1.0 PURPOSE

1.1 Student Union digital signage is primarily intended to inform visitors of events and activities held in the Student Union or promote events sponsored by the Student Union and/or Student Activities.

1.2 Secondarily, digital signage offers limited opportunity for UNC Charlotte officially recognized student organizations and campus departments to broadcast events or announcements in the Student Union.

1.3 Events or announcements must be of student interest or student-oriented in nature, and must be open to the public or a broad segment of the campus community.

1.4 The Student Union Executive Director in conjunction with the Student Union Advisory Board reserves the right to edit and control dissemination of digital signage content.

2.0 LOCATIONS

The digital signage flat-screen displays are categorized as “public” and “dedicated.”

2.1 Public Screens

2.1.1 Information Center
2.1.2 Norm’s
2.1.3 Union Square
2.1.4 Crown Commons Rotunda (Right)
2.1.5 Student Union & Activities Administration Office (Room 251)

2.2 Dedicated Screens

2.2.1 Information Center
2.2.2 Retail Corridor
2.2.3 Center for Leadership Development
2.2.4 Multicultural Resource Center
2.2.5 Student Government & Organizations Complex
2.2.6 Programs (Crown Commons Rotunda Left)
2.2.7 Student Media
2.2.8 Movie Theater Lobby
2.2.9 Elevator (Left & Right)
2.2.10 NinerMac Computer Store
2.2.11 ID Card Office
2.2.12 Union Station Copy & Mail Services
2.2.13 Dining Services (various screens throughout Crown Commons & Union Square; content managed by Chartwells)

3.0 CONTENT
3.1 Public screens broadcast content related to the Student Union and/or Student Activities, as well as content originating from UNC Charlotte officially recognized student organizations and campus departments.
3.2 Public screens display a maximum of thirty (30) slides per rotation cycle. A student organization or campus department may request no more than three (3) slides to display in rotation concurrently.
   3.2.1 If total campus requests exceed 30 slides, Student Union and Student Activities events receive first priority. Remaining submissions will be prioritized according to relation to the University’s mission, time-sensitivity of message, campus-wide scope of involvement, and interest or relevance to student audience, subject to approval by the Student Union Executive Director in conjunction with the Student Union Advisory Board.
3.3 Reserved screens broadcast internal departmental-approved content only.
3.4 The Student Union reserves the right to refuse, edit, or remove digital signage content for any reason.

4.0 LENGTH OF BROADCAST
4.1 Public content is classified as event-based or public service announcements (PSAs).
   4.1.1 Event-based public content is posted no more than two weeks prior to the event date and is removed automatically one hour after the start of the event or at midnight the day of the event.
   4.1.2 A maximum of ten (10) slides are permitted for campus public service announcements (PSAs) intended for student audiences.
      4.1.2.1 Limit one PSA per requesting department or organization in rotation at any given time. Should total PSA submissions exceed 10, content will be prioritized pursuant to item 3.2.1.
   4.1.3 Requests for extensions or exceptions are subject to approval by the Student Union Executive Director in conjunction with the Student Union Advisory Board.

5.0 MOVIE THEATER PROJECTION SCREEN
5.1 The Movie Theater Projection Screen broadcasts content to theater audiences approximately 15 minutes prior to each movie.
5.2 Content includes, but is not limited to, the following:
5.2.1 Existing content displayed on public screens submitted pursuant to technical specifications described in item 5.0.

5.2.2 Movie previews and trailers for upcoming Student Union Movie Theater presentations.

5.2.3 Special non-event initiatives with demonstrated relevance to the University mission as approved by the Student Union Executive Director in conjunction with the Student Union Advisory Board.

6.0 TECHNICAL SPECIFICATIONS

6.1 Submitting organizations are responsible for design, production and timely submission of slides.

6.2 Slides must be submitted broadcast-ready in accordance with the following technical specifications:
   • Acceptable file formats: jpeg, powerpoint slide, pdf
   • Size: 1280x900 pixels (horizontal orientation)
   • Resolution: 72dpi

7.0 SUBMISSION

Broadcast-ready slides should be submitted via email to the Student Union, Activities & Recreation Marketing Department at suar-marketing@uncc.edu at least one week prior to broadcast date.

8.0 QUESTIONS OR COMMENTS

Questions or comments should be referred to the Student Union, Activities & Recreation Marketing Department in Room 251 of the Student Union or emailed to suar-marketing@uncc.edu.