AXIS TV Policy

Office of Public Information

Effective: November 13, 2007
Last Revised: August 19, 2015

About this policy

This policy is to ensure AXIS TV communication to ULM students, faculty and staff is professional, clear, and relevant. This policy will be administered and enforced by the University Computing Center (UCC) and the Office of Public Information (OPI).

What is AXIS TV?

AXIS TV is a closed-circuit, on-campus communication system which uses flat-screen monitors to broadcast important information to ULM students, faculty, and staff. Displays are located at various points around campus.

AXIS TV helps get the word out about your group, event, award, or other ULM-related activities. The Office of Public Information manages the messages posted on AXIS TV.

ULM uses this system to increase the effectiveness of communications to students, faculty and staff. The AXIS TV system allows posting a message to individual screens/buildings, or to reach multiple locations across campus. Only ULM-related messages are allowed on AXIS TV screens. Third-party or advertising messages are not allowed.

What are the guidelines?

The Office of Public Information shall serve as the clearinghouse for all messages to be placed on the AXIS TV system. Office of Public Information staff will view all messages for content prior to public viewing.

Almost everyone who submits content to AXIS TV will be able to have messages posted to all AXIS TV screens on campus. It is the responsibility of the poster to determine which screens are appropriate for each message.

For example, information about an event where all students are invited should be posted to all screens. Information concerning an event only for a select group of students should be posted

only to a related screen. There is some information, however, that will likely be posted to every screen all of the time, e.g. important university calendar dates.

How do I create an AXIS TV slide?

AXIS TV slides can be created in PowerPoint, Adobe Illustrator or Adobe Photoshop, and can be submitted in .ppt, .pptx, .jpg, or .bmp file formats. Creating slides in Microsoft Word or Microsoft Publisher is NOT recommended due to scaling issues inherent in those programs.

The format size for all AXIS TV screens is 1366 pixels wide x 768 pixels deep. This corresponds to a 16:9 (widescreen) format. Slides not submitted in this file size will be returned to the sender for modification to the correct size. The Office of Public Information is not responsible for slides submitted in the correct file dimensions.

AXIS TV Slide Tips

DO . . .

- Do provide the who/what/when/where/why of your slide

- Do use artwork or photos to represent the context of your message

- Do use transparent .png files to overlay logos or other artwork to allow the art to "blend" into the background

- Do use a block or sans-serif font for easier reading

- Do keep the message simple

- Do provide a short URL to allow viewers to find more info

- Do contact the Office of Public Information at 342-5440 to any assistance or advice.

DON'T . . .

- Don't clutter the slide with extra art or information. Your slide can be one of many slides running in the "rotation" and these slides are on-screen for only about 10 seconds.

- Don't use cursive or artist fonts for the main body of the message. These are hard to read.

- Don't stretch your slide to make it fit the 1336 x 768 format. This will pixelate photos and graphics, and distort fonts, resulting a less-than-professions message. Build the slide to the correct size initially to prevent stretching issues.

- Don't create a slide for every event if there are a series of events happening over a few days or a week. For example, have one (1) slide for Homecoming Week, not a slide for each Homecoming event. However, some major or key events over a week could have a separate slide if there is broad interest or participation on those events.

- Don't request your slide to start running too far in advance of an event date. Slides should start no more than 10 days to a week prior to an event.

Where are AXIS TV screens located?

- Activity Center
- Clarke M. Williams Student Success Center
- CNSB (Chemistry and Natural Science Building)
- George T. Walker Hall
- Kitty DeGree Hall (Nursing)
- Library
- Pharmacy (Bienville) Building
- Sandel (currently offline due to renovations)
- Schulze Dining Hall (currently offline due to renovations)
- Strauss Hall
- Student Publications (Stubbs Hall)
- Student Union Building (2 locations)

Who can help me post my information?

Contact the Office of Public Information **at least two weeks** prior to the event. The Office of Public Information can post to ALL locations and has sole content approval.

AxisTV Location	Contact Name	Department	Phone	E-Mail
All Locations	Julia Letlow	Public Information	342-5447	letlow@ulm.edu

AxisTV Support	Contact Name	Department	Phone	E-Mail
Administrator Access	Chance Eppinette	Computing Center	342-5021	eppinette@ulm.edu
Technical Assistance	Adam Taylor	Computing Center	342-3354	ataylor@ulm.edu