

AxisTV Policies and Guidelines for Publishing Content Campuswide

Prerequisite: Before a publisher can use the system, the vice president for his/her area must approve by sending a [request](#) for training to MIT. Content published to the entire campus must be submitted and approved by the Office of Communications using the following guidelines.

1. **Submission:** All requests for flat-screen announcements must be submitted no less than seven (7) days before your event/meeting.
2. **Timeline:** Your request must specify the dates you want to have your announcement posted. Announcements will be displayed for a maximum of two (2) weeks (unless special permission is granted).
3. **Event/Meeting:** Information submitted must include a description of the event, date, time, location, purpose and program sponsor(s).
4. **Announcement Format:** Single slides should be sent as jpegs. A suggested template to use is a PowerPoint slide.
5. **Announcement Content:**
 - Be brief and to the point. Your message will have a better chance of being read if the content is quickly and efficiently displayed.
 - Use of pictures is encouraged. When using photos, be sure the photos are high resolution.
 - It is the responsibility of the campus partner or department to ensure that the information submitted is accurate and a proper graphic standard is included in the digital message.
6. **Viewership:** Please keep in mind the space for creating messages on the AxisTV system is limited and your message can, at times, be competing with up to 30 other announcements. With a cycle time of 10 seconds per slide, your message would display once every five minutes.
7. **Approval:** The Office of Communications reserves the right to reschedule or deny requests based upon volume, the needs of the College, and/or non-adherence to policies and/or guidelines.

Acceptable Types of Messages

- Messages directly involving Spelman students, faculty and staff
- Messages that highlight activities occurring on campus
- Critical deadlines for academic calendar
- Student-led activities such as those by sororities, SGA, PULSE, etc.
- Special events such as theatre performances, plays, recitals, concerts, etc.
- Important dates for College openings and closings
- Congratulations to College departments, organizations and/or individuals for awards and honors

Unsuitable Types of Messages

- Listings of individual classes or majors
- Non-Spelman activities
- Personal or political messages
- Items for sale

If you need more information or have other questions about AxisTV, please contact Alicia Sands Lurry at ext. 5893.