

Guidelines for Broadcasting Information on Campus TV for Publicity

I. Introduction

The Campus TV comprising the Campus Digital Display System (CDDS) and the LED display panel (hereafter referred as ‘the Panel’) at Chan Sui Kau and Chan Lam Moon Chun Square (hereafter referred as ‘the Square’) that serve as an important channel for promoting the institutional-wide messages to the PolyU community, as well as supporting live broadcast for major University events and events.

This set of guidelines is developed jointly by Communications and Public Affairs Office (CPA) and Information Technology Services Office (ITS) to ensure the smooth operation of the Campus TV and their best possible publicity impact on the University.

II. Functions of Campus TV

- To facilitate the announcement of institutional news to the PolyU community
- To provide a platform for faculties, schools, departments, centres, offices and units to publicize their events and promotional materials
- To provide the PolyU community with instant local and international news
- To provide a channel for broadcasting important institutional live events on campus

III. Operation of Campus TV

Operating hours

The CDDS operates during office hours whereas the Panel operates during the following periods:

- 12:00-14:30 and 18:00-19:30 on weekdays except public holidays
- When there are live broadcast of events/rehearsals

Under special circumstances, the operating hours will be adjusted without prior notice. The final decision of the operation will rest with ITS.

Content

Promotional videos highlighting the University's excellence in research/ knowledge transfer/ entrepreneurship, efforts to connect/ giving back to the world, as well as featured learning and teaching activities are welcome.

Priority

- 1st priority Institutional-wide promotions by CPA
- 2nd priority Featured faculty/ school/ department activities
- 3rd priority Featured student activities
(application through Centre STARS is required)

Local and international news is shown at around 20-minute intervals.

Frequency/ duration of broadcast

It is subject to the total number of applications and is at the discretion of ITS, in consultation with CPA if necessary.

IV. Specifications of videos

File format

- Graphic Image: BMP, GIF, JPG and TIFF
- Video: MPEG 1, MPEG 2, MPEG 4, DIVX, AVI, and WMV
- Animation: GIF
- Maximum duration: 3 minutes

Technical specifications of the Panel

- Pixel Pitch: 16mm
- Panel Size: 5.76m(H) x 3.2m(V)
- Resolution: 360 x 200
- Suggested Minimum Viewing Distance: 16m

Technical specifications of LCD displaying panels

- Panel Size: 20" – 50"
- Resolution: 1280 x 800

V. Applications

Interested faculties/ schools/ departments/ units are required to submit the [APPLICATION FORM](#) together with video uploaded **no less than ten working days** before the preferred broadcast period.

File name of the videos should be named according to this format:

“Department/Unit-NetID-Year-Month-Date-Sequence Number”

(Example: CPA-NETID-2018-01-01-01)

Urgent requests will be considered, subject to final approval by CPA and ITS.

Points to note

- a) Applicants are requested to follow the [Brand Communications Guidelines](#) for appropriate use of the University logo/ corporate tagline.
- b) For faculties, schools, departments, centres and offices, applications should be endorsed by Executive Officer or above of concerned unit.
- c) For student associations, applications should be submitted through Centre STARS (Student Advancement and Resources), with prior approval from the president/chairman of the concerned association.
- d) The maximum duration of each video is 3 minutes. If a longer duration is required for specific promotional purposes, the video has to be divided into parts, with each part not more than 3 minutes.
- e) Applicants are responsible for the accuracy of the video content and for obtaining all necessary licences and/or authorization (including but not limited to royalty free music) before sending the application.
- f) The videos shall not contain any violence or disturbing scene/ information or commercial element.
- g) The videos will be removed permanently from the system after the broadcast period. Applicants are responsible for keeping the original videos for their own record.
- h) CPA and ITS reserve the right not to accede to any requests for posting information on Campus TV.

VI. Enquiries

For enquiries relating to the operation of CDDS and the Panel, please contact the IT L&T technology support team on 2766 6302/ 2766 6303.

CPA and ITS
November 2018