

## Posting and ResLife Network Guidelines

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### Scope

The ResLife Network will serve students, faculty, staff and guests who visit the UNK Residence Halls. We encourage the promotion of events through digital signs and discourage fliers or posters.

UNK offices, departments and student organizations with information they want disseminated in the residence halls should bring 8 printed flyers to the Office of Residence Life, located in Conrad Hall, lower level AND submit a suitable graphic to be displayed on our ResLife Network via <http://unk.orcatv.com/>.

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### Guidelines:

1. Non UNK affiliated advertisements or solicitations will not be accepted to post on the Digital Signage network.
2. The following messages are prohibited:
  - a. Religious messages not pertaining to a Recognized Student Organization
  - b. Sexually suggestive, derogatory, discriminatory, or inflammatory material
  - c. Fundraising advertisements or sponsorships for any initiative not directly associated with the University of Nebraska–Kearney
  - d. Non UNK related Job postings
  - e. Events held on campus that are not associated with the University of Nebraska at Kearney.
  - f. Messages not in accordance with the University of Nebraska at Kearney’s Code of Ethics
  - g. Messages that promote or condone behavior that violates University or Residence Life policies, or local, state or federal law
  - h. References to the sale or consumption of alcohol or illegal drugs
  - i. Personal messages
  - j. Advertisement of commercial products or services
  - k. Messages that include copyrighted or trademarked works of others
  - l. Political messages for candidates or local, state or federal measures and bills (see exception below)
3. Recognized Student Organizations (RSOs) access to the network will be limited to those recognized by Student Involvement. That access will only include recruitment notices, announcements of new clubs, and campus-wide events. Ongoing club information (e.g. monthly meeting notices) will not be accepted as its relevance is limited in scope to only club members.
4. Public Service Announcements are allowed on the network if the University community is directly affected by the message.

5. Display of messages is up to the discretion of the Assistant Director of Residence Life Operations.
6. The criteria to consider whether recognition can be given to a sponsoring company or individual on the ResLife Network will depend on the relevance, amount, reason, and context of the contribution. Messages will be evaluated on a case-by-case basis by the Assistant Director of Residence Life Operations.
7. Messages **MUST** be brief and concise. Content messages should be easy to comprehend and include only essential information such as; time, date and place of event. Viewers typically ignore messages that are challenging to interpret. For more information, include URL addresses but keep them as short as possible.
8. Content is removed automatically at midnight the day the event concludes.
9. Informal postings not directly associated with an event may be posted for up to three (3) weeks.

### **CRITERIA FOR SUBMISSIONS**

- University organizations (recognized student organizations and departments) are eligible to advertise for **FREE**;
- Advertisements must promote the organization or their event;
- Less than 20% of the advertisement may be dedicated to any non-University organization affiliated with the event or organization in any way;
- Advertisements may contain sound if there is dialogue or purpose for sound other than background music. University reserves the right to mute any sound as it deems appropriate.
- Organization's/department's name must be clearly visible.
- Description of the event/activity/service
- If the event is free or if there is a charge. If there is a charge, describe how the funds will be used
- Date/time/location of the event
- Reason for the event/activity/service
- Contact person's name and phone number or email address
- Sponsorship by alcohol distributors or companies will be approved if they are designated as a formal sponsor. The logo of the sponsor should not a primary emphasis on the advertisement and should be limited in size to less than 10%

Digital signage requests should be made through the submission website and should be submitted at **least four (4) days in advance** prior to the advertising start date. To submit a request, please complete a Digital Signage Posting Request form at <http://unk.orcatv.com/>.

The Office of Residence Life will make every effort to fulfill requests but does not guarantee digital materials submitted will be posted and reserves the right to limit or exclude submissions.

Finally, please keep our designated signage areas clean! Posters, flyers, or notices of any kind may not be affixed to the digital signage frame, on/under doors or hung on door knobs.

**DISCLOSURE**

These policies and guidelines are subject to change without notice.

The Office of Residence Life must follow the policies set by the university when allowing other groups to post within the residence halls. Those policies can be found at [http://www.unk.edu/bf/policies\\_and\\_procedures.php](http://www.unk.edu/bf/policies_and_procedures.php)