

2012 YOUNG AUDIENCES GUIDELINES

A. OBJECTIVES

- ♦ To encourage exhibitors to offer **programming and special activities** designed to attract Young Audiences to European films, in view of **creating new audiences** for their cinemas.
- ♦ To encourage policies of **cinema education** in network film theatres through regular work involving European, primarily non-national, films.

B. FUNDED ACTIVITIES AND EVALUATION CRITERIA

1. Type and quality of activities

"Young Audiences initiatives" are defined as activities organized by exhibitors especially for young people (primarily the under-18 age group).

Film programming: Only films or screenings highlighted in the context of regular sessions specifically aimed at Young Audiences will be taken into account. Films that by their nature appeal to young audiences and are screened as part of a cinema's general programming rather than within the scope of a special activity will not be supported by the scheme. Nor will a simple reduction in admission fee guarantee consideration.

School screenings: These are screenings run by the exhibitor, which are aimed at school audiences and offered at special conditions (price, presentation, schedules). They may be run by the exhibitor or at the request of teachers or schools within or outside the film theatre's normal schedule. Extra screenings in the morning or in the course of the afternoon will be accepted in particular. These may be open to the general public and included in the theatre's official programme, or offered exclusively to the groups who requested them.

Festivals with Young Audiences screenings: Films and projections specially aimed at Young Audiences and programmed within the context of festivals or special events will be taken into consideration.

Activities and workshops relating to films: Exhibitors' initiatives may include activities with special speakers, filmmakers or teachers where films are shown and discussions held after the projections. Workshops with children based on film screenings (video-making, screenwriting etc.) will also be funded.

Active participation in collective programmes: Simple participation in collective programmes offered to exhibitors at local, regional or national level will not be sufficient for funding to be granted. This must be accompanied by an exhibitor's own active commitment in actually running the programmes (coordination, organization of activities, etc.).

NB: Young Audiences support is primarily designed to help children and adolescent audiences develop a taste for cinema. In addition, policies adopted by the cinema aimed at students will be taken into account as complementing this goal.

2. Criteria for consideration

Young Audiences activities will be assessed from the point of view of their quantity and quality. The following four criteria will be taken into account:

- The number of European films included in a theatre's programming
Minimum number of films per year:
For single-screen theatres: 10 European films including 7 non-national European films
For 2- to 7-screen theatres: 13 European films including 9 non-national European films
For multiplexes: 20 European films including 12 non-national European films
- The regularity of screenings
- The diversity of activities
- Spectator numbers

3. National context

Another factor that will be taken into account for each country is the **national context** (involvement of state authorities, status of cinema education, development of collective schemes, film distribution, cultural habits). The Experts may also evaluate the results of a theatre by comparing them to the overall results of network theatres in the country concerned.

4. Commitment and investment by the exhibitor

For all above activities, the Committee of Experts will take into account **the actual effort and amount invested by the exhibitor, specifically the steps taken to organize and promote these activities**: communication (publications, website, mailings...), use of new technologies, special Young Audiences area, teacher education, coordination or organization of group activities ...

Special cinema education activities such as practical workshops, training courses or introductions to cinema etc. will also be taken into account.

C. AMOUNT AND DISTRIBUTION OF FUNDING

- **A maximum of 20% of the annual amount granted under an agreement will be earmarked for support for Young Audiences activities.** According to the Experts' decision, this amount may be granted as a whole or in part.

- **Funding for Young Audiences activities will range from € 3,000 to € 5,000 depending on the number of screens being funded (cf. main guidelines) and may not exceed € 1 per European admission within the scope of Young Audiences programming.**

D. PROCEDURE

In order to be eligible for funding, network exhibitors should send Europa Cinemas a Young Audiences file containing the following information:

- A completed Young Audience questionnaire accompanied by a written summary of their Young Audiences Policy,
- Information regarding each Young Audience initiative allowing us to study the European films screened specifically for Young Audiences. This information (name, nature, frequency, etc...) should be completed in the relevant section of the exhibitor's Member Zone,
- **In order to be taken into account, each Young Audiences activity must be evidenced by at least one proof, if possible several.**

Evidence must be either:

- specific publications for Young Audiences (brochures, Young Audiences pages in programme schedules flyers),
- mailings sent to specifically targeted audiences (schools, teachers, activity leaders or intermediaries),
- website pages dedicated to Young Audiences,
- distributor information listing Young Audiences screenings,
- promotional material published in the press or in other media.

Young Audiences activities filed without supporting evidence will not be taken into consideration.

- Screenings without admissions will not be considered. In the case of free screenings, the exhibitor will need to provide evidence of a contract with the distributor or rightful owner.

E. DECISIONS

Young Audiences funding will be granted to exhibitors after an in-depth review of their Young Audiences activities in order to evaluate the exhibitor's efforts and commitment in issues involving Young Audiences. The Committee of Experts will review applications at its annual meetings and decide how much funding should be granted. The Experts will take into account the quality and the results of programming and of the activities offered along the lines of the objectives defined above and within the limits of the budget granted to Europa Cinemas by the European Commission.

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