



DIGITAL & VIDEO MESSAGE DISPLAYS

Policy Title: Digital & Video Message Displays

Policy Type: Administrative

Policy Number: 50 - 02 (2014)

Date: 09/24/2014

Responsible Office: Communications and Marketing

Responsible Executive: Vice President for University Advancement

Applies to: University Community

POLICY STATEMENT

In a continual effort to promote Norfolk State University academic activities, programs, services, special events, etc., to the University community and the surrounding region, the University has implemented a scrolling message board/marquee located on the corner of Brambleton and Park Avenues and a video message display system located in the Communications Tower. Criteria for posting messages will be based on the posts' newsworthiness. In the event of a dispute regarding the newsworthiness of a message, the Vice President for University Advancement or his/her designee, will make the decision on the appropriateness of message content for the marquee. All messages must be relevant to University business and or public service announcements that affect the surrounding communities including the city of Norfolk and/or other Hampton Roads communities.

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PURPOSE

This policy establishes basic guidelines for University agencies to post messages to the marquee messaging system and the video message display. The Office of Communications and Marketing will have the responsibility for determining what types of messages will be placed on the system, how long the messages will run and when messages will be posted on the system.

DEFINITIONS

There are no definitions associated with this policy.

CONTACT(S)

The Office of Communications and Marketing officially interprets this policy. The Office of Communications and Marketing is responsible for obtaining approval for any revisions as required by BOV Policy # 01 (2014) *Creating and Maintaining Policies*

<https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf> through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Communications and Marketing.

STAKEHOLDER(S)

University Community and External Constituents

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University agencies wishing to post messages on the marquee will send the messages via email or some other electronic method to the Office of Communications and Marketing. The following guidelines will apply:

- Messages **MUST** be submitted via email or other electronic method (message pasted into the body of an email is acceptable).
- General announcements, including academic dates and major events such as nationally known speakers, author signings, commencement, etc., will be posted on the marquee.
- Messages must be timely. No post-event messages will be accepted.
- Congratulatory messages will be accepted for University-wide outstanding achievements.
- Messages will run for five days leading up to the event and then be deleted from the system.
- During major promotions of certain special events, messages may be posted for up to three weeks, deleted and/or re-posted.
- Personal information and/or messages, i.e., birthdays, deaths, birth announcements, etc. will **NOT** be posted. Personal congratulatory messages will not be posted.
- Advertisements and/or notices not related to the University will not be posted.
- Commercial promotion of outside vendors is not allowed.
- Athletic announcements will be allowed including national externally-sponsored sporting events announcements, home intercollegiate games, etc.

- Authorized security alerts will be quickly posted, if possible, and continue to run until the alert has been lifted.

PUBLICATION

This policy shall be widely published and distributed to the University community. To ensure timely publication and distribution thereof, Communications and Marketing will make every effort to:

- Communicate the policy in writing, electronic or otherwise, to the University community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Post the policy on the appropriate SharePoint Site and/or Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as necessary. Failure to meet the publication requirements does not invalidate this policy.

REVIEW SCHEDULE

- Next Scheduled Review: 06/26/2018
- Approved by, date: President, 09/24/2014
- Revision History: 08/20/2003, 06/26/2017
- Supersedes: 51.002: Messaging Board/Scrolling Marquee

RELATED DOCUMENTS

There are no related documents associated with this policy.

FORMS

There are no forms associated with this policy.