

USE OF CAMPUS FLAT SCREENS (aka Visix)

Effective Date: January 12, 2012

Visix technology flat screens on campus are sanctioned by Huron University College for the purpose of communicating news, events, key messages and emergency messages to faculty, staff and students in a dynamic and visual format.

1.0 Western's Information Technology Services department manages the technical implementation and server component of the systems and Huron's Communications department is responsible for regulating the content of the screens. The guidelines set forth in this policy are in place to ensure that any communication through the Visix flat screen technology is clear, professional, relevant and consistent with Huron's mission and values.

POLICY

2.0 In the event of an emergency situation on Western's campus all screens will be designated for use by Western's Communications & Public Affairs and Campus Police Services until such time as the emergency situation is deemed resolved.

3.0 Usage of flat screens on campus will only be utilized for the following content;

- 3.01 Emergency situation content/instructions
- 3.02 Event or activity promotion/announcements
- 3.03 Communication of key dates or deadlines for departments/faculties
- 3.04 Congratulations to clubs, organization and/or individuals for awards and honours
- 3.05 Important weather and national news updates when necessary
- 3.06 Welcoming visitors/prospective students
- 3.07 Internal marketing

4.0 Usage of flat screens on campus will NOT be utilized for the following content;

- 4.01 Personal messages
- 4.02 Non-University events and activities
- 4.03 Personal items for sale
- 4.04 External marketing or advertising
- 4.05 Announcements, messages, language or media that are inconsistent with the University's mission and values

5.0 All requests to post content to any screen on campus should be sent to Huron's Communications Assistant for posting. The Director of Communications will vet the message

and ensure that it is appropriate according to the guidelines specified here and that the message/content is consistent with the University's mission and values prior to it being posted.

6.0 Media Streaming/RSS Feeds/ Video content

6.01 Only specific media streaming content or RSS feeds that are sanctioned by the University will be permitted.

Contacts

For content issues please contact Huron's Communications Department at ext. 388 or 322.