




SAG-AFTRA.

# SAG-AFTRA

## Entertainment & Media Artists

*Strength • Excellence • Unity*



A man in a dark suit, white shirt, and black tie is pulling open his white shirt with both hands. The shirt is open, revealing a bright blue, textured surface underneath, resembling a superhero's chest. The background is a plain, light gray.

**We protect and empower entertainment  
and media professionals to enrich  
people's lives.**



**STRENGTH**

# Our Founders



1933 – Screen Actors Guild founding president Ralph Morgan with first board and officers.

1938 – AFRA first National Convention. In 1952, AFRA would merge with the Television Authority to form AFTRA.





**SAG·AFTRA®**

**Established 2012**



# The Mark of Distinction



# Union Members & Leaders

- Nominees and Recipients of:  
Emmy, Golden Globe, Grammy,  
Peabody, Tony & Academy Awards
- AFI Life Achievement Recipient
- U.S. President
- U.S. Senators
- U.S. Congressional Representatives
- Governors
- Mayors







**Approximately 160,000 Members and  
2014 Contract Earnings of Approximately  
\$4 BILLION**



**Actors**



**Stunt Performers**



# Approximately 160,000 Members and 2014 Contract Earnings of Approximately **\$4 BILLION**



Broadcasters-  
News & Information



Broadcasters-  
Entertainment



# Approximately 160,000 Members and 2014 Contract Earnings of Approximately **\$4 BILLION**



**Dancers**



**Singers**



**Recording  
Artists**



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Television

Commercials

Animation

Broadcasters

Recording Artists

Music

Film

Dancers

Videos

Internet

Radio

Stunt

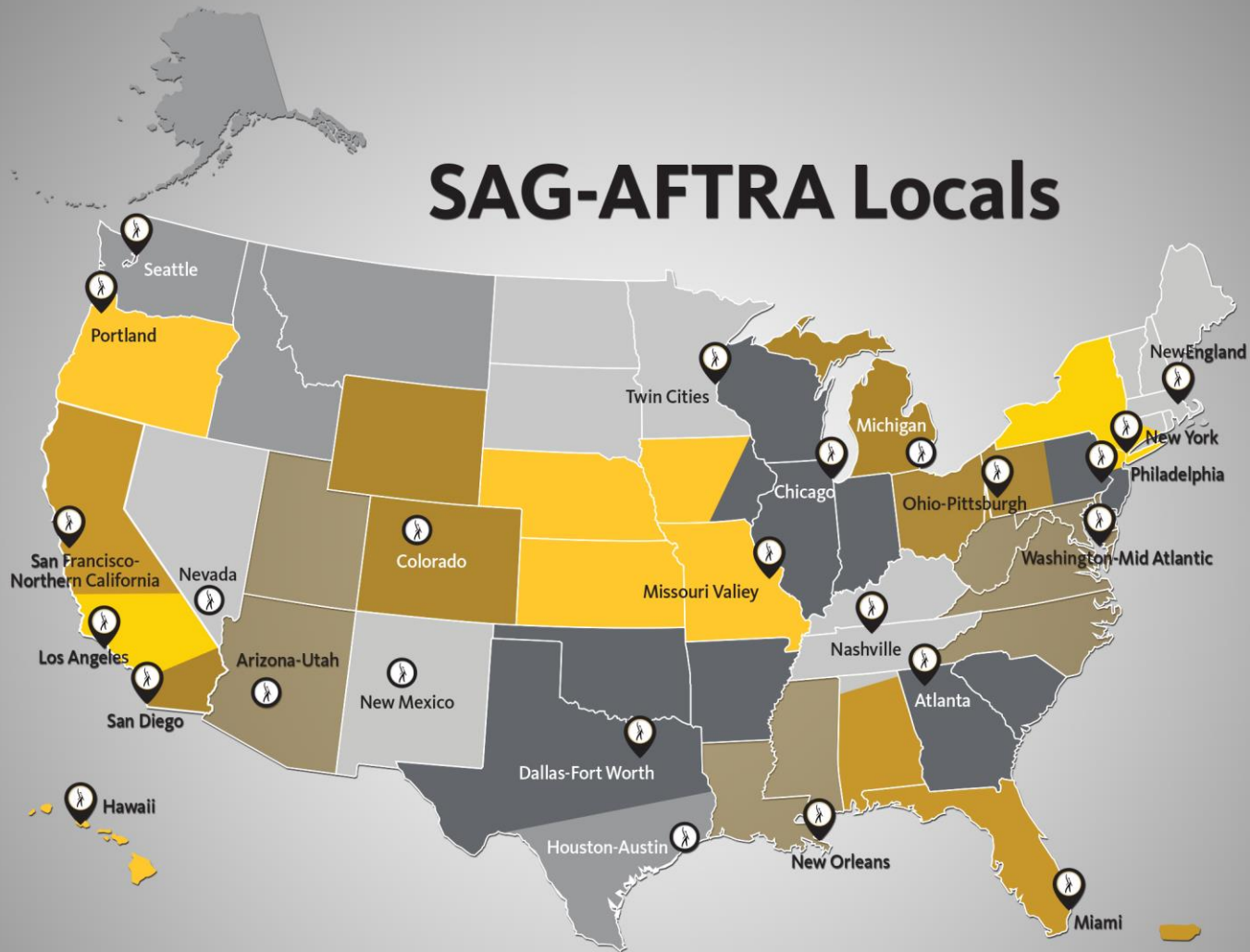
Voice Over

AUDIO  
BOOKS

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# SAG-AFTRA Locals



## **Protect and Empower**

- Wages
- Working Conditions
- Contract Enforcement
- Safety on the Job
- Affordable Health Care
- Organize Employers
- Authorize Use of Work





## **Our Contracts**

- TV/Theatrical
- Commercials
- Corporate/Educational
- New Media
- Interactive
- News & Broadcast
- Sound Recordings
- Audiobooks
- Music Videos



