

News Coverage Outline

The 14th International Animation Festival, Hiroshima 2012

August 23rd-27th, 2012 (Thursday - Monday)

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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.23rd (Thu) ~ 27th (Mon)
TEL & FAX: 082-249-1877

1. Fundamental notes

(1) Condition for Coverage Authorization

- ① For those who wish to report on the 14th International Animation Festival Hiroshima 2012 (hereinafter, Hiroshima Festival), please register for press privileges. When covering the Hiroshima Festival, please wear the "Press Card" (as shown below). The press card will be issued by the Hiroshima festival office.

Press Card
Color: Yellow

 HIROSHIMA '12 PRESS
NAME _____
Country _____
Company name _____

- ② All pictures and films of festival should not be used except coverage.
- ③ The copy of the article or the on-air program (in DVD) have to be provided to HIROSHIMA 2012 FESTIVAL OFFICE.

(2) Press registration

Press registrations are limited to three per company.

- ① Press registration will take place in the press room on the fourth floor of the Aster Plaza, starting at 12:00 noon on August 22nd the day prior to the start of the Hiroshima Festival. Press registration is acceptable throughout the festival.
- ② When registering for press privileges, please be prepared to show some kind of a personal identification or a business card, and also please submit entry sheet which would be handed at press room should be written article and on-air program expected.

2. Press room

The place where you can register, get information and join press conference.

- ① The press room is located on the 4th floor, large meeting room of the Aster Plaza.
Office Hours: August 22nd (Fri) - 12:00 - 19:00
August 23rd (Thu) – 26th (Sun) - 9:00 – 18:30
August 27th (Mon) - 9:00 - 21:00
- ② Available supply and service
 - Press Box (per company)
 - Information Board (display for documents, place information)
 - Free to use the copier
 - Wireless LAN (E-mail computers are not available)
 - Demo tapes of the competition films (Please ask the person in charge.)

3. Provision of information

(1) Materials for distribution

- ① Lappy News (Daily Bulletin)
- ② Press Document (Profile of attendees will be distributed about 15 minutes before the start of the conference.)
- ③ All materials for distribution when you register during the festival.

(2) Limits on materials for press use

- ① Some photos may not be available due to the reasons including the intention of filmmakers, copyright, etc.
- ② For some works, the copyright mark must be attached as designated by the producer at the time of use. 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
23rd (Thu)	12:30~13:30	International Honorary President International Jury	Significance of Hiroshima Festival, Regarding judging
24th (Fri)	12:15~13:45	Directors of Competition entries shown on Aug.23rd	Director introductions, intentions of artist
25th (Sat)	16:30~18:00	Directors of Competition entries shown on Aug.24th	Director introductions, intentions of artist
26th (Sun)	11:15~12:45	Directors of Competition entries shown on Aug.25th	Director introductions, intentions of artist
27th (Mon)	11:15~12:45	Directors of Competition entries shown on Aug.26th	Director introductions, intentions of artist
	19:30~20:30	International Jury Awardees	Announcement of results

5. Cautions when reporting

Besides the following, filming inside the hall is not allowed as it may interfere with enjoyment of the films.

(1) 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 23rd (Thu) 9:15 - 9:20 (five minutes)

