

Message Board Standards

The division of University Relations manages the electronic message board located at the corner of Highways 31