# Points of Direct Leverage for SAG-AFTRA





**CALL (844) SAFER SET**

**SAG-AFTRA On Your Side**



# Professional Representation





# Specialty Performers

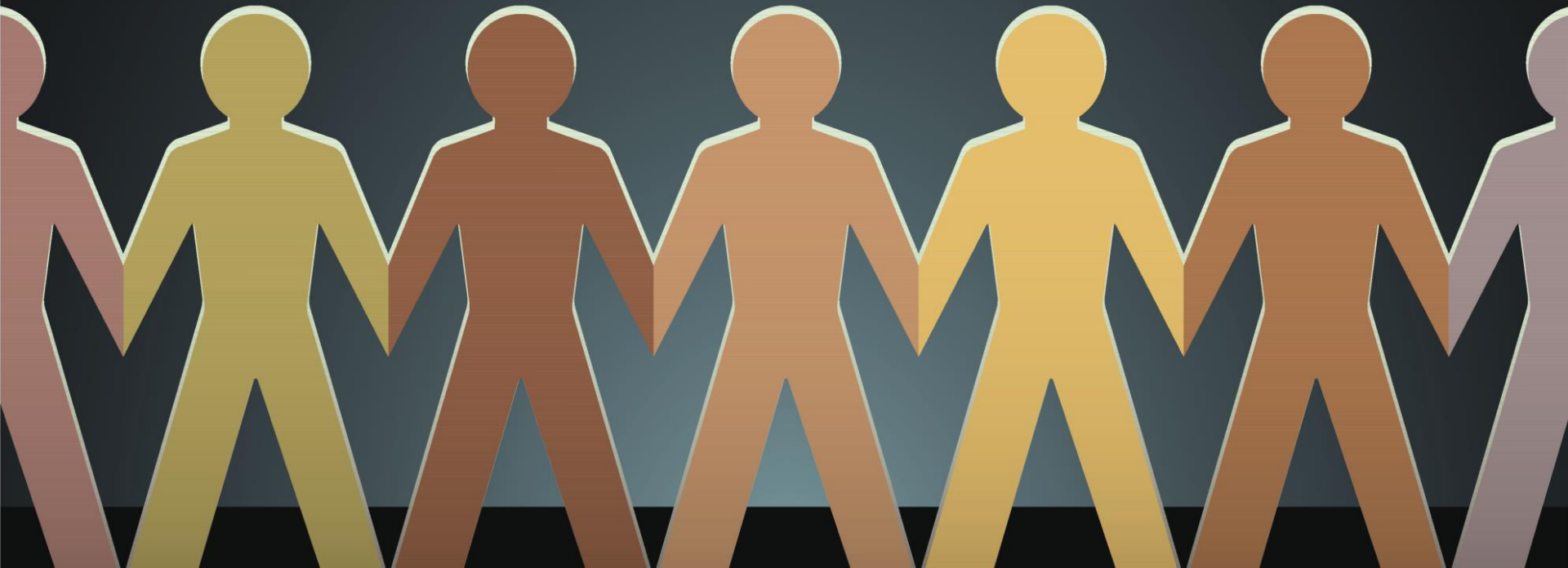


# Specialty Performers



**Specialty Performers**

# EEO & Diversity



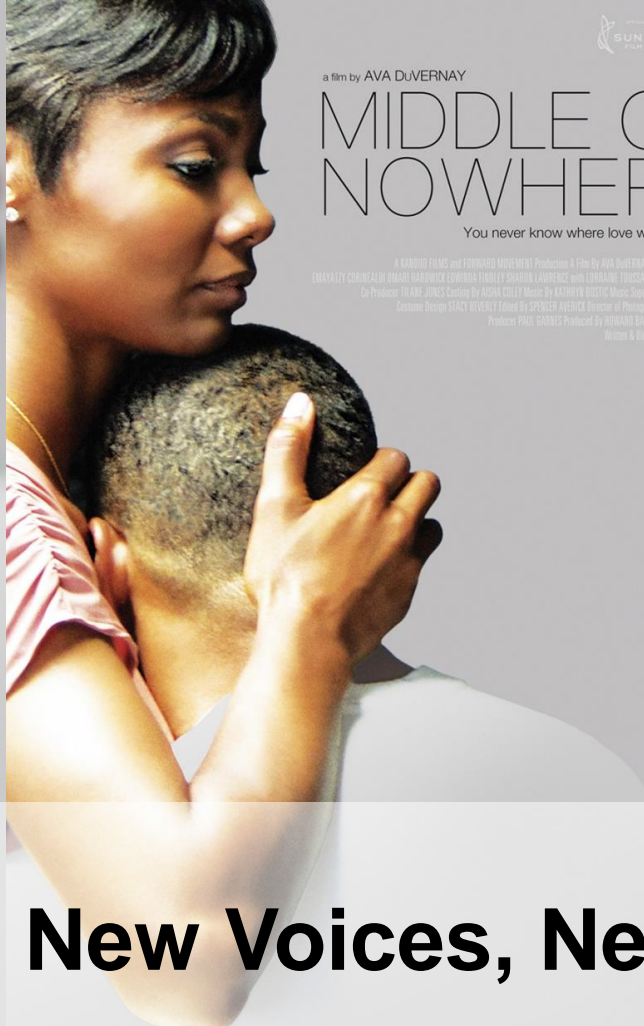


# Independent Film Low Budget Agreements









a film by AVA DUVERNAY

# MIDDLE OF NOWHERE

You never know where love will take you...

A KANOO FILMS and FORWARD MOVEMENT Production A Film By AVA DUVERNAY "MIDDLE OF NOWHERE"  
EMAYATY CONINGALOH UMARI HARDWICK EDWINA FINBLEY SHARBA LAURENCE with LORRAINE TROUSANT and DANU OYELOWO  
Co-Producer TRAM JONES Casting By ANNA COLLEY Music By KATHRYN BOSSIE Music Supervisor MORGAN ROGERS  
Costume Designer STACY BEVERLY Edited By SPENCER ABERNICK Director of Photography BRADFORD YOUNG  
Producer PAUL GORNICK Produced By YONAHAI BARISH and AVA DUVERNAY  
Written & Directed By AVA DUVERNAY

## New Voices, New Perspectives

ONE DREAM  
CAN CHANGE THE WORLD

# SELMA

C O M I N G S O O N



# Entertainment On Demand





## New Distribution Models

# Video





## New Distribution Models

# Episodic Gaming





## New Distribution Models

# Mobile Entertainment





## New Distribution Models

# Interactive Gaming





## New Distribution Models

# Web Based Subscription Service





## Online Production Center

- A step-by-step online guide to become a signatory producer
- Through the Online Production Center, producers can manage productions online.

