Digital Signage Policy

• Only happenings or programs conducted throughout the residence halls will be permitted to display on the digital signage system through the Residence Life and Housing department. This does not mean, however, that slides from other departments will not be displayed. Others slides must be submitted through Campus Life and will be displayed in a cycle on approximately a 1:3 ratio (this depends on the number of other slides in like categories and may vary).

• The creation of content for display on the digital signage system is the responsibility of the group presenting the information to the campus community. See the Residence Life and Housing Digital Signage Content & Format Requirements for helpful information about creating digital slides and digital video. This information is available on the Residence Life and Housing web site at:

  http://www.oswego.edu/reslife/staff_resources.html

• Content must be approved by your RHD (if an RA/RM/GRM is designing the signage) and submitted electronically to your CDS. Content submissions must be accompanied by a Digital Signage Submission Form that includes: first name, last name, and phone number of the submitter, the name and dates of the event, the date the content should start and stop running, and/or ticker information if desired. The digital slide (or digital video file) AND the submission form should both be attached to the email sent to your hall’s corresponding CDS listed below:

  o (OE, OG, VI) Jenni Shinpaugh: jennifer.shinpaugh@oswego.edu
  o (FN, HA, JO, RI, SC, WA) Kate Burrow: katherine.burrow@oswego.edu
  o (CA, SE, MA, SH) Evan Bigam: evan.bigam@oswego.edu

• Residence Life and Housing and Campus Life reserves the right to address concerns or make suggestions related to digital signage content in an effort to reinforce the educational mission of the College, Division of Student Affairs and Residence Life.

• The use of solid red backgrounds in digital slides and digital video is reserved for Emergency Communications only! Digital signage content submitted with a solid red background will NOT be scheduled for display.

• The use of yellow backgrounds with green lettering is reserved for campus announcements.

• Digital signage content that includes references to the sale or consumption of alcohol or other drugs will not be approved for display.

  • Continued on back
• Digital signage content that promotes or condones behavior that violates College policies, local, state or federal law including laws concerning copyright, trademark and/or others “intellectual property” will not be approved for display.

• Advertisement of commercial products or services on the digital signage system is prohibited.

• Digital signage content that does not answer the 5 Ws will be refused for editing and will need to be resubmitted. (Who, What, When, Where, Why or How)

• To optimize the management of digital signage content, Residence Life and Housing and Campus Life reserves the right to determine what content is displayed at which digital signage location(s), and determine the duration, dates, and times content is displayed.

• Content that violates Digital Signage Policy or does not meet the minimum Digital Signage Content Requirements will not be approved for display.

Residence Life and Housing would like to thank you in advance for reading this document and adhering to its conditions.