

Kehr Union Building Digital Signage Use Policy

Criteria for KUB Digital Signage Use

Digital signage in the Kehr Union Building (KUB) may be used for the purposes of:

1. Informing patrons of reservation and location information for events scheduled in, or supported by the KUB;
2. Promoting events that occur within, or are supported by KUB services;
3. Promoting events hosted or funded by Student Affairs Departments, Program Board, CGA, and recognized student organizations;
4. Promoting events or providing information beneficial to the student population; and
5. Informing patrons of emergency or important campus-wide messages from the University.

Advertisement Priority

Advertisements for events and information are assigned a priority order. The priority order determines the timespan, and the advertising schedule. Descriptions of the two main priorities are below.

First Priority

First Priority advertisement on the KUB digital signage includes:

- No limitation to advertising timespan. The advertisement material may be displayed immediately with or without an end date.
- No limitation to advertising schedule. The advertisement material may be displayed during all operating hours of the Kehr Union Building (normally from 8:00 am to 12:00 am during semesters; 8:00 am to 4:00 pm during summer).

Criteria for First Priority are:

1. An event takes place on KUB-supported locations (including the Scranton Commons amphitheater, KUB patios, and Lycoming Lawn); and KUB services has been engaged to support the event within recognized program planning guidelines;
2. An event is supported by KUB services;
3. An event is hosted or funded by an office of from the Department of Student Affairs, Program Board, CGA, or recognized student organization.
4. REQUIRED - A reservation or event's status is shown as CONFIRMED through the University's EMS scheduling system.

Second Priority

Second Priority advertisement on the KUB digital signage includes:

- Advertising timespan is limited to two weeks. The advertisement material may be displayed beginning two weeks prior to the event or information date. The advertisement will end the day of the event. If an event is more than one day, the advertisement will end on the last day of the event.
- Limitation to advertising schedule. The advertisement material may be displayed ONLY between the hours of 8:00 am to 4:30 pm during semesters and during summer.

Criteria for Second Priority are:

5. An event DOES NOT take place on KUB-supported locations (including the Scranton Commons amphitheater, KUB patios, and Lycoming Lawn); and KUB services has been engaged to support the event within recognized program planning guidelines;
6. An event is NOT supported by KUB services;
7. An event is NOT hosted or NOT funded by an office of from the Department of Student Affairs, Program Board, CGA, or recognized student organization.

Description of Digital Signage Areas and Location of Promotions

Figure one below outlines the two sections of the KUB digital signage. The left section is where promotional material sent to the digital signage administrator will be displayed.

The right section shows only information for events that are scheduled to occur in the Kehr Union Building for the current day. This information is automatically generated from the University's EMS scheduling system. No individualized promotions or announcements will appear in this area.



Figure 1. Shows a promotional announcement in the left section. Right section shows events scheduled to occur in KUB on that day.

Figure two below also outlines the two sections of the KUB digital signage; however, the left section shows a recurring list of event from offices of the Department of Student Affairs. The events in this list is dynamically generated from the University's Master Calendar of events.



Figure 2. Shows a list of Student Affairs Events scheduled to occur throughout campus in the left section. Right section shows events scheduled to occur in KUB on that day.

Submission & Content Requirements

Promotion of reservations or events in the KUB using digital signage will be posted only if the contact person(s) for the event submits promotional material(s) or promotional information to either Kristi Getty (kgetty@bloomu.edu), KUB Event Coordinator & EMS Campus Administrator, or to Ken Dunlap (kdunlap@bloomu.edu), KUB Media Services Coordinator. The person submitting the material must also include a start and end date for the materials to run on the digital signage.

Event promotion materials may be created in two ways:

1. By the event's group or contact person. This option allows the event coordinators to customize the promotional image, flier, or video.
2. By the KUB digital signage administrator using language supplied by the contact person. Submission of promotional information must be in text format and must include the EXACT language to be used. The language will be overlaid onto a standard digital signage system background image (similar to a Microsoft PowerPoint slide). The digital signage administrator will not synthesize customized event promotions.

Once materials are uploaded to digital signage, the contact person may submit changes only once. All media must adhere to Bloomsburg University policies and to Federal and State copyright laws. Digital information may not contain any of the following: References to drugs and alcohol, illegal activity, profanity, nudity, violent images, inappropriate language, or any other item which would be in violation of the Student Code of Conduct found in The Pilot student handbook. The Student Activities office, the Office of Student Affairs and the KUB Governing Board reserve the right to deny the use of promotional materials posted to the digital signage based on any of the above fore-mentioned.

Technical Requirements

- Must be in digital format. Physical or printed promotional materials will not be accepted since these materials would need to be scanned into digital format.
- Full-screen dimensions are 960px by 720px (width by height in pixels).
- Static image file formats - .jpg, .gif, .tif, .pdf.
- Video playback:
 - Must not exceed 1 minute (60 seconds) in length.
 - Original video files (or copies) must be supplied to the digital signage administrator. Video CANNOT be streamed directly from YouTube or websites.
 - File formats: Flash, formats supported by Windows Media Player or QuickTime player.

Promotional Recommendations

- Promotion announcements should include Basic Information such as the date, time, location of the event.
- Promotion announcements should also include additional requirements for entry (e.g. cost of attendance, ID required, students only, age requirements, etc.).

NOTES:

1. "KUB Services" does not include Aramark catering or food services.
2. Audio is disabled on the digital signage monitor located in the Fireside Lounge in order to provide a quieter study/working environment for students.