


Procedure No. P-01	SUNY College at Old Westbury  LED Display Policy	Page 1 of 2
---------------------------	---	--------------------

1.0 PURPOSE AND SCOPE

It is the policy of the State University of New York College at Old Westbury (the College) to establish guidelines for the use of its LED display sign, located at the College's main entrance at Route 107. The LED sign is a promotional and informational tool designed to inform primarily students, faculty, staff and the public about the College's events, achievements and activities. This policy provides guidelines for usage and access to the promotional device.

2.0 RESPONSIBILITIES

All students, faculty and staff members are expected to comply with this policy. The Office of Public & Media Relations will be responsible for collecting usage requests and maintaining the entries posted to the LED display. The Office of Student Activities will be responsible for ensuring that club advisors are apprised of this policy when appointed/assigned.

3.0 MESSAGES WHICH MAY BE DISPLAYED

Messages posted should be of general interest to students, faculty, staff and the public and relate directly to College events, policies, meetings, etc.

- 3.1 Information directly benefiting students will receive top priority. Such information may announce academic (e.g. registration) information, support services; and club or athletic events.
- 3.2 Other appropriate events will be considered, at the discretion of the Office of Public & Media Relations, on a space-available basis.

4.0 PROHIBITED MESSAGES

The following types of notices will not be permitted:

- 4.1 Messages of personal, defamatory or obscene nature.
- 4.2 Messages promoting groups, organizations, events products or services not endorsed by the college.

The Office of Public & Media Relations reserves the right to refuse to display any message deemed not to meet the guidelines above. If the message is deemed unacceptable, the Office of Public & Media Relations will notify the requestor within 2 days of receipt of message.

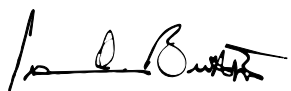
5.0 PROCEDURE


All users should be aware that each Request:

- 5.1 Must be made using the "LED DISPLAY REQUEST FOR POSTING" form (Exhibit 1)
- 5.2 Must be signed and submitted by that organization's faculty or staff advisor if it is from a student group.
- 5.3 Should be submitted to the Office of Public & Media Relations at least one week prior to the dates requested.
- 5.4 Will be filled in the order designated in Section 3.0 above. The message will be posted for no more than 7 days therefore the user should plan starting dates and submissions accordingly.

6.0 APPROVALS

This policy was reviewed by the Assistant to the President for Advancement, the Chief Financial Officer, and the Executive Vice President prior to approval by the President

Issued By: Dr. Calvin O. Butts, III President, SUNY College at Old Westbury		Effective Date: April 16, 2007
--	--	---

<p>Procedure No. P-01</p>	<p>SUNY College at Old Westbury</p>  <p>LED Display Policy</p>	<p>Exhibit 1</p> <p>Page 2 of 2</p>
---------------------------	---	-------------------------------------

LED DISPLAY REQUEST FOR POSTING

Requesting Department: _____

Contact Person: _____

Ph. Ext: _____ **Email:** _____

Function/Announcement: _____

Requested Dates of Post: _____

***The LED Boards are limited in the number of displayable characters. Because of the limited memory, it is extremely important that you provide the pertinent information that you would like to display as concisely as possible.**

*Hint – Eliminate non-essential characters/words from your message
(i.e. “call” instead of “please call” or “&” instead of “and”)*

Using the space provided below, please type in 12 pt. Times New Roman exactly how you would like the display to read (messages are to be 64 total characters – including spaces – or less):

Please submit this form in any of the following ways:

- **Email to grossd@oldwestbury.edu**
- **Fax to 516-876-3352**
- **Mail to the Office of Public & Media Relations, Campus Center**
- **Bring in person to Ms. Denise Gross, Office of Public & Media Relations**

<p>Issued By: Dr. Calvin O. Butts, III President, SUNY College at Old Westbury</p>		<p>Effective Date: April 16, 2007</p>
--	--	---