Salisbury University Marquee Sign Content Policy

Salisbury University's digital/electronic marquee sign on Route 13 near Maggs Physical Activities Center is managed by Marketing and Public Relations. The purpose of the marquee is to support campus-community communications and engagement by displaying important University messages and promoting upcoming events, including athletics, cultural offerings and major academic dates. All content should advance SU and align with its mission, core values and strategic goals.

Content rotates daily based on current campus events and activities. During the week, the sign will feature messages pertinent to that day. On the weekend, the sign will feature messages for both Saturday and Sunday. In some cases, the sign may be used as part of SU's Emergency Alert System for second wave notifications.

The Marketing and Public Relations team maintains a master schedule for the sign. The Digital Design team creates graphics and programs content based on this schedule. All content must be approved for its consistency with University marketing initiatives, branding and style guidelines, and other messaging standards. The Marketing and Public Relations team reserve the right to edit or reject message requests that fall outside the marquee's purposes.

Submission Guidelines:

- Only University events will be promoted on the sign. In most cases, events must have a public component.

- Typically University events included in *Panorama* and *SU News* will be featured on the sign, as space and time permit (and if they are submitted to those outlets by the appropriate deadlines).

- Requests for new content should be submitted at least two weeks in advance of desired run dates. The Marketing and Public Relations team cannot guarantee that items submitted with less than 48-hours of notice (two business days) will be posted.

- Other types of messages (non-events) must be approved for consistency with this policy.

- There is no cost for approved SU messages; external advertising is not accepted.

- Requests for new content should be directed to the Web Work Request System at **https://webapps.salisbury.edu/webrequest/**
  For events, please include: event title, public component, date and time, sponsoring individual or group, website, email and/or phone number. For other requests, please include details about the desired message, timing and purpose. Images also may be sent, but may not be used.