The **BEST** in the  
**BUSINESS**



**SAG·AFTRA.**

SCREEN ACTORS GUILD-AMERICAN FEDERATION of TELEVISION and RADIO ARTISTS

MEMBER NAME  
John Smith  
MEMBER SINCE  
2014

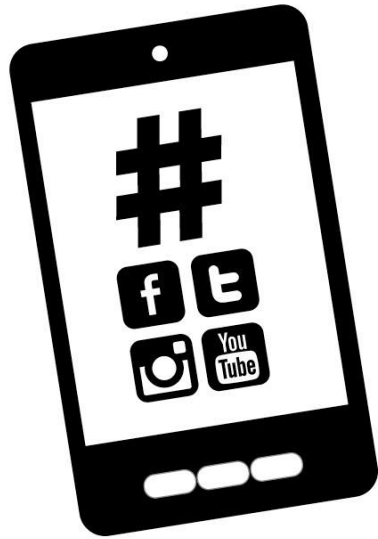
MEMBER NUMBER  
00000000  
EXPIRES  
10.31.2015

AFL-CIO

**#bestinthebiz**

# Union Commercials Earnings

**\$1 billion**



## Use Social Media

- ➔ Tweet about the campaign using the hashtags **#bestinthebiz** and **#getpaid**.
- ➔ Spread the facts on social media: Facebook, Instagram, Reddit forums, everywhere!
- ➔ Create digital content telling us why members are the Best in the Business and why professional performers working under a union contract is the only way to go. Use your mobile device or video gear to shoot and edit your message, upload to social media and use the hashtags **#bestinthebiz** and **#getpaid**.



## Hit the Streets

- ➔ Use the information provided to talk to performers at auditions, on set and at workshops.
- ➔ Contact your local office for materials like flyers and information cards that spread the message.
- ➔ Talk about the campaign with your agent and manager. Hand them the campaign card and start a dialogue.



## Go Big



Host a meet up, pick a time and place and invite friends and colleagues using the hashtag **#bestinthebiz**



Host a house party to discuss the campaign with fellow performers and industry colleagues. Sign-up others to help get the word out.

A photograph of the White House in Washington, D.C. The building is white with a prominent portico supported by columns. An American flag flies on a tall pole in front of the building. In the foreground, there is a green lawn with a central fountain spraying water upwards. The fountain is surrounded by a bed of red and blue flowers. The sky is clear and blue.

# A CALL TO ARTS

*The One Million Mentor Hours Pledge*



# aCALLtoARTS



A Call to Arts: The One Million Mentor Hours Pledge seeks to inspire tomorrow's storytellers through programs, events and other mentorship opportunities — with a goal to reach one million hours of mentorship over the next three years.

## Take the Pledge: Mentor Individuals in the **Performing Arts**

Are you a member of SAG-AFTRA or other performing arts professional? Are you interested in becoming a performing arts mentor? We are working with partner organizations AFI and SAG-AFTRA to help connect you to mentoring opportunities in the performing arts.





**EXCELLENCE**







# Member Communications

## Keeping You Connected





The Actors Fund,  
for everyone  
in entertainment.



# MEMBER BENEFITS



copyright alliance



Hollywood Screening Series



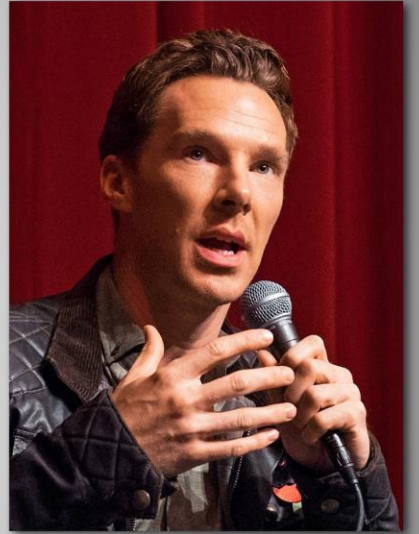
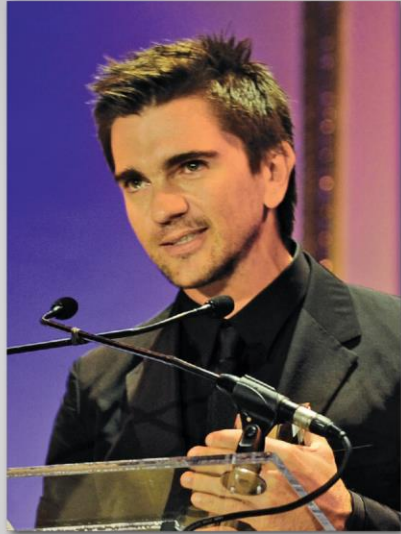
Screen Actors Guild - Producers  
Pension and Health Plans  
Benefits Website



