

News Coverage Outline

The 13th International Animation Festival, Hiroshima 2010

August 7th-11th, 2010 (Saturday - Wednesday)

Hiroshima International Animation Festival

Organizing Committee Festival Office

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Press Room during the Festival Place: Large Meeting Room, 4F, Aster Plaza Date: Aug.7th (Sat) ~ 11th (Wed) TEL & FAX: 082-244-8006

1. Fundamental notes

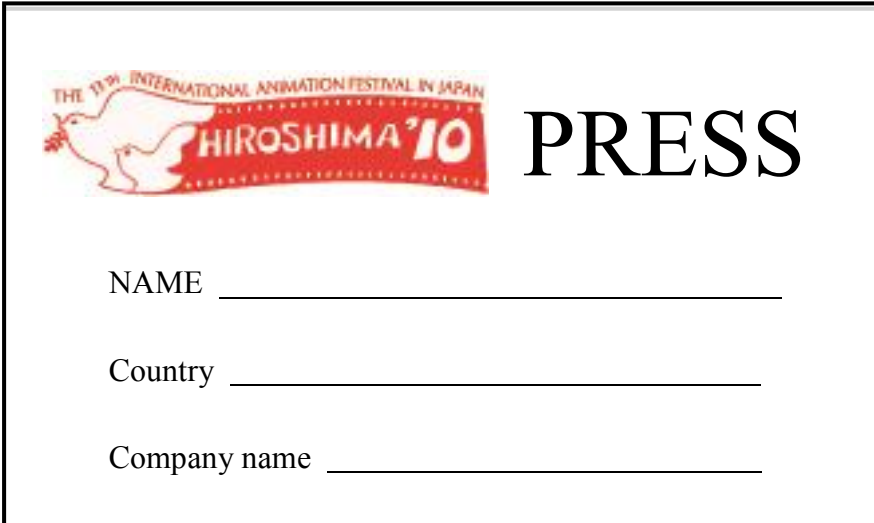
(1) Press registration

- ① For those who wish to report on the 13th International Animation Festival, Hiroshima 2010 (hereinafter, Hiroshima Festival), please register for press privileges.
- ② Press registration will take place in the press room on the fourth floor of the Aster Plaza, starting at 12:00 noon on August 6th the day prior to the start of the Hiroshima Festival. Press registration is acceptable throughout the festival.
- ③ When registering for press privileges, please be prepared to show some kind of a personal identification or a business card.
- ④ Press registrations are limited to three per company.

(2) Press card

- ① When covering the Hiroshima Festival, please wear the "Press Card" (as shown below). The press card will be issued by the Hiroshima festival office.
- ② For those who do not wear a press card, press coverage is not possible for the designated locations. Please keep this in mind.
- ③ You will be issued a press card when you register for press privileges.

Press Card



NAME _____

Country _____

Company name _____

Color: Yellow

(3) Materials for distribution

- ① The materials distributed at press registration are: 1) press regulations, 2) the catalogue, 3) programs. No more than one official catalogue will be given to each registrant. (up to three per company)
- ② Press conference materials will be distributed about 15 minutes before the start of the conference.

(4) Press room

- ① The press room is located on the 4th floor, large meeting room of the Aster Plaza.
Office Hours: August 6th (Fri) - 12:00 - 19:00
August 7th (Sat) – 11th (Wed) - 9:00 - 21:00
- ② For companies that register for press privileges, there will be only one press box per company located in the press room. Information about the festival will be presented either in the press box or on the information board in the press room.
- ③ Joint press conferences will be held in the press room.
- ④ Photos from the competition and from the special screening films will be available at the press room. You can also view demo tapes of the competition films. Please ask the person in charge.
- ⑤ Feel free to use the copier, fax, and telephones in the press room. (E-mail computers are not available)

2. Cautions when reporting

Besides the opening and closing ceremonies and the awards ceremony, filming inside the hall is not allowed as it may interfere with enjoyment of the films.

However, about filming inside the hall, time will be allotted on the first day of the Hiroshima Festival.

(1) Opening ceremony (7th, 17:30 –), awards ceremony and closing ceremony (11th, 18:00 –)

- ① Designated seats for the press will be set aside. (Page 5)
- ② When taking photos, please do not enter photography prohibited area (in front of the stage). Even in locations where photo coverage is allowed, please be careful not to disturb the viewers or impede the progress of the program.

(2) Sub-Events

- ① If you wish to take photos of exhibits, please get permission at the Press room.
- ② At the Frame In, please get photo coverage permission from the sponsor on site.

(3) Parties

No coverage restrictions. You will need to show your press card to get in.

