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FOR IMMEDIATE RELEASE

ACADEMY AND mtvU LAUNCH THIRD ANNUAL “OSCARS® CORRESPONDENT CONTEST” FOR COLLEGE JOURNALISTS

College Reporters and Videographers to Compete for a Spot on the Red Carpet and Backstage Press Credentials at the 83rd Academy Awards®

Beverly Hills, CA — The Academy of Motion Picture Arts and Sciences and mtvU, MTV’s 24-hour college network, today announced the third annual “Oscars Correspondent Contest,” giving college journalists nationwide the chance to win a trip to Los Angeles to cover red carpet festivities and behind-the-scenes activities at the 83rd Academy Awards®.

From October 27 through December 6, college students are invited to submit a video at http://oscars.mtvu.com, showcasing their interviewing skills and proving why they deserve to cover the Oscars. All videos submitted must be from teams made up of one reporter and one videographer. The Academy and mtvU will select the top ten videos to be posted online at mtvU.com, where students and other viewers can watch and vote for their favorite journalists from January 10 through January 28.

The three teams whose videos capture the most votes will advance to the final round of online voting from February 7 through February 18. All three teams will be flown to Los Angeles to cover Academy Awards pre-events, including the Animated Feature Symposium, Foreign Language Film Award press event, the Makeup Artists and Hairstylists Symposium and the Governors Ball preview.

The Grand Prize-winning team will be revealed on Saturday, February 26, at an Academy press conference. The reporter and videographer will be awarded a spot on the red carpet for the 83rd Academy Awards arrivals, as well as credentials for access to backstage press rooms. The winning team’s coverage will be aired on MTV News and mtvU. The two finalist teams will receive bleacher seats along the red carpet and admission to an Oscar® viewing party.
Last year, Terry Stackhouse and Zach Cusson from Emerson College captured the Grand Prize and covered the red carpet at the 82nd Academy Awards. Runners-up Rachel Berry and Christian Hartnett of Chapman University and Brandon McCaskill and Kiarra Hart of Florida A&M University earned bleacher seats along the red carpet and admission to an Oscar viewing party.

For a complete list of rules and regulations for the “Oscars Correspondent Contest,” please visit http://oscars.mtvu.com.

Academy Awards for outstanding film achievements of 2010 will be presented on Sunday, February 27, 2011, at the Kodak Theatre at Hollywood & Highland Center®, and televised live on the ABC Television Network. The Oscar presentation also will be televised live in more than 200 countries worldwide.

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ABOUT THE ACADEMY

The Academy of Motion Picture Arts and Sciences is the world’s preeminent movie-related organization, with a membership of more than 6,000 of the most accomplished men and women working in cinema. In addition to the annual Academy Awards – in which the members vote to select the nominees and winners – the Academy presents a diverse year-round slate of public programs, exhibitions and events; provides financial support to a wide range of other movie-related organizations and endeavors; acts as a neutral advocate in the advancement of motion picture technology; and, through its Margaret Herrick Library and Academy Film Archive, collects, preserves, restores and provides access to movies and items related to their history. Through these and other activities the Academy serves students, historians, the entertainment industry and people everywhere who love movies.

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About mtvU

Broadcast to more than 750 college campuses and via top cable distributors in 700 college communities nationwide, mtvU reaches upwards of 9 million U.S. college students – making it the largest, most comprehensive television network just for college students. Twenty-four hours a day, seven days a week, mtvU can be seen in the dining areas, fitness centers, student lounges and dorm rooms of campuses throughout the U.S., as well as on cable systems from Charter Communications, Verizon FIOS TV, Suddenlink Communications, AT&T u-Verse and nearly 70 others. mtvU is dedicated to every aspect of college life, reaching students everywhere they are: on-air, online and on campus. mtvU programs music videos from emerging artists that can’t be seen anywhere else, news, student life features and initiatives that give college students the tools to advance positive social change. mtvU is always on campus, with more than 250 events per year, including exclusive concerts, giveaways, shooting mtvU series and more. For more information about mtvU, and a complete programming schedule, visit www.mtvU.com.