



FOR IMMEDIATE RELEASE

CHANGE TO TELECASTER PROCEDURES FOR PSAS BEGINNING DECEMBER 1, 2015

TORONTO (December 1, 2015) – In order to serve you better, Telecaster will no longer require an expiry date for Public Service Announcements (“PSAs”) for registered charities, not-for-profit organizations and federal, provincial and municipal government agencies as part of its submission process.

RENEWALS OF AN EXISTING PSA

Should you wish to renew a PSA with a previously approved Telecaster number, you do not need to create a new Telecaster submission. Please send an email to Sarah Reynolds at sreynolds@tvb.ca or Jessica Lafrance at jlafrance@tvb.ca with the subject line: **PSA Renewal**. Provided that the existing Telecaster number is otherwise valid, we will re-issue the existing number with the expiry date restriction removed.

CHANGE OF ORGANIZATION STATUS

All other guidelines and requirements with respect to PSA submissions remain unchanged. We will continue to require status confirmation for not-for-profit organizations on an annual or as needed basis. You must notify Telecaster as soon as you are aware that a registered charity or not-for-profit organization has lost or otherwise changed its registered or not for profit status. Telecaster reserves the right to revoke any Telecaster number previously issued to an organization which no longer qualifies as a registered charity or not-for-profit organization, without further notice.

Should you have any questions or concerns about these changes or wish to provide us with your feedback, please do not hesitate to contact Sarah Reynolds directly at sreynolds@tvb.ca.