



**2024.7.20-7.28**

**18<sup>th</sup> FIRST International Film Festival**

**Press Accreditation Guidelines**



## Preface

The tearing apart in the public cultural sphere, as well as the destructive force that erupts from it, has shifted from being shocking to becoming normalized. To preserve themselves, people have to develop a mechanism of discourse: timely silence, clever evasion, harmonious substitutions, tacit understanding of "safe" boundaries, and proficient judgment of one's position in the stratosphere. The increasingly smooth operation of this discourse mechanism, coupled with the increasingly narrow and unpredictable trend of the speaking environment, has led to a unique contemporary landscape. It's like a weird jungle catalyzed by excessive carbon dioxide concentration, where beneath the overgrown branches lie barren soil and a fragile ecology.

However, as chill keeps spreading, seeking refuge in the jungle with a cynical attitude can no longer provide sustained security anymore. The plain may be caught by storms, but only there can we face those vastly different individuals and groups, and engaging in open and extensive dialogue, and can we forge consensus from the ground up. Such resistance to scattered fissures allows us to find a new sense of belonging in action.

Even from a utilitarian perspective, this might also be a way to reposition the value of writing in the era of generative AI. Mass-produced writing aimed at capturing



fragmented attention is becoming increasingly replaceable. It is precisely those rational, sincere, and publicly concerned writings that become the ties helping us step out of the jungle and interact with each other. They confirm their irreplaceable value and inspire more in-depth viewing and discussion nowadays.

Within the territories of FIRST Film Festival, we look forward every year to enriching the dialogue and discussions. This is not only to amplify the public voice of FIRST or make the youth film ecology healthier, but to strive for a community of dialogue aimed at finding consensus as much as we can. Such consensus does not cover up differences or eliminate diversity but builds a common bottom line and goal for all voices, gathering a precious force towards the vast world outside the jungle in this era of dramatic changes.

From July 20th to July 28th, 2024 (Beijing time), the 18th FIRST Youth Film Festival will be held in Xining, Qinghai Province. The festival includes four main parts: Film Festival, FIRST Mart, Artist Support Programs, and Audience Support Programs. The Film Festival includes Opening and Closing Films, Main Competition and its shortlisted films, Theme Screenings, Forums, Outdoor Screenings, Xining's Night Music Live, and FIRST Award Ceremony. Film Mart focuses on Financing Forum and Industry Screening, and is mainly open to industry guests for pitch presentations, Industry Screening, one-on-



one meetings, and the FIRST Mart Awards Ceremony. Artist Support Programs includes the FIRST Training Camp, FIRST Documentary Lab, and FIRST Studio Short Film Project. Audience Support Programs includes FIRST Volunteers, FIRST Store, and FIRST one..

"Despair, like hope, is but vanity." Perhaps, power is not as scarce as we often imagine it to be. When various information about films or beyond is conveyed and interpreted in a diverse way, the power of film and filmmakers can extend beyond the screen and point to change. Only then can the mission of a film be fulfilled. With such power, we can finally take film as a torch to step once again into the world, to embrace change, to witness a different history, and to look forward to walking hand in hand with everyone.

Before applying to register as a "Media Guest" for the 18th FIRST Film Festival, please read the following carefully.



## **1. Registration Notice**

### **1.1 Qualifications for Registration**

Applicant working for domestic and overseas media organizations can register; accepted media type includes but is not limited to newspaper, magazine, radio and television, portal, platform, MCN, and self-media. Applicant must meet one of the following requirements:

- a. The applicant has a long-term employment relationship with the media organization and can provide corresponding work identity proof;
- b. The applicant has a short-term cooperative relationship with the media organization and can provide corresponding materials/cooperative identity proof;
- c. The applicant, is the owner/manager/founder/legal representative of the media organization and can provide corresponding materials/work identity proof.

### **1.2 Registration Steps**

#### **1.2.1 Online Registration**

Please log in to the official website of FIRST Film Festival(<http://firstfilm.org.cn>), click



the "Media Registration" button at the top to start registration process. Registers shall fill in and submit the Registration Form according to the prompts; once successfully submitted, the Registration Form in the personal center will display "Waiting for Review", which completes the first step of the registration application.

