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Our Firm: Who We Are
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What we do:
   Communication initiatives that help our clients adapt in a constantly changing world

We have coordinated multiple events and branding initiatives for entertainment organizations including:
- MTV Movie Awards
- The Golden Globes
- Time Magazine
Diversity.
Transparency.
Accountability.
“We recognize and uphold excellence in motion picture arts and science, inspire imagination, and connect the world through the medium of motion pictures.”

~Cheryl Boone Isaacs, President of The Academy of Motion Picture Arts and Science
The Academy of Motion Picture Arts and Sciences

Founded May 11, 1927

Mission: To advance the art and science of motion pictures

First awards ceremony: May 16, 1929

Approximately 6,687 (current) members and 17 branches

Current President: Cheryl Boone Isaacs
17 branches comprised of 6,687 members who consist of:

- Actors
- Casting Directors
- Cinematographers
- Designers
- Executives
- Film Editors, and many more
ACADEMY SPONSORS

Past and Present
The Academy has come under increased scrutiny regarding diversity and inclusion.

Drop in audience is due to many viewers questioning the Academy when it comes to the diversity of the films selected as winners.

Need to change and adapt as the times change in order to keep their mass audiences and stay in competition with other organizations and award shows.

Need to implement the reality of attitudes coming from the target generations, millennials.

Only 14 black actors have ever won an Oscar for acting.

#oscarssowhite
Academy Awards audience since 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Best picture winner</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>'07</td>
<td>The Departed</td>
<td>40.1 million</td>
</tr>
<tr>
<td>'08</td>
<td>No Country for Old Men</td>
<td>32</td>
</tr>
<tr>
<td>'09</td>
<td>Slumdog Millionaire</td>
<td>36.3</td>
</tr>
<tr>
<td>'10</td>
<td>The Hurt Locker</td>
<td>41.7</td>
</tr>
<tr>
<td>'11</td>
<td>The King's Speech</td>
<td>37.9</td>
</tr>
<tr>
<td>'12</td>
<td>The Artist</td>
<td>39.3</td>
</tr>
<tr>
<td>'13</td>
<td>Argo</td>
<td>40.4</td>
</tr>
<tr>
<td>'14</td>
<td>12 Years a Slave</td>
<td>43.7</td>
</tr>
<tr>
<td>'15</td>
<td>Birdman</td>
<td>37.3</td>
</tr>
<tr>
<td>'16</td>
<td>Spotlight</td>
<td>34.4</td>
</tr>
<tr>
<td>'17</td>
<td>Moonlight</td>
<td>32.9</td>
</tr>
</tbody>
</table>

Source: Nielsen

@latimesgraphics
WHY CARE?

Long-term reputation matters.

The Oscars have a massive audience
Reflect the diversity of America today

Social issues and political correctness are the reality of society today.

Consumer opinion matters. Trust in the Academy and the awards process is critical to its legitimacy moving forward.
Increase diversity, inclusion, and transparency within The Academy

Drive awareness of the steps taken by The Academy to create a more diverse and inclusive culture
STRATEGIES
- Create events designed to showcase the inner workings of The Academy.

- Use media relations and social outreach to drive news about The Academy’s advancements in diversity and inclusion, as well as its commitment to increased transparency.
The Academy represents all cultures and audiences and actively pursues policies of inclusion and diversity.

The Academy has made great strides in creating a more diverse and inclusive culture. We continue to develop programs and refine policies to drive greater opportunities for all.
CREATIVE TACTICS
“Cinemascope”

**What:** “Cinemascope” A panel event designed to bring together members of The Academy as well as those involved in movie making (actors, directors, etc.) to discuss initiatives to increase diversity in race and gender

**Objective:** Bring together movie makers and the media for a serious discussion about measures The Academy is taking to increase diversity within the film industry

**Strategy:** Recruit top Academy members to industry to discuss tough topics and bring awareness to issue of diversity, the need for change and Academy initiatives

**Why:** Raise awareness of The Academy’s and its efforts to create a more diverse and transparent organization
FANTASY LEAGUE

Feature on The Academy’s website where the public can create a fantasy group with friends and create “teams” of their projected winners.
Create a “People’s Choice” poll on The Academy website to give the people a say in what movies and who involved in the movies should be nominated for the Oscars.

