

## 13<sup>th</sup> FIRST International Film Festival Press Registration Guidelines

### 1. Introduction

Over the years, the relationship between FIRST International Film Festival and the media has undergone a long-term transformation: starting from promotion to the ultimate cooperation, it achieved the current state under which we are able to negotiate and cooperate with each other in depth. Through this developing period, we can see the expansion of FIRST, the film industry, also, the development of the production system. Meanwhile, it showcases an intensively transformed relationship between FIRST and the author, audience, industry, and market. The media industry has the keenest insight into the changing environment, transforming trends, and focus in any relationships.

Sometimes we would doubt that whether this relationship is over-reliant on the distance between FIRST and the social trends such as those successful and well-known filmmakers and celebrities? Whether the film festival is still able to create topics and spark discussion without following the trends? Can we still achieve an equal relationship between the media and the film festival without any beneficial exchange? Do content and dissemination has to be precisely matched with each other?

As the film festival system becomes much more mature and complex, these doubts come at a faster pace. All the parts of FIRST cannot be easily disseminated in a “one-off” way as movies, since each section of FIRST is an independent system. If dissemination is merely a resolved product from the precise-matching system, it will only become more and more overwhelming and the relationship between the film festival and the media will move to a never-ending discrete state.

There is a common sense saying that “FIRST is a whole-year film festival” . Unlike other European or American film festivals that hold once a year, FIRST distinguishes itself from its belief that it aims to cultivate a long-lasting relationship between the author, audience,

industry, and market.

For a film festival, the value of media is not to provide or assist with the contents, to supply its operation, or to grab attention, but to go beyond the limit of contents to discover and release topics and signals, and together help express the spirit of FIRST.

There' s no other environment where media can achieve its value as in nowadays China. And there is no other domestic film festival can be the same as FIRST which is always aware of the potential predicaments in the rapidly changing film industry. Foreseeing the possible trends and paths, FIRST is able to find the most decent way to respond. Instead of dedicating to a relationship based on benefits, FIRST always wants to build a communication-based relationship. In a sense, FIRST encourages a further transformation in the relationship: from separation to interlacement. Neither identity nor standpoint should be in the middle between the film festival and the media.

In its thirteenth year, all doubts and anxieties are expressed through the theme of FIRST IFF "BACK TO FIRST, BACK TO FUTURE" . In here, we challenge the way of bringing an "achiever" into the public; we challenge the term 'success' itself, and we keep asking ourselves if we can build a more proper platform for young filmmakers to grow up and to become more qualified in the future... We, therefore, invite and welcome our media guests here. Before submitting your registration, please read carefully the regulations below.

## 2. Registration Dates

June 1, 2019 - July 10, 2019

## 3. 13th FIRST IFF Dates

July 20, 2019 - July 28, 2019

## 4. Eligibility

1. Both domestic media (including Hong Kong, Macao, and Taiwan regions) and foreign media can apply.

2. The types of Media include but not limited to networks, portals, video platforms, newspapers and magazines, radio and television, Apps, new media, we media, MCN, PGC, etc.

3. Individual registration only needs to meet one of these requirements below:

1) The registered individual involves in a long-term employment relationship with the media and is able to provide authentication.

2) The registered individual involves in a short-term employment relationship with the media and is able to provide authentication of their collaborative relationship.

3) The registered individual is the owner/manager/founder/legal person of the media and is able to provide authentication.

#### 5. Registration Guide

FIRST International Film Festival official website is the only way for media registration. Please read this regulation carefully and complete the application form online.

#### 6. Notice for Application

1. Log into FIRST International Film Festival official website "Accreditation-Press" , enter and fill out the application form page. After submitting successfully, you will receive an e-mail to confirm your application.

2. Having registered successfully, applicants will receive a QR-code involving their personal information. Please wait for the review result with patience. Once you pass, the QR-code will be your identification during the film festival.

3. E-mail is the only way to receive a notification. Each email address can be only used once.

4. If there is any alteration in members after submitting your application, please inform the organizing committee by e-mail ([press@firstfilm.org.cn](mailto:press@firstfilm.org.cn));

#### 5. Review

1)For those who complete application before Jul.1, the review result will be sent to the registered email address no later than Jul.1.

2)For those who complete application before July 10, the result

will be sent to the registered email address on Jul.10.

6) Offline application

If you have passed the application, please complete the offline application by following the guidelines in your emails which will include the dates, location, and other specific procedures to get the press credentials.

7) FIRST film festival committee only offers one media credential (MC) for each press guest, which cannot be transferred or used by a different person.

**The whole procedure of press application will be coordinated and implemented by the FIRST film festival Committee. The committee reserves the right of final explanation.**

## 7. Category of Media credential

Category A: Back with operation company/ competent organization/sponsor

Category B: New media, We-media, PGC etc. Without operation company/ competent organization/sponsor

## 8. Press guests right

### Category A guests with credentials can attend

- 1) Press screening
- 2) Program appointment screening
- 3) Public Screening. If guests miss press screening and there is no vacancy for appointment screening, guests are permitted to queue for any films scheduled at any time.
- 4) Film Premiere Press Conference
- 5) Guests can enjoy "press service" related to FIRST film festival. Please login FIRST International Film Festival "Press center" to check the details.
- 6) FIRST film market award ceremony.
- 7) All the forums during the FIRST film festival.
- 8) FIRST Story Night;
- 9) FIRST Film Night
- 10) FIRST film festival Jury Committee press conference.
- 11) FIRST financing forum.
- 12) FIRST training camp premiere.

### Category B guests with credentials can attend:

- 1) Press screening

2) Public Screening. If guests miss press screening and there is no vacancy for appointment screening, guests are permitted to queue for any films scheduled at any time.

3) Film Premiere Press Conference

4)FIRST film market award ceremony

5)All the forums during the FIRST film festival

6)FIRST Story Night;

7)FIRST Film Night”

8) FIRST film festival Jury Committee press conference

9)FIRST Financing Forum Open Pitch

10)FIRST training camp premiere

More specific right access rules and activity management will be informed before the film festival.

For more information about the 13<sup>th</sup> FIRST International Film Festival, please follow FIRST International Film Festival official website (<https://www.firstfilm.org.cn/>) , or “FIRST 青年电影展” in Sina Weibo , Wechat ( Account: FIRSTdianyingzhan).