

DIGITAL SIGNAGE RESERVATION AND USE Guidelines

Western Washington University recognizes the need for groups and individuals to communicate their activities, services, and ideas to the campus community, as well as the need to provide a visually pleasing and organized setting for the campus community to receive such communication. The Viking Union, in accordance with the above, has provided the following guidelines for use of the Viking Union Digital Signage System (DSS). The Viking Union is responsible for ensuring that scheduling for the system is provided in a fair and appropriate fashion.

A. STUDENT GROUPS

1. Associated Students - Those student programs, support offices, clubs, groups and organizations currently recognized by the Associated Students of Western Washington University will have access to use of the DSS. All AS advertising is subject to the AS Advertising Policy and the following guidelines.
2. Departmental - Those student-related groups, clubs, organizations and programs recognized by other University departments have use of the DSS within these guidelines.

B. NON-STUDENT CAMPUS GROUPS

1. Offices, departments and groups listed in the Campus Directory.
2. Non-student campus groups will not be allowed to front for another group.
3. Non-campus groups sponsored by University departments or recognized groups must include active participation by the sponsoring department or group.

C. ACADEMIC USE

1. Use of the DSS is allowed for academic departments.
2. Departments must follow these guidelines.

D. OFF-CAMPUS GROUPS

1. All groups not listed in A, B, & C above.
2. Requests are considered pursuant to WAC 516-36-020.

E. RESTRICTIONS

Restrictions on the use of the digital signage in addition to the restrictions listed above are as follows:

- a. The DSS has the right to refuse service to anyone pursuant to the intent of WAC 516-36-020.

- b. All content of a questionable nature must be approved by the DSS Content Manager and the Publicity Center Coordinator.
- c. Conditions for Approval: Only advertising of campus-sponsored events, organizational promotion, or official university business will be approved for posting. On-going organizational promotional material or general statements will only be permitted if space allows. Time sensitive events may receive priority posting.
- d. Time and Number Limitations – Advertisements will be approved for a maximum of two (2) weeks (fourteen days) prior to an event; in the event of high demand, shorter posting times may be established. No group or event may request more than 6 minutes per hour of airtime. This is designed to provide equal access to all groups seeking use of the digital signage medium.
- e. The DSS is intended to be a medium to promote campus-sponsored events, organizational promotion, and/or official university business. Use of the digital signage for any other purpose, including but not limited to: political or commercial material, is prohibited without the approval of the Director of VU Facilities.

F. VIOLATIONS

Violations of these rules may result in sanctions against the organization, individual, or University department including, but not limited to, removal of material and/or denial of further access to the system.

Interpretation and Enforcement: Viking Union Administration

Digital Signage.doc
Approved By: VU Administration
Date Approved: 9/19/08
Organization: Viking Union