<u>MARQUEE PROCEDURES</u>

I.   NAME

      This document shall be called Marquee Procedures.

II.   PURPOSE

      Establishes guidelines for use of the BMU Marquee.

III. POLICY

      Before submitting requests, please be sure to read through the BMU Marquee Policy:
      http://as.csuchico.edu/wp-content/uploads/AS16_Policy_Marquee10.03.11.pdf.

IV.   PROCEDURES

      The marquee is managed by ASIT. Submissions should be sent at least one week prior to the event. Duration of messages on the marquee is limited to 6 consecutive days (if space permits). The marquee has the capability of storing messages in advance, thus scheduled messages can be created weeks or months ahead of time. ASIT will decide which messages will be publicized on the marquee if requests exceed available capacity.

      A.   Requests for Posting
           1.   Marquee requests are currently being accepted via email only. Send an email to asithelpdesk@csuchico.edu. Type "Marquee" in the subject line of your email request.
           2.   All requests should include the following information:
                *Required Information
                a)   Sponsoring department, program or organization*
                b)   Contact name and phone*
                c)   Event name*
                d)   Event location*
                e)   Event time*
                f)   Desired start date for message to run on marquee*
                g)   Desired end date for message to run on marquee
                h)   Suggested marquee message*
                     o   Please note that the text is limited to 56 characters (including spaces) per frame
                i)   Other Comments/Suggestions
           3.   Messages should be posted no more than one week prior to the event
           4.   Logos and/or graphics can sometimes be accommodated, but all are subject to compatibility requirements.
           5.   Late requests may be considered but are not guaranteed to be posted.
      B.   Processing of Requests
           1.   All requests must meet the criteria established in the BMU Marquee Policy.
           2.   An email response will be sent to the requestor approving or denying the request within 48 business hours.
           3.   Messages may be updated at the discretion of the staff during the display period.
      C.   Fees – there are currently no charges to use the marquee.