

## Guidelines for College and University Use of *Solutions for Our Future*

### Public Service Announcements

This paper sets forth guidelines for the use of the *Solutions for Our Future* public service announcements (PSA) produced for the American Council on Education (ACE) under an agreement with the Screen Actors Guild (SAG). The PSA series was developed for the use and re-broadcast by public or non-profit institutions on donated time. Broadcast either by a for-profit entity, or on time purchased from the broadcaster, will subject the sponsoring agency to residual fees and other financial penalties subject to the agreement with the Screen Actors' Guild.

1. The PSA series may be shown only under the sponsorship of a not-for-profit organization or a public or non-profit college or university, and not by any for profit entity.
2. The individual PSA spots may not be edited. Public and private not for profit institutions may add their own logos at the close of the spots.
3. The PSA series may be televised only on time donated by the broadcaster, not on purchased time.
4. The PSA series may be telecast up to and including March 15, 2007, but not after that date.

**Institutional violation of these guidelines could result in incurring significant monetary damages to SAG.**

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