Procedure Name:	Electronic Signage
Originating/Responsible Department:	University Communications
Approval Authority:	Vice-President (Advancement)
Date of Original Procedures:	n/a
Last Updated:	May 2004
Mandatory Revision Date:	May 2009
Contact	Director, Communications and Community Relations

Procedures and Guidelines

The Department of University Communications is responsible for collecting, editing and posting news and announcements for on-campus electronic signage (LEDs).

The Department is responsible for ensuring that information posted on LEDs meets stated objectives with respect to consistency of message, accuracy and appropriateness of information, tone, and timeliness. Information will be posted on LEDs at the discretion of the Department of University Communications. The Department reserves the right to edit copy from contributors to conform to University style and the medium's requirements.

The Department reserves the right to edit copy from contributors to conform to University style and the electronic signage requirements.

Events will not be posted earlier than 10 business/work days before the event date. Information that is not time sensitive (i.e. not event-related) will not be posted internally on the LEDs any longer than 10 working days, and externally on the Bronson Sign no longer than five working days unless otherwise advised.

Purpose:

The purpose of this document is to outline procedures, content and responsibilities for electronic signage.

Procedures for postings and submissions:

The Editor, Internal Communications is responsible for electronic signage postings. The primary sources of information for the Editor are the University's online events calendar, Events@CU and submissions sent using the form found on the Internal Communications section of the University Communications Web site (www.carleton.ca/duc).

Any University department, service or group that wishes to have their <u>event</u> promoted through the electronic signage will be encouraged to use the submission form found on Events@CU.

The electronic signage must be kept up-to date; all past events will be removed from the system no later than the following day.

In the Editor's absence, the Manager, Public Affairs and the Departmental Administrator are responsible for postings.

Definitions:

Electronic signage will provide members of the Carleton University community and the general public with up-to date information on news and events at Carleton University, and will help celebrate and promote the activities and accomplishments of the University community.

For the purpose of this document, "Electronic Signage" will be defined as:

LEDs:

The six (6) indoor electronic signage boards located in the Tory link, in the Azrieli Building tunnel, in the Loeb Building tunnel (X2), in the University Centre cafeteria; in the Residence Commons
LEDs have 4 programmable lines of 32 characters each
Targets primarily the Carleton community

Bronson Sign:

One outdoor electronic sign located on Bronson (in front of Brewer Park)
The Bronson Sign has 2 lines of 16 characters each
Targets primarily the general population (the drive-by traffic on Bronson)

Topics for Submission:

The following are examples of items that may be posted on the electronic signage:

- events being held on campus
- events being organized by University groups, both on and off campus
- events being held on campus that are sponsored by commercial companies
- off-campus events that are sponsored by Carleton University
- notices about:
  - campus services
  - news, announcements, kudos
  - open meetings
- items of general interest to the Carleton University community
- other items at the discretion of the D.U.C.

Information that will not be posted on the electronic signage boards will include:

- alcohol-related events;
- personal or classified advertisements;
- advertisements for commercial businesses;
- political messages or statements;
- any information that is deemed contrary to the goals and objectives of the University.

Scope:

These procedures applies to all University departments and units.

Contacts:

Director, Communications and Community Relations; Manager, Public Affairs.

Links to related Policies:

DUC Posting Policy