

From: Michael Wagner [mailto:Michael.Wagner@fcc.gov]
Sent: Thursday, April 07, 2011 11:11 AM
To: Macready, Neil; Peter Doyle
Cc: Janice Wise; Barbara Kreisman
Subject: RE: NCE waiver request re Japanese fundraising

Dear Mr. Macready:

This is in reference to the April 7, 2011, request on behalf of the University of Redlands (the "University"), licensee of noncommercial educational station KUOR-FM, Redlands, California (Facility ID No. 69217), for a waiver of FCC policies to permit the Licensee to air a fundraising effort to benefit victims of the recent earthquake and tsunami in Japan.

The University seeks the waiver in order to broadcast a limited fundraising effort to take place during the weekend of April 15-17, 2011. The fundraising effort will consist of produced spots and short live pitches within the normal program schedule, to be broadcast. There will also be email, on-line and social network appeals for donations. All promotion will point listeners to the KUOR webpage, which will have a banner ad containing links to the California Community Foundation Japan contribution page; the California Community Foundation in turn has pledged to distribute 100% of donations received to relief and recovery organizations including, but not limited to, the American Red Cross, Direct Relief International, International Medical Corps, and Save the Children. The spots and pitches will not be part of a general fund drive or fundraising effort for the station.

The Commission has a policy prohibiting noncommercial educational stations from engaging in on-air fundraising activities on behalf of any entity other than the station itself, where such activities alter or suspend regular programming. See *Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations*, 90 FCC 2d 895-907 (1982). It is generally inappropriate for NCE stations to air fundraising efforts on behalf of other entities, even those engaged in philanthropic or beneficial works. However, we believe that, due to gravity of the damage wrought by the earthquake and tsunami in Japan, and the limited duration of the proposed programming, the public interest would be served by grant of the requested waiver. Accordingly, the April 7, 2011, waiver request IS HEREBY GRANTED.

Michael Wagner
Assistant Chief, Audio Division
Media Bureau

From: Macready, Neil [mailto:Neil_Macready@redlands.edu]
Sent: Thursday, April 07, 2011 1:05 PM
To: Peter Doyle; Michael Wagner
Subject: FW: NCE waiver request re Japanese fundraising

Dear Mr. Doyle and Mr. Wagner:

In accordance with the Media Bureau Announcement released March 16, 2011, regarding procedures for obtaining Commission approval for NCE station fundraising to aid Japan's relief efforts, the University of Redlands (UR), the licensee of KUOR in Redlands, CA (Facility ID no. 69217), hereby requests authorization to broadcast special fundraising appeals for Japan relief efforts.

The fundraising effort will consist of produced spots and short live pitches within the normal program schedule, to be broadcast on KUOR on April 15-17, 2011. There will also be email, on-line and social network appeals for donations. All promotion will point listeners to the KUOR webpage, which will have a banner ad containing links to the California Community Foundation Japan contribution page. The spots and pitches will not be part of a general fund drive or fundraising effort for the station.

The California Community Foundation is a non-profit organization. Donors donate to them and the California Community Foundation agrees to distribute 100% of all donations to relief and recovery organizations including, but not limited to, the American Red Cross, Direct Relief International, International Medical Corps and Save the Children. See <http://www.calfund.org/index.php> for more information about the California Community Foundation and its "Support Japan Earthquake and Tsunami Relief" fund. (Their website currently says they are accepting donations only thru April 16th, but that will be changed shortly.)

Under the circumstances, UR respectfully seeks a Section 73.503(d) waiver in order to engage in the above-described activities.

Please contact me at neil_macready@redlands.edu or (909) 748-8048 if you have any questions.

Thank you.

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