



51.003: Messaging Board/Scrolling Marquee

Responsible Executive: Vice President for University Advancement
Responsible Office: News and Media Relations
Related Policy: 51.001 Dissemination of Public Information
Approved-On Date: August 20, 2003
Effective Date: August 20, 2003
Revision Date:

Policy Statement

In a continual effort to promote Norfolk State University academic activities, programs, services, special events, etc., to the University community and the surrounding region, the University has implemented a scrolling message board/marquee located on the corner of Brambleton and Park Avenues. Criteria for posting messages will be based on the item's newsworthiness. In the event of a dispute regarding the newsworthiness of a message, the Vice President for University Advancement or his/her designee, will make the decision on the appropriateness of message content for the marquee. All messages must be relevant to University business and or public service announcements that affect the surrounding communities including the city of Norfolk and/or other Hampton Roads communities.

Purpose

This policy establishes basic guidelines for University agencies and/or other entities to post messages in the marquee messaging system. The Office of News and Media Relations in consultation with the Office of Event Planning will have the responsibility for determining what types of messages will be placed on the system, how long the messages will run and when messages will be posted on the system.

Procedure

University agencies wishing to post messages on the marquee will send the messages via email or some other electronic method to the Office of News and Media Relations. The following guidelines will apply:

- Messages **MUST** be submitted via email or other electronic method (message pasted into the body of an email is acceptable).
- General announcements, with the exception of academic dates and major events such as nationally known speakers, author signings, commencement, etc., will not be posted on the marquee and will be advertised via the academic calendar.
- Messages must be timely. No post-event messages will be accepted.
- Congratulatory messages will be accepted for university-wide outstanding achievements. Personal congratulatory messages will not be posted.
- Messages will run for five days leading up to the event and then be deleted from the system.
- During major promotions of certain special events, messages may be posted for up to three weeks, deleted and/or re-posted.
- Personal information and/or messages, i.e., birthdays, deaths, birth announcements, etc. will **NOT** be posted.
- Advertisements and/or notices not related to the University will not be allowed.
- Commercial promotion of outside vendors will not be allowed.
- Athletic announcements will be limited to special events such as the Hall of Fame banquet, etc. Sporting events announcements will be limited to home intercollegiate games.
- Authorized security alerts will be quickly posted and continue to run until the alert has been lifted.