



SMUSA LCD TV Guidelines

1. This document (the “**Standing Order**”) is an initiative to aid in the promotion of student-life activities. All Clubs and Societies are encouraged to use the TV to promote their events. The LCD TV is in operation from 7.30am to 10.30pm daily (except Sunday).

Guidelines

1. All Clubs and Societies are to send their collaterals to the SMUSA Communications Secretary at communications@sa.smu.edu.sg.
2. When sending materials to be put up on the LCD TV, Clubs and Societies are to note that the system runs on a PowerPoint slideshow. Clubs and Societies are to ensure the materials sent in are compatible with Microsoft PowerPoint.
3. The time (both the number of days and duration per cycle of the slideshow) for which the material will be displayed is dependent on the date and duration of the event, as well as the traffic and demand for material based on the Communications Secretary’s discretion.
4. Clubs and Societies are to check their collaterals and ensure they are properly contextualised (email collaterals need to be amended for TV display).
5. The Communications Secretary reserves the capacity to disapprove marketing collaterals which are deemed overly explicit or offensive.

Queries

1. If there are any queries or disputes over the Standing Order, you may contact the SMUSA Communications Secretary at communications@sa.smu.edu.sg, or the SMUSA Deputy Communications Secretary at a.communications@sa.smu.edu.sg.