### **1.2.2 Materials**

Besides Registration Form, the submission of necessary documents is also required.

This may include information about media organization, work identity certificates, reference works, report plans and other necessary documents. FIRST Organizing Committee will conduct qualification review and certificate identification based on the institutional/personal information submitted by the applicant.

- Media information - media positioning, operating channels, spread impact , etc. documents that can prove media qualifications..
- Identity proof - Proof of cooperation, employment or ownership between the individual and the media/operating entity. The proof document is required be stamped with the common seal of the operating entity. Screenshots that can prove one's administration authority to a corresponding account is also accepted.
- Reference works - previous reporting works, only film or pan-cultural content creations related to films are recognized.
- Applicants who have participated FIRST as media guests in the past three years



can submit materials via veteran express, which do not request proof of itinerary in advance.

- Reporting plan - Planning documents such as topic selection and interview requirements.
- Other supplementary documents - Other auxiliary materials that can be useful to qualification proof, such as travel plans, work certificates, and reporting invitations.

### **1.2.3 Committee Review**

Review of applications is carried out in three batches. Please check your email address by the response time of the review batch results. You will receive a notification from the FIRST official website informing review result of your application. Applicants that fail the review can supplement corresponding supporting documents based on the result feedback. There will be an opportunity to replace and supplement the documents at each stage. If you have any questions about the review results, please contact FIRST Organizing Committee via email.

In order to avoid missing out on free early bird registration phase due to rejected submissions, please submit your registration as early as possible and fill in the requirements after reading the materials in full.

If you do not receive the email within the corresponding time, please send your registration information to [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) and contact the staff.



Registration phase	Submission Time	Audit Batch	Audit Result Reply
Early Bird Registration	May 13 – May 20	First Batch	May 27
Standard Registration	May 21 - June 11	Second Batch	June 17
	June 12 - July 3	Third Batch	July 7

#### 1.2.4 Registration Time and Payment Instruction

After the qualification review is passed, you will receive a confirming email. FIRST media guest of registration is conducted in two stages.

For those who submit application during the early bird stage and passed the review, Please log on to the Personal Center of the FIRST official website (<https://www.firstfilm.org.cn/portal/user/login?redirect=/form/shortshortfilm/info>) before June 12 to supplement the proof of trip in the original media guest registration data submission interface. Early bird registrants who fail to send the application after this period will be given back the registration form and their registration will be deemed invalid. The system will automatically return the registration application. If there is still a need for registration in the future, you can resubmit the application for the standard stage.





Early Bird Registration May 13 - May 20 *Deadline for trip supplements June 12	Standard Registration May 21 - July 3 * Within 3 working days of fee payment
Free of charge	RMB 300/person

If you submit the application during standard phase (May 21-July 3), please log in to the official website within three working days after passing the qualification review to complete the payment of credential fee (the media guest credential fee includes the review and information storage fee, credential handling fee, environmental fee, and gift packaging cost, etc.). After completing the payment, you will receive an email confirming your successful registration, which completes the entire registration process.

### 1.2.5 Onsite Registration

After the approved media guests successfully pay the fee, you will receive a registration success email and a media certificate category certification email. At the same time, you can join the "18th FIRST Media Guest Group" through the corresponding method in the certification email. The specific screening schedule, event schedule and corresponding media manual will be notified separately through



an exclusive guest group and email before July 15th.

### **1.2.6 Certificate collection**

After arriving in Xining, media guests can go to the FIRST Media Center with their email vouchers and personal identification documents, complete offline registration on time, and receive their media certificates. Media guests must present their certificates to participate in various activities of FIRST. One certificate per person, and certificates cannot be collected on behalf of others.

## **2. Media Credential Categories**

### **2.1 Credential Press R**

Working in a media agency/organization/platform of a certain scale, with the ability to write core content of its publicity channel and its operation qualification; or freelancers who are engaged in film criticism and publicity work and have made certain contributions or achievements.

