

# Haiti Relief PSA Reel

**NOLA Code:** HATI 0100 J1

**Program Title:** HAITI RELIEF PSA REEL

**Episodes/Length:** (TRT 2:30)

**Feeddate/Time:** Note -the reel will be fed multiple times within the half-hour

Tuesday, January 26, 2010 @1430-1500ET /SD07

Wednesday, January 27, 2010 @1430-1500ET/SD07

\*Feed-For-Record\*

**Closed Captioned:** No

**Stereo:** Yes

**SAP:** No

**Format/Version:** SD Spot

**Aspect ratio:** 4x3

**Suggested TV Rating:** TV-G

## **Rundown:**

Cut 1 Clinton-Bush Haiti Fund PSA

Duration: 00:00:30

ISCI Code: CNHF-9130-1

Cut 2 Haiti Relief – First Lady Michelle Obama

Duration: 00:00:30

ISCI Code: CNHR-9130-1

**Producer:** Ad Council

**Presenter:** NCME and Wisconsin Public Television

**Date Produced:** 2010

**Viewer Contact:** [adcouncil.tv](http://adcouncil.tv)

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The Federal Communications Commission normally does not allow you to use your station's airwaves to raise money for any cause other than your own operation. However, the FCC is waving that restriction to allow fundraising for earthquake relief in Haiti. However, if your station plans to undertake fundraising efforts for Haitian relief you must make a request to the FCC to do so.

As you consider obtaining a waiver and raising money for those affected by the earthquake in Haiti, please make sure that you work with a reputable relief organization. Partnering with your local Red Cross Chapter or other organizations that have a track record of providing relief to victims of disasters is highly recommended. You should have a high level of confidence that the funds will be distributed promptly and provide the maximum benefit to the citizens of Haiti.

Also, please keep NCME informed of your efforts.

## **PROCEDURES TO USE TO OBTAIN FCC APPROVAL**

The Commission generally prohibits noncommercial educational stations from engaging in on-air fundraising activities on behalf of any entity other than the station itself. See 47 C.F.R. § 73.503(d). See also Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations, 90 FCC 2d 895, 907 (1982). The Commission, however, has granted rule waivers for fundraising appeals to support relief efforts following disasters of particular

uniqueness or magnitude, such as Hurricanes Andrew and Katrina, the September 11, 2001 terrorist attacks in New York City, and the January 2005 tsunami in Southeast Asia. These waivers have been issued for a specific fundraising program or programs, or for sustained station appeals for periods which generally do not exceed several days.

Should a licensee wish to solicit contributions from viewers or listeners for the Haiti relief efforts, it may file an informal request for a Section 73.503(d) waiver as follows:

1. The licensee may submit an electronic mail request to Barbara Kreisman (<mailto:barbara.kreisiman@fcc.gov>), if the request involves a television station, or to Michael Wagner (<mailto:michael.wagner@fcc.gov>), if the request involves a radio station.
2. The request should provide basic details of the fundraising activity: a) the nature of the fundraising effort; b) the proposed duration of the fundraising effort; c) the organization(s) to which funds will be donated; and d) whether the fundraiser will be part of the licensee's regularly scheduled pledge drive or fundraising effort.

For additional information, please contact the television or radio contact provided above.