3. Limits on demonstration tapes and photographs for press use

- (1) Demo tapes can be borrowed only within Japan. If you wish to do so, please fill in the designated form and receive permission from the festival director.
- (2) One set of photos (of works for distribution to the press) per company will be provided.
- (3) For some works, the copyright mark must be attached as designated by the producer at the time of use. Some photos may not be available due to the reasons including the intention of filmmakers, copyright, etc.
Please refer to the relevant page of the catalogue.

4. Joint press conference

- (1) Location: Press room (large meeting room, fourth floor, Aster plaza)
- (2) Names of the attendees will be put up on the information board.
- (3) Schedule for press conference

Day	Time	Attendees	Details
7th (Sat)	12:30-13:30	International Honorary President International Jury	Significance of Hiroshima Festival, Regarding judging
8th (Sun)	12:15-13:15	Directors of Competition entries shown on Aug.7th	Director introductions, intentions of artist
9th (Mon)	16:15-17:15	Directors of Competition entries shown on Aug.8th (The first half)	Director introductions, intentions of artist
	17:15-18:15	Directors of Competition entries shown on Aug.8th (The second half)	
10th (Tue)	11:00-12:00	Directors of Competition entries shown on Aug.9 th (The first half)	Director introductions, intentions of artist
	12:00-13:00	Directors of Competition entries shown on Aug.9th (The second half)	
11th (Wed)	11:00-12:00	Directors of Competition entries shown on Aug.10th (The first half)	Director introductions, intentions of artist
	12:00-13:00	Directors of Competition entries shown on Aug.10th (The second half)	
	19:30-20:30	International Jury Awardees	Announcement of results

5. Individual coverage

We cannot respond to requests for appointments with individuals. To interview those involved in the competition, you can negotiate personally within the venue after the joint press conference or you can place your designated request form in the information box and wait for your subject to contact you.

6. Schedule (Festival Day 1)

Date	Time	Details	Location
7th (Sat)	9:15 - 9:20	Demonstration Screening for Press	Grand Hall, Aster Plaza
	12:30 - 13:30	Press Conference	Large Meeting Room, 4th Floor, Aster Plaza
	17:30 - 18:30 18:30 - 21:00	Opening Ceremony Competition(no filming allowed)	Grand Hall, Aster Plaza //
	After Competition	Welcome Party	HIROSHIMA CITY BUNKA KOURYU KAIKAN

7. Demonstrations for broadcasting purposes (first day of the festival)

We will allot five minutes for demonstration so that you can film the surroundings of the audience seats during the showing of films. After the audience has been seated, the films will be shown for about three minutes. Only during this five-minute period will it be possible to use flashes and lights. There will be no demonstration of the judging.

(1) Date & Time: August 7 (Sat.) 9:15 - 9:20 (five minutes)

(2) Location: Grand Hall

(3) Films to be shown: Opening titles and

"Wallace & Gromit: A Matter of Loaf and Death" Director: Nick Park

*"Wallace & Gromit: A Matter of Loaf and Death" is about 29minutes long, but because of the rules of the Festival, it will be shown for about 3minutes. The film will be shown on BEST OF THE WORLD 3 at 9:30 August 9 (Mon), at the Grand Hall.

8. Submission of the copy of the article or the on-air program

The copy of the article or the on-air program (in DVD) have to be provided to HIROSHIMA 2010 FESTIVAL OFFICE.

Hall layout (Aster Plaza)

Floor	Usage	Room Name
7F	Frame In	Seminar Room
6F	Karel Zeman Exhibition	Large Practice Room
	Audio-Cinema Preview	Small Practice Room
5F	Gerrit van Dijk ZEEK Exhibition	Large Music Room
	Anri Koulev Exhibition	Large Music Room
	Seiichi Hayashi Exhibition	Large Music Room
	Nexus Points	Medium Music Room
	Kihachiro Kawamoto Exhibition	Small Music Room
	Piotr Dumala Exhibition	Audio & Visual Studio
4F	Press Room	Large Meeting Room
	Press Conference Room	Large Meeting Room
	Judging Room	Small Meeting Room
	Computer Animation Making World	Arts and Crafts Room
	Kids' Clips (Workshop)	Medium Meeting Room
	Kids' Clips (Screening)	Children's Room
2F	Film showing	Grand Hall
	Film showing	Medium Hall
	Film showing	Small Hall (Multi Purpose studio)
	Goods Sales	Main Lobby
1F	Festival headquarters	Foundation office
	HIROSHIMA EDUCATIONAL Film Market	Gallery
	Information	Gallery

【2F】大ホール Grand Hall