② Location: Grand Hall

③ Films to be shown: Opening titles and

" **The Star Making Machine** " Director: Esteban Echeverria

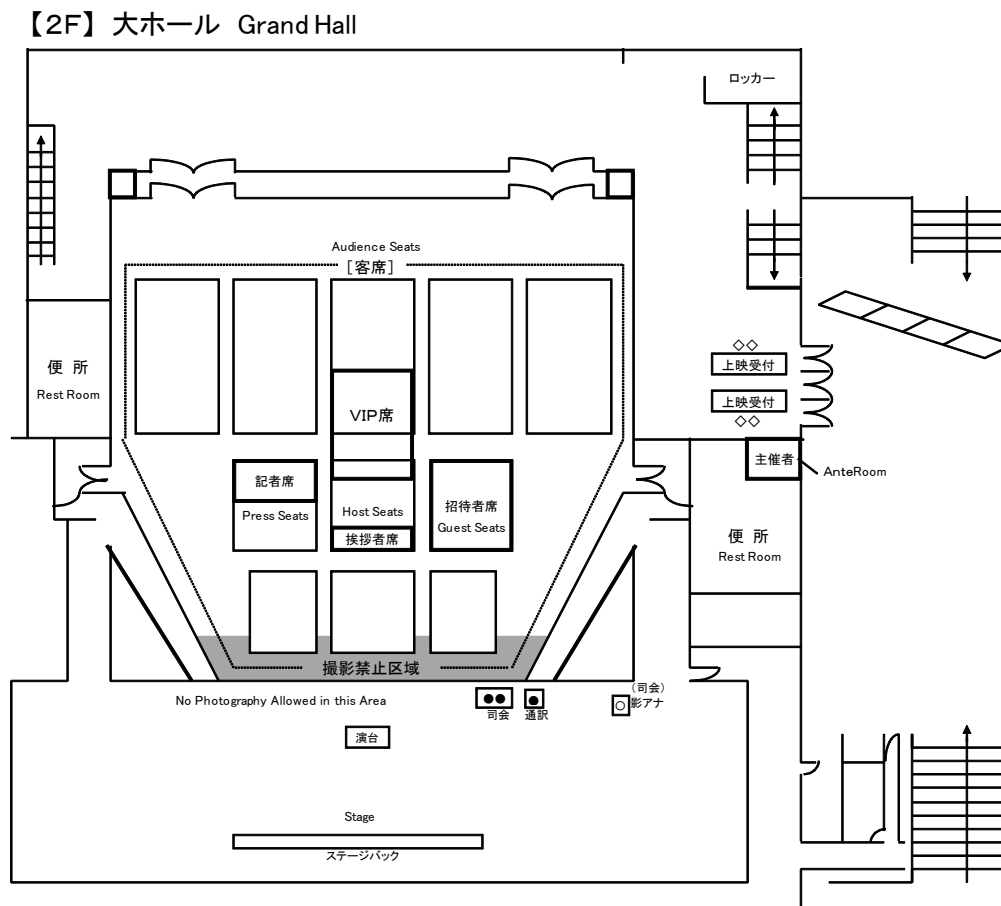
*" **The Star Making Machine** " will be shown for only about 3minutes because of the official regulations of ASIFA. The film will be shown at 15:30 August 25 (Sat), at the Grand Hall.

(2) Opening ceremony (23rd, 17:30 -), awards ceremony and closing ceremony (27th, 18:00 -)

① Designated seats for the press will be set aside.

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.

③ Hall Layout



6. Reporting Except Hall

(1) Exhibition

Coverage is allowed only the scenery of exhibition.

You will need to show your press card to get in when you coverage the exhibition.

(2) Sub-Events

At the Frame In and Nexus Point, please get photo coverage permission from the sponsor on site. At the Educational Film Market, please get photo coverage permission from the each exhibitor. Coverage is allowed only the scenery of Seminars, etc. Filming works is not allowed.

(3) Schedule (Festival Day 1)

Date	Time	Details	Location
23rd (Thu)	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 - 18:45	Opening Ceremony	Grand Hall, Aster Plaza
	18:45 - 21:00	Competition(no filming allowed)	//
	After Competition	Welcome Party	HIROSHIMA CITY BUNKA KOURYU KAIKAN

The opening time of competition is subject to change, depending on progress of opening ceremony.

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

7. 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.

Hall layout (Aster Plaza)

Floor	Usage	Room Name
7F	Frame In	Seminar Room
6F	ASIFA-JAPAN 30th Anniversary Special Exhibition	Large Practice Room
5F	ASIFA-JAPAN 30th Anniversary Special Exhibition	Large Music Room
	Nexus Points	Medium Music Room
	ASIFA-JAPAN 30th Anniversary Special Exhibition: An Hommage to Nobuhiro Aihara	Small Music Room
	Norway 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
	Beginning of life - be fertilized - heart of mother - an embryo -	Large Japanese-Style 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