



**FIRST**  
**INTERNATIONAL**  
**FILM FESTIVAL**  
**XINING**  
青年电影展

2023.7.23-7.31

17<sup>th</sup> FIRST International Film Festival

Press Accreditation Guidelines



## Preface

The history of media is also the history of its time. In our trends of social thoughts, there are no shortage of emotional outpourings caused by the harsh reality, nor are there a lack of bewilderment caused by the prophecy of AI revolution. However, what is also needed is some kind of stubborn discourse and memory, by which we keep valuable traces of the past and firmly establish the future in the present.

FIRST International Film Festival positively participates in the current Chinese youth film industry. By selecting and encouraging high-quality film works presented each year, it stands shoulder to shoulder with young filmmakers who break through obstacles and march forward, intervenes in the production cycle of film industry, and marks another history of film. In order to achieve such a mission, it not only depends on filmmakers and the festival itself, but also a healthy and diverse voice field can hone the sharpness of films and create lighter wings.

Within the time and space of our coexistence during the festival, FIRST aims to build a field of free dialogue, allowing the viewing experience to truly reach the audience and extending communication, stimulating a truly thriving force.



From July 23rd to July 31st, 2023 (Beijing time), the 17th 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, 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 Short Film Project. Audience Support Programs includes FIRST Volunteers and FIRST Store.

As the wind once again sweeps across the plateau, the FIRST International Film Festival invites all media partners who are passionate about film and all forms of artistic creation. All of your reactions, crude and real, will jointly constitute a deliberative and fierce public discourse that pierces through the present and reaches the future, whether it be speaking out for valuable works or offering harsh criticism; whether it be a close and multidimensional observation or an interactive dialogue in competition.

"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 17th FIRST Film Festival, please read the following carefully.



## **1. Registration Notice**

### **1.1 Qualifications for Registration**

Applicant working for domestic and overseas media organizations, including those from Hong Kong, Macao, and Taiwan, 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 Submission of Required Documents**

Besides Registration Form, the submission of necessary documents is also required. This may include information about media organization, certificate of employment, reference works, reporting plan, and other documents. The FIRST Organizing Committee will review each application based on the information submitted by the applicant's organization or individual.

- Media information - Introduction of basic information such as media positioning, main report content, and channel matrix.
- 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 - Previously produced works of reporting (only recognized film or pan-cultural content related to film).
- 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

The review process will be conducted in three batches. Please check your email regularly for review results and respond promptly. If you do not received any email during the corresponding period, please contact the staff at [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) and send your registration information.

Registration Stage	Submission Time	Audit Batch	Audit Result Reply
Early Bird Registration	May 22 - Jun5	First Batch	June 13
Standard Registration	June 6 - June 23	Second Batch	June 30
	June 24 - July 5	Third Batch	July 10

If the application is not approved, an official notification will be sent from the FIRST website. If you have any question regarding the review result, please email us. If additional materials are asked to resubmit, please resubmit the application materials in a timely manner as required. We strongly suggest to



submit the application as soon as possible and read the material requirements thoroughly before filling out the form, in case of missing the free early bird registration phase due to fail submission.

#### 1.2.4 Registration Time and Fees

After the qualification review is passed, you will receive a confirming email. FIRST media guest of registration is conducted in two stages. If you submit the application during standard phase(June 6<sup>th</sup> -July 5<sup>th</sup>), 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.

Early Bird Registration May 22 - June 5	Standard Registration June 6 - July 5
Free of charge	RMB 300/person

For those who submit application during the early bird stage and passed the review, please email your itinerary confirmation (including but not limited to air





ticket and hotel reservation confirmation) to [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) no later than June 23. Early bird registrants who fail to send the confirmation by this time will have their registration form returned and be considered invalid. You can submit a new application if you still wish to register as our media guest. If you fail to pass the review, you will also receive an email notification.

### **1.2.5 Onsite Registration**

After the media guests who have passed the qualification review have successfully paid the fee, you will receive a registration success email. Please find the media registration opening time, registration location, and registration process notified in the confirmation email to complete the onsite registration on time and obtain the media credential.

**\*Specific screening schedule, event timetable, and corresponding media permissions will be notified separately by email before July 17<sup>th</sup>.**

## **2. Media Credential Categories**

### **2.1 Credential Press C**

Media guests holding Press C should have qualification and operation capability of publicity channels; be an important core member of a large media institution, organization, or platform; or be a freelancer who is engaged in film criticism and promotion with significant contribution or achievement.



## **2.2 Credential Press R**

Media guests holding Press R should have the qualification and operation capability of publicity channels; be a core member working in a medium-sized media institution, organization or platform; or is a freelancer who is engaged in film criticism and promotion with some contributions or achievements.

## **2.3 Credential Press G**

Media guests holding Press G should have the qualification and operation capability of publicity channels; be passionate about providing publicity support for film and film industry as a media representative.

## **3. Media Guest Benefits**

### **3.1 Screening Access:**

During the film festival, media guests can attend screenings of competition films, theme films, and media screenings. (During the festival, media guests can make reservations to attend all screenings that have media screenings. For screenings without media screenings, media guests must purchase tickets or wait in line.)

### **3.2 Event Access**

During the film festival, media guests can participate in forums, outdoor



screenings, Xining's Night, public speeches, and other events.

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

Media registration center consultation services, media materials package provides, media souvenir packages (including credentials, film festival manuals, official merchandise packages, etc.), reservation of official interview spaces with credentials, reservation of participation in media meetings with credentials, eligibility for application to enter official media areas such as red-carpet media area and Media Center of FIRST Award Ceremony.

**\*Specific admission rules and event arrangements for each type of credential will be notified separately by email before July 17th, and the permission details in the email will be considered final.**

## **4. Rewards System**

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

The 17<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 will be notified by email before July 17<sup>th</sup>.**

## 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-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 100 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 personnel, please send the relevant information to [press@firstfilm.org.cn](mailto:press@firstfilm.org.cn) before July 8th.

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. 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) for consultation. For more information on the 17th 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.**