People feel a sense of accomplishment.
Media Relations & News Bureau
Create groundswell of media coverage during the year to drive news of The Academy’s initiatives, raise awareness of The Academy’s diversity and transparency initiatives and kick-off the Oscar season with positive news about The Academy.
Press Kit

Press Release
FAQs
History of The Academy
“Fun Facts” about The Academy and The Oscars
Key events schedule
President Cheryl Boone Isaacs and upcoming Oscars host bios
Summary sheet of makeup of The Academy members
Personalized Oscar statuette to select influencers and media
Media Segmentation Overview

Breaking News - Women’s Interest - Multicultural - Lifestyle - Entertainment
Sample Media Outlets:
- Broadcast: CNN, NBC Nightly News, regional local news
- Online: Associated Press, The Huffington Post, Yahoo

Approach:
- Interviews with Cheryl Boone Isaacs re: changes in membership
- Announcement of 2018 Oscar host
- Press release for all media
Women’s Interest

Media Outlets:
- Broadcast: Today Show
- Print: Cosmopolitan, Marie Claire
- Online: Buzzfeed,

Approach:
- Focus on better representation of women in The Academy in industry and voting membership
Multicultural

Media Outlets:
- Broadcast: CNN, BET, Telemundo, Univision
- Print: Ebony, Essence
- Online: The Guardian

Approach:
- The need for greater diversity and inclusion
- Adapt/change
- The Academy to make inclusion a reality.
- Communication with Academy leaders and members
Lifestyle

Media Outlets:
- Broadcast: Today Show, GMA, Access Hollywood, Extra, Ellen, The View
- Print: People, NYT, Major Dailies
- Online: Refinery29, Buzzfeed,

Approach:
- Changes in The Academy focus, policy, membership
Entertainment

Media Outlets:
- Print: InTouch, US Weekly, People
- Online: JustJared, PerezHilton, OMG!, Yahoo

Approach:
- Create buzz and attention for The Academy
- Create awareness, about The Academy’s initiatives in diversity and transparency
POSSIBLE HEADLINES

Cinema Scope Provides Deeper Insight into Diversity in Movies of 2018

Do You Know How Oscar Winners Are Chosen?

Academy Moves to a More Transparent Future

Academy Head Talks Diversity and the Changes to be Made

Do You Know How Oscar Winners Are Chosen?
Objective: To spark conversation on live national morning and night talk shows about The Academy's initiatives in diversity and transparency

Strategy: Interviews and games with guest (host) and Academy head Cheryl Boone Isaacs; encourage chatter, buzz, and excitement

Date: Early December

Target Outlets:
- NBC Today Show
- ABC Good Morning America
- CBS This Morning
- The Late Late Show with James Corden
- Jimmy Kimmel Live!
- The Tonight Show
SOCIAL MEDIA
SOCIAL MEDIA APPROACH

BUILD AND PROMOTE social media profiles; grow followers to increase awareness of Academy initiatives

APPEAL to younger audience; make younger generations more aware of initiatives in ways print media cannot

PROVIDE information and buzz-generation content about The Academy and its initiatives in diversity in race and gender

CREATE conversation about the The Academy
Use Oscars’ YouTube channel to feature short form video interviews with Cheryl Boone Isaacs addressing Academy events and initiatives for change, buy ads to increase viewer numbers.
MEASUREMENT

OUR TEAM AND YOURS
- Weekly updates on progress indicators
- Bi monthly calls and monthly reports to track progression

TRADITIONAL
- Assess tone and stories with most coverage
- Track amount of coverage before and after each event/program is announced

EVENTS
- Conduct survey measuring public opinion on Academy before and after campaign
- Track number of viewers from “Cinemascope”
- Sign ups for Fantasy League, People’s Choice Poll

SOCIAL MEDIA
- Track increase in followers as well as trending topics, attitudes
- Engagement on owned media
- Shares and posts
**PHASE #1**

November

- **3rd:** Initial interview with Cheryl Boone Isaacs
- **Mid-November:** Articles and stories are run in major publications (start buzz early)

December

- **5th:** Oscar host announcement
- **5th-Mid-December:** Oscar host media deliveries

**PHASE #2**

January

- **Early January:** CinemaScope event
- **24th:** Nominees announced
- **25th:** Fantasy League and Oscars channel goes live

February

- **1st-28th:** Sporadic media stories focusing on Oscar's run
- **28th:** The Academy Awards

March

**PHASE #3**

- **Early-Mid March:** follow up stories
NEXT STEPS

1. PR plan evaluation and approval
2. Instructions and work sessions
3. Project plan with timeline
4. Message development and content creation
Why This Works

Creates awareness about the underlying issues surrounding The Academy

Drives initiatives to increase diversity in age, gender, origin, culture, etc., within The Academy

Promotes mutual understanding between The Academy and consumers, moviegoers everywhere
Thank you!

Any questions?