



●●● PRODUCING B-ROLL ON YOUR PRINT CAMPAIGN?

We have good news!

SAG-AFTRA just made it easier to hire professional performers for b-roll/behind-the-scenes footage/making-of videos on print jobs. Introducing the new Corporate/Educational & Non-Broadcast Waiver for Print Campaigns.

Here is how it works:

- Hire the talent you really want for your print-only campaign
- Complete just a one-page document to become signatory for this one production – all that's needed is your company name, address and a signature
- Any company involved with the production can sign – production company, photographer, payroll company, ad agency or advertiser
- Payment under the contract is due only to the professional performers
- The rate is a one-time payment of no less than \$686 plus 17.25% to SAG-AFTRA Health and AFTRA Retirement Plans.
- The footage may be used for three years on the internet, point of purchase, internal corporate use, etc.
- If the footage ends up in a commercial, the Commercials Contract will apply to all talent in the spot

It really is that simple! Call us, we can help!

SAG-AFTRA COMMERCIALS AND CORPORATE/EDUCATIONAL & NON-BROADCAST CONTRACTS

Los Angeles (323) 549-6858 • New York (212) 827-1545

**Behind-the-Scenes Footage Incidental to a Non-Covered Print Campaign
ONE PRODUCTION ONLY (OPO) LETTER OF ADHERENCE to the
SAG-AFTRA Corporate/Educational & Non-Broadcast Contract**

Company _____ Phone (____) _____ - _____
 Street Address _____ City/State _____ Zip _____
 Financial Structure: Corp. _____ Partnership _____ Venture _____ Owner _____ LLC _____
 State where Articles of Incorporation or Business Certificate is filed: _____
 Title of Print Campaign: _____
 Start Date _____ Completion Date _____ Total # of Shooting Days _____

The undersigned Company ("Employer") desires to engage the services of professional performers in connection with the production of Behind-the-Scenes footage that is incidental to the production of the above-referenced Print Campaign. To that end, Employer agrees to be bound to all the terms and conditions of the 2019 SAG-AFTRA Corporate/Educational & Non-Broadcast Contract, as amended or extended (hereinafter the "Contract"), except as expressly modified herein, with respect to the production of any such Behind-the-Scenes footage.

Employer agrees that any such Behind-the-Scenes footage shall be classified as a Category II Corporate/Educational project within the meaning of the Contract.

Notwithstanding Section 1 or any other provision of the Contract, the Contract shall only apply to professional performers who provide services in connection with the production of the Behind-the-Scenes footage.

Without limiting the generality of the foregoing, Employer agrees to be bound to all the arbitration provisions of the Contract.

Further, Employer agrees to be bound to all provisions relating to the Health and Retirement plans included in the Contract and agrees to be bound by the Agreement and Declaration of Trust governing such plans (hereinafter "Trust Agreement"). The undersigned agrees to abide by and conform to all the terms and conditions of the Trust Agreement, including any amendments thereto.

SAG-AFTRA reserves the right to determine whether Employer is a bona fide Producer of programming under the Contract. Should SAG-AFTRA determine at any time that the undersigned is not a bona fide Producer, SAG-AFTRA reserves the right to declare this Contract null and void.

Accepted and Agreed:

 (Company)
 By: _____
 (Signature)

 (Print Name and Title)

 (Street Address)

 (City/State/Zip)

 (Date)

SAG-AFTRA
 By: _____
 (Signature)

 (Title)

 (Date)

CHECK ONE:
 ADV. AGENCY MUSIC PRODUCER
 PUBLIC RELATIONS CO. F/S/O (OR "LOAN OUT") CORPORATION
 ADVERTISER PAYROLL COMPANY RECORD COMPANY
 BROADCAST OR CABLE STATION PRODUCER
 RECORDING STUDIO