither Oscars Setup credentials nor Academy Awards credentials provide access inside the Kodak Theatre or to the Governors Ball area; such access is by special arrangement and escort only. **There will be NO press access to the arrivals area at Hollywood & Highland Center® prior to February 20.**

To request Oscars Setup credentials, a representative of the outlet must submit online in advance the full name, date of birth and valid ID numbers (U.S. Drivers License, U.S. Government-issued ID card or passport) of those to receive an Oscars Setup credential. These names may be submitted at any time, but they must be submitted at least 24 hours before the individual comes to pick up the credential. The online application for Oscars Setup credentials will be available starting **January 30**. All requests must be submitted no later than Thursday, February 24 at 6 p.m. (PT).

**Every individual to receive an Oscars Setup credential must pick up his/her own badge. The same valid ID submitted in advance must be presented to receive credentials.**

**NO ONE can pick up badges for other individuals even those who are with the same outlet.**

Individuals whose names have been submitted in advance and approved must then pick up their Oscars Setup credential at the Academy Awards Credentialing Office, located in the Echo Park Room at the Renaissance Hollywood Hotel at Hollywood & Highland Center (1755 North Highland Avenue). This office will be open Monday, February 20, to Saturday, February 25. Office hours are 7 a.m. to 5 p.m.

- TO RECEIVE AN OSCARS SETUP CREDENTIAL, an individual must:
- Be 18 years of age or older;
  - Present a government-issued photo identification (a valid U.S. drivers license, U.S. government-issued identification card or passport) matching the same valid ID submitted in the application;
  - Provide a local or on-site telephone number; and
  - Sign a receipt.

No Oscars Setup credentials will be issued on Sunday, February 26 (the day of the Academy Awards show).

Oscars Setup credentials will give legitimate press representatives access to specific exterior locations from 9 a.m. Monday, February 20, until 11 a.m. Sunday, February 26 (the day of the show). At that time, Oscars Setup credentials will be void, and security will ask any Oscars Setup credential holders still on site to leave. Please note that Oscars Setup credentials will be made available only to media outlets wishing to report about the Academy Awards. Credentials will not be provided to media outlets or others seeking to photograph, audiotape or videotape material for any other purpose. Unauthorized use of Academy credentials may result in the credentials being revoked, the user being ejected from the premises, and the user being subject to civil and/or criminal prosecution. All Academy events are private events. The Academy of Motion Picture Arts and Sciences reserves the right to deny or revoke access or credentials to any media outlet or individual at any time, for any reason.

<u>Date</u>	<u>Time</u>	<u>Event</u>	<u>Location</u>
2/20 - 2/25	9:00 a.m. - 5:00 p.m.	<b>Awards Publicity Office Open at Renaissance Hollywood Hotel</b>	Renaissance Hollywood Hotel Hancock Park Room 3rd Level 1755 N. Highland Ave., Hollywood
2/20 - 2/25	7:00 a.m. - 5:00 p.m.	<b>Awards Press Credentialing Office Open at Renaissance Hollywood Hotel</b>	Renaissance Hollywood Hotel Echo Park Room 3rd Level 1755 N. Highland Ave., Hollywood
2/21	5:30 p.m. Press Call 6:00 p.m. Arrivals	<b>Shorts! Reception and Screening</b> RSVP closed	Academy Grand Lobby 8949 Wilshire Blvd., Beverly Hills
2/22	8 a.m.	<b>Red Carpet Rollout</b> Oscar Setup Credential required	Red Carpet Arrivals Area
2/22	5:30 p.m. Press Call 6:00 p.m. Arrivals	<b>Docs! Reception and Screening</b> RSVP closed	Academy Grand Lobby 8949 Wilshire Blvd., Beverly Hills

2/22	10:00 a.m.	<b>Meet the Oscars Grand Central Opening Ribbon Cutting</b> RSVP to Lina Plath lina@frankpublicity.com	Grand Central Terminal Grand Central Station, New York City
2/23	10:00 a.m.	<b>Food &amp; Beverage Preview</b> Oscars Setup Credential Required See pg. 2 Regarding Oscars Setup Credentials	Red Carpet Arrivals Area
2/23	5:30 p.m. Press Call 6:00 p.m. Arrivals	<b>Feature Animation Symposium</b> RSVP closed	Academy Grand Lobby 8949 Wilshire Blvd., Beverly Hills
2/24	10:00 - 11:00 a.m.	<b>Foreign Language Film Award Photo-Op</b> Oscar Setup Credential Required	Red Carpet Arrivals Area
2/24	TBD	<b>Producer, Director, President Press Conference</b> Oscars Setup Credentials Required See pg. 2 Regarding Oscars Setup Credentials	Red Carpet Arrivals Area
2/25	10:00 a.m.	<b>Foreign Language Film Award Symposium</b> RSVP closed	Samuel Goldwyn Theater 8949 Wilshire Blvd., Beverly Hills
2/25	2:30 p.m.	<b>Makeup Symposium</b> RSVP closed	Samuel Goldwyn Theater 8949 Wilshire Blvd., Beverly Hills
2/26	6 p.m.	<b>NYC Oscar Night Party</b> Press Contact: Frank PR, Lina Plath lina@frankpublicity.com	21' Club, New York City

Pool camera coverage of celebrity arrivals, press room interviews with Oscar winners, Governors Ball arrivals and Governors Ball party shots will be available via satellite. Satellite coordinates can be obtained at the Awards Press Office at the Renaissance Hollywood Hotel at Hollywood & Highland after Monday, February 20.

### **84th Academy Awards Publicity Office**

8949 Wilshire Boulevard, Beverly Hills, CA 90211

#### **Publicity Office Address After 2/20/11:**

Hancock Park Room, Renaissance Hollywood Hotel, 1755 N. Highland Ave., Hollywood, CA

Phone: (310) 247-3090 • Fax: (310) 271-3395 • E-mail: publicity@oscars.org