

Tinseltown's Oscar hype machine

Oscar may stand just 30cm tall but stars and big movie houses will employ armies of dedicated campaigners in the search for Hollywood's holy grail. This year's promotional budgets have topped \$2 million – the little man's very appearance on a movie billing can triple box-office receipts



Timing: Savvy producers prefer late December releases. The more successful films will still be showing when Oscar balloting is in progress



Hollywood **VARIETY** REPORTER

Advertising: Studios plug nominated films in trade papers months in advance. A single "For your consideration" spread can cost over \$55,000



Talkshow circuit: Studios tote their stars on magazine covers and numerous chat shows. **Julia Roberts** has been particularly busy recently



Promos: Videos and DVDs are sent to all 5,600 Academy members. Promos often include "behind the scenes" DVDs and soundtrack CDs

Private show: All Academy members invited by studios to private screenings

