

REVISED GUIDELINES FOR THE IMPLEMENTATION OF THE FILM CULTURAL EXCHANGE PROGRAM (FCEP)

Introduction

The Film Cultural Exchange Program (FCEP) was originally conceived in 2011 by FDCP to engage foreign embassies, consulates, and the cultural arms of the embassies in a mutual program for the following:

- a. Exhibition of selected films in designated venues in the Philippines to expose Filipino audiences to the culture of other countries;
- b. Exhibition of Filipino films through film festivals held in FCEP member countries;
- c. Allow local filmmakers to meet with their foreign counterparts for possible co-production ventures and other joint undertakings during the exhibition periods locally and internationally; and
- d. Create opportunities for young filmmakers to avail of formal courses, workshops, training programs either held abroad or locally through experts and master filmmakers provided by partner embassies, consulates, or their cultural arms.

To implement the FCEP, FDCP signs a **Memorandum of Agreement** with the partner embassy/entity effectively placing the festival under the FDCP's program. This frees the selected films in the festival from the review of the Movie and Television Review and Classification Board (MTRCB), based on an existing agreement between FDCP and MTRCB. The films are reviewed and classified by an FDCP panel of reviewers which issues the corresponding audience advisories for the films following MTRCB classification standards.

In 2013, FDCP expanded the reach of the festivals under FCEP by making available the provincial cinematheques of FDCP as venues for screening of festival films.

REVISED GUIDELINES

In order to rationalize the implementation of the FCEP, after 3 years of implementation, the following standard guidelines are hereby enforced effective immediately:

- 1) Partner diplomatic entity shall be **limited** to the following:
 - a) **Foreign embassies** located in the Philippines;
 - b) **Consular offices** located in the Philippines; and/or
 - c) **Embassy/Consular office cultural arm** or institution.

- 2) Festivals and film screenings covered:
 - a) **Annual country film festivals** undertaken by the partner institutions;
 - b) Screening of films in **celebration of a historic event**;
 - c) Screening of films as a **tribute to specific filmmakers**; and
 - d) Other **special film screenings** agreed upon between FDCP and the Embassy and/or its cultural arm or institution.

- 3) Admission:
 - a) All screenings under the FCEP program must be **free of charge**.
 - b) Minimal charge may be **allowed only upon prior evaluation and approval** by the FCEP technical committee
 - c) Each screening shall be attended and/or manned by a representative of the organizing party to ensure that the viewers comply with the age appropriateness or rating of the film to be shown.

- 4) Memorandum of Agreement:
 - a) In order to put into effect the inclusion of the festival or film screening under the FCEP, a **Memorandum of Agreement (MOA) must be duly signed** specifying the responsibilities of FDCP and the partner institution in the conduct of the festival/film screening.
 - b) The MOA must be duly **signed by the Ambassador or Head of Mission** of the respective embassy, or in his absence, the deputy ambassador, head of cultural arm or cultural attaché, following the hierarchy of authority.
 - c) A **letter of authority** must be attached to the MOA in all cases where the signing of the MOA has been signed by the abovementioned diplomatic officer other than the Ambassador or Head of Mission.

- 5) Timetable:
 - a) The preparation and signing of the MOA must be made **at least 30 days** from the opening of the festival/special screening
 - b) Screeners of the films must be submitted to FDCP **at least three (3) weeks** prior to the opening of the festival/special screening in order to allow the panel of reviewers to view the films and assign the appropriate audience advisory.
 - c) The panel of reviewers must submit their audience ratings **at least two (2) weeks** before the opening of the festival in and notify MTRCB of the ratings in accordance with the FDCP-MTRCB MOA.

- 6) General responsibilities of FDCP:
 - a) Review and classify the films according to the appropriate audience advisory ratings;
 - b) Provide the use of FDCP owned cinematheques as venue for screening in provincial cities of the festival if required;
 - c) When festival/screening is held at FDCP cinematheques, help disseminate information about the festival/screening to schools and other interest groups and whenever possible among the local media.

- d) When festival/screening is held at FDCP cinematheques, provide a **Narrative Activity Report to be submitted within 15 days** after the event including photos and press releases.
- 7) General responsibilities of partner embassy/consular office:
- a) Provide FDCP with a list of films which it intends to show at the festival/screening along with synopsis, screening materials for evaluation by the FDCP Technical Committee, and classification information issued by their originating country that will be used as a guide by FDCP in advising the audience at the exhibition; **if said classification is not available, the FDCP reserves the right to determine the age-appropriateness of the films in the context of cultural sensitivity;**
 - b) Comply with FDCP guidelines regarding the exhibition of films having been exempted from MTRCB classification.
 - c) Provide the FDCP with information on the screening schedules for the films.
 - d) Provide FDCP with a **Narrative Activity Report to be submitted within 15 days** after the event including photos and press releases.
- 8) Venue:
- a) All FCEP accredited screenings or festival must be shown **only in the following venues:**
 - i) Theaters where FDCP signed a **Cinematheque Partnership Agreement**
 - ii) FDCP Cinematheques Nationwide.
 - iii) Other theaters or enclosed venues shall be **subject to approval** by the FDCP-FCEP Committee.
- 9) Format:
- i) Collateral
 - (a) Posters and stills (at least jpeg file of the poster of each film, at least 300dpi)
 - ii) Films to be shown at the FDCP Cinematheque nationwide
 - (a) Blu ray
 - (b) DVD
 - (c) Data file (Apple prores 422 .mov or Mp4)
 - iii) Films to be shown in Theaters where FDCP enjoys Cinematheque Partnership Agreement
 - (a) Digital Cinema Package (DCP)
 - (b) Blu ray and DVD (subject to availability of equipment)

Effective 1 August 2014.

FDCP-FCEP Technical Committee