

Santos Manuel Student Union
California State University, San Bernardino
Video Wall Policy

Purpose: The Santos Manuel Student Union Video Wall is intended to highlight the Santos Manuel Student Union's Board of Directors, The Associated Student Incorporated Board and serve as a paid advertising space for CSUSB departments and the community. The purpose of this policy is to standardize the procedures and pricing structure for placing material on Video Wall located by the Santos Manuel Student Union Information Desk. This policy will describe and standardize the procedures for access and the charges for using the system.

Scope: This policy applies to any member of the community who wishes to display material on the Video Wall system.

Description: The Video Wall system is a dynamic means of disseminating information within the SMSU.

System Management: The day-to-day operation and management decisions will be made by the SMSU Marketing Department which will enforce this policy. Issues which may arise that are not covered in this policy will be resolved by the SMSU Marketing Department. Since no policy can anticipate every contingency, issues that are not covered in this policy are expected to be resolved using good judgment. As issues surface and are resolved, they should be incorporated as necessary in this policy.

System Outage: It is possible that the Video Wall system may be inoperative for a period of time until maintenance can restore operations. Any system outages lasting longer than 24 hours will be prorated based on the day rate.

Who may use the Video Wall system? On and off campus entities may place materials on the Video Wall system subject to the fee schedule attached to this policy; Off campus marketing will be at the discretion of the SMSU Executive Director or their designee.

Procedures for placing material on the Video Wall system:

- a. All entities requesting to place material on the Video Wall system will fill out a Video Wall Request Form (VRF) and can be found online at smsu.csusb.edu.
- b. Organizations must fill out a VRF a minimum of two weeks prior to the event being displayed on the Video Wall system in order to permit the graphic artist to support their request.
- c. The requestor and graphic artist will confer on the details of the materials to be placed on the Video Wall System.
- d. Requestors must submit specific file formats (.mp4, .mov, or .jpeg) with the appropriate dimensions and resolution.
- e. Files that do not meet the above requirements will not be posted on the Video Wall system.

- f. The requestor will specify on the VRF the length of time (not to exceed two weeks) they wish to see the material displayed. The fee for the length of time the material is displayed will be based on the fee schedule (see attached) for the Video Wall System. One week's worth of display is defined as seven calendar days and any extensions to the posting time will be in calendar days.

Displayed Material:

- a. The SMSU graphic artist will upload the display material into the Video Wall system content manager.
- b. Items of great importance, such as a public service announcement (PSA), e.g., "High Wind" advisories, "Campus Closed" advisories, "Campus Evacuation" advisories, etc. will be displayed for the length of time necessary to ensure safety.
- c. All material displayed must be in good taste and must not offend a reasonable person. Graphic artists will not accept, create, or upload, any material(s) which are offensive in nature. "Offensive" is defined as material(s) which encourage violence; are prejudicial in nature; encourage, support or advertise the use of alcohol and/or drugs; or, which are contrary to the educational purposes of the university.
- d. The requestor will state the date they wish to see the material removed from the Video Wall system on the VRF. Should no date be specified, then the graphic artist will automatically remove the material from the VRF on the day after the activity/event took place or the expiration date based on the fee schedule, whichever occurs first.
- e. Videos are not to be longer than two minutes in length.
- f. Artwork must be submitted a minimum of two days prior to being displayed on the Video Wall system.

Charges, Invoicing, and Distribution of Funds:

- a. Charges for displaying material(s) on the Video Wall system will be set by the SMSU with approval of the Boards of Directors (BOD). The purpose of charging for the use of the Video Wall system is to recoup the cost of the installation, and the maintenance and upkeep of the hardware and software associated with the system.
- b. It is possible that a graphic artist may devote time and effort to support and design an organization's display, only to have the organization decline to post the display. In the event that this, or a similar situation were to occur, then the organization will not be liable for the posting fee, but will be liable for the hourly graphic artist rate and will be invoiced for those charges.
- c. Once a group's materials have gone on display, the graphic artist will turn in the VRF to the SMSU Administrative Offices. The SMSU Administrative Office staff will then review the VRF and invoice the requestor's group for payment. Once payment is received the funds will go to the Marketing account.
- d. All off-campus marketing on the Video Wall system must be paid for in advance.
- e. All entities, including SMSU departments and tenants, are required to pay for display time.

Santos Manuel Student Union Display Monitors

Tentative Pricing Spring 2015

On Campus Entities	
Full Screen posting fee for 7 days	\$100.00
Video Wall Design Hourly Rates	\$30.00
Off Campus Entities	
Full Screen posting fee for 7 days	\$500.00
Video Wall Design Hourly Rates	\$60.00

SMSU BOD Approved 1.21.16