**UNITY**



# The Mark of Professionalism



# Career Longevity

A word cloud featuring various terms related to career longevity. The words are arranged in a non-linear fashion, with some overlapping. The colors of the words include red, orange, teal, yellow, and green. The largest word is 'SAG-AFTRA' in yellow. Other prominent words include 'professional' in orange, 'stability' in teal, 'success' in red, 'longevity' in red, 'sustain' in white, 'pay' in green, 'Union' in red, 'career' in yellow, and 'Consistency' in yellow.

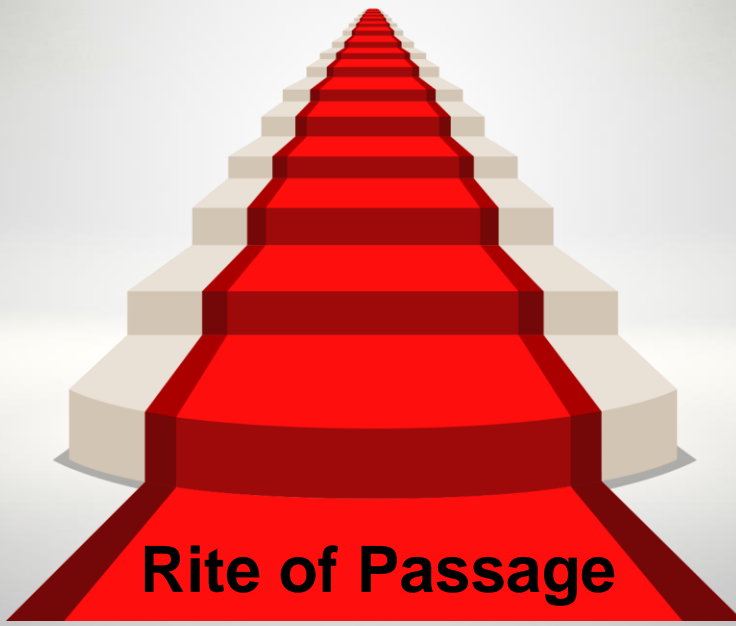
success  
professional  
stability  
SAG-AFTRA  
longevity  
sustain  
pay  
Union  
career  
Consistency

A yellow diamond-shaped sign with a black border and a black arrow pointing upwards. The word "JOINING" is written in white, bold, sans-serif capital letters across the center of the sign. The sign is mounted on a metal post against a blue sky with light clouds.

**JOINING**



**SAG·AFTRA.**



**Rite of Passage**



**Commitment to Your Career**

**Joining SAG-AFTRA is a  
serious commitment for  
**serious professionals****



## **Global Rule One**

No member shall render any services or make an agreement to perform services for any employer who has not executed a basic minimum agreement with the union, which is in full force and effect, in any jurisdiction in which there is a SAG-AFTRA national collective bargaining agreement in place. This provision applies worldwide.

\*Rule 1 may be applied differently in certain broadcast shop situations. For details, contact the News and Broadcast Department.



## Membership Eligibility

- Proof of SAG-AFTRA covered employment as a principal performer or recording artist.
- Proof of three days of SAG-AFTRA employment as a background actor.
- Employment under an affiliated performers' union.
- Potential broadcast members should contact the National Broadcast Department or their local for information on joining.



**Get Involved**



**SOLIDARITY**





# Committee Service



# Governance





11





UNITED FOR OUR FUTURE

SAG-AFTRA

INAUGURAL NATIONAL CONVENTION

..... LOS ANGELES, SEPT. 26-29, 2013 .....

#SAGAFTRAUNITED



2015  
National  
Convention  
October 1-4  
LOS ANGELES

EDUCATE



ENGAGE



EMPOWER



SAG-AFTRA.

Working  
for **You!**





# Connect with Us

## SAGAFTRA.org

  /sagaftra

 @SAGAFTRA

@SAGAFTRANewMedia

@SAGAFTRANews