

Fort Valley State University

Electronic Marquee Policy

I. Electronic Marquee Purpose:

The marquee located on State University Drive, at The Fort Valley State University, is owned and operated by the Fort Valley State University and is used to advance the mission and purpose of the University. The marquee is used to increase community awareness of University events and activities, support and encourage the use of University facilities and to present information and announcements of interest to and for the community.

II. Use Policy:

The primary use of the marquee is to provide information about University events and activities. Consequently, University programs shall have first priority on the marquee. Other groups may use the marquee as long as such use does not conflict with the University's use and purpose.

A. Use Priority:

1st: FVSU:

- 1). Administration and Marketing;
- 2). Facilities and Plant Operations (including clients using University facilities to host events);
- 3). Student Organizations.

2nd. Local and State Government Entities:

- 1). City, county and school board governing authorities and their departments;
- 2). Chambers of Commerce and public business organizations;
- 3). Non-profit 501(c)(3) organizations;
- 4). Non-profit groups promoting public events;
- 5). Private and for-profit organizations, groups and individuals.

B. Use Guidelines:

1. Requests for use must be submitted in writing on the University's Electronic Marquee Sign Request Form.
2. An applicant must fully complete the University's Electronic Marquee Sign Request Form and submit the Form in accordance with the instructions contained in the Form.

3. Use will be evaluated on a first come first served basis.
4. Information of events at University facilities will be posted on the day of the event.
5. Public event announcements will be posted starting 10 days in advance of the first day of the event.
6. An announcement is not guaranteed to appear on the marquee any specific number of times during any specific time period.
7. Paid advertisements will run in accordance with contractual terms.
8. Maximum message or video length can be no longer than 3 frames at 5 seconds per frame. (The announcement can be no longer than 15 seconds).
9. Cost for use is contained in the Electronic Marquee Sign Requests Form.

C. Prohibited Messages:

1. Any message that could be deemed offensive to the general public;
2. Messages that are false, misleading or deceptive in nature;
3. Messages expressing racist, sexist or bigoted views;
4. Messages that advertise or promote the following:
 - a. Alcoholic beverages or tobacco products,
 - b. establishments that cater only to adults, private clubs or taverns,
 - c. religious or political views or endorsement of any candidate for any election.

The determination of whether a request contains a prohibited message is solely within the discretion of the Fort Valley State University.

The Fort Valley State University reserves the right to refuse any request that promotes competing facilities and services or which does not advance the mission of the University.

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