### **2.2 Credential Press G**

Those who have publicity channels and their operating qualifications; are keen to provide publicity support for the film industry and industry as a media, and have colleagues with related masterpieces.



### **3. Media Guest Benefits**

#### **3.1 Media Screening Access:**

During the film festival, media guests with their IDs will have priority to make appointments to watch media screenings including competition finalists, theme screenings, official premieres, etc.

#### **3.2 Event Access**

During the film festival, media guests have priority to make reservations with IDs to participate in exclusive cocktail parties, forums, open-air screenings, Xining Nights, FIRST MART public pitch and other activities.

#### **3.3 Exclusive Benefits for Media:**

Media Guest Exhibitors Guide, media registration center consultation services, media material package synchronization services, media souvenirs (including certificates, film festival brochures, official derivative packages, etc.), reservation of official interview space with certificate, reservation to participate in media meetings with certificate , apply to enter the red carpet media area, the Film Festival News Center area and other official media areas with your ID.

**\*Media guests at all screenings with media venues during the festival can watch the film by reservation. There are no media screenings that require to purchase the corresponding pass/press pass to queue for admission. The specific access rules and activity arrangements for each type of certificate will be notified separately through**



an exclusive guest group and email before July 15.

## **4. Incentive Mechanism**

### **4.1 Online Platform Exposure Support**

The 18<sup>th</sup> FIRST International Film Festival content collection page will be established on various social media platforms. FIRST and the platforms will offer resources to increase publicity of all reporting content in various forms, including text, image, video, and sound, that meet requirements.

### **4.2 Online Visual Database**

For media individuals or organizations whose main content form is image or video, an official display area will be provided on the FIRST website to establish an exchange platform. For the selected on-site pictures and image materials used in FIRST's official publication, the takers, institution or individual, will receive different amounts of authorization fees and bonus incentives that exceed the average level, depending on the final usage scenario.

**\*The specific participation rules of the incentive mechanism will be announced separately.**

## **5. Other Matters**



5.1 Applicants who complete the registration process are deemed to agree to the provisions listed in this article. FIRST Organizing Committee reserves the right to make the final decision on any unspecified issues.

5.2 All information and materials submitted by the applicant will be kept strictly confidential and used only for the purpose of FIRST Organizing Committee's review.

5.3 Only after payment is made (for non-early bird free registration) can the applicant be confirmed as a FIRST media guest. Once payment is made, it is non-refundable, even if the guest cannot attend any activities related to FIRST Film Festival due to personal reasons.

5.4 Each FIRST media guest will receive an official media guest credential, which is the only credential for attending relevant activities during the film festival. The credential must be carried with the guest at all times and cannot be transferred or loaned out. If the credential is lost, a replacement can be applied for at the FIRST media registration center with a fee of RMB 150 per person.

5.5 FIRST media guest credential system follows the principle of “one person, one credential”. Applicants from the same media/organization must complete their own



registration separately, and there is a limit to the maximum number of credentials that can be applied for by the same media. If there is a need to replace exhibition personal, please send the relevant information to [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) before July 9th.

5.6 For those who require an invoice, please complete the payment on the payment page of FIRST official website and fill in relevant invoice information. Only electronic VAT plain invoices will be provided.

5.7 In the case of a delay in the event due to force majeure, the fees paid will not be refunded, provided that FIRST Organizing Committee makes adjustment plan and informs the applicants.

\*If there are any rules that are not clear, the final interpretation and explanation will be made by FIRST Organizing Committee. The organizing committee reserves the right to modify the media guest articles and announce them at the proper time. Registering and applying signifies the acceptance of the terms listed in these articles. If there are any questions, please send an email to [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) or call (86)010-85564221 for consultation.

**For more information on the 18th FIRST International Film Festival, please follow our official website (<https://www.firstfilm.org.cn/>) and the "FIRST Film**



Festival" full media platform in a timely manner.

**Looking forward to meeting you on the plateau, creating  
another chapter in media history, and hearing the resounding  
cheers together.**