L.E.D. Sign Guidelines

Location:
The L.E.D. sign is located on the corner of Washington St. and Elm St., adjacent to Woodward field.

Purpose:
Serves as an electronic communication tool for the general public, students, faculty, staff, alumni, prospective students and visitors to Eastern Washington University. The intent is to provide these audiences with upcoming information about university events and important announcements, in a brief and visual form.

Content & Submission Guidelines:
Content should be limited to brief messages (5-10 words) that can span a maximum of 2 slides. Images and video may also be displayed, though resolution restrictions may impose limitations. Length of videos should be approximately 5 seconds or less.

<table>
<thead>
<tr>
<th>Message Type</th>
<th>Content</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard message</td>
<td>Any information that relates to the target audiences</td>
<td>Runs for 8 days; submit by 9 a.m. on Friday of display start date</td>
</tr>
<tr>
<td>Critical update /</td>
<td>Updates and emergency notifications that need to be</td>
<td>Runs until needed; submit anytime</td>
</tr>
<tr>
<td>emergency info</td>
<td>communicated immediately to the public</td>
<td></td>
</tr>
<tr>
<td>Swappable messages</td>
<td>Messages / advertisements that can be swapped in and out at any time and are not specific to any time or date</td>
<td>Runs at University Relations’ discretion; submit any time</td>
</tr>
</tbody>
</table>

Approval & Priority:
The information on the L.E.D. sign is maintained by University Marketing and Communications and is subject to approval by either of the following staff members: Kit Frantzich, Dave Meany, John Demke, and Dave Sonntag. Priority will be given to messages that have direct relation to the audiences served, as well as proximity to the date and time of the event or announcement. The number of messages will be limited in order to deliver the maximum amount of information in the typical time it takes the audience to pass by the sign.

Submit Messages to:
Primary: Kit Frantzich (kfrantzich@ewu.edu or 509.359.7479), Showalter 300
Secondary: John Demke (jdemke@ewu.edu or 509.359.4324), Showalter 300
Secondary: Dave Meany (dmeany@ewu.edu or 509.359.6335), Showalter 300

E-mail communication is preferred – ensure that you provide associated images and video and that they are attached to e-mails, or have media readily available on a CD-ROM (especially if they are large in file size – generally less than 2mb is acceptable via e-mail).

Contact:
For general information or questions, contact:

Kit Frantzich
Web Developer
University Marketing and Communications
300 Showalter Hall
kfrantzich@ewu.edu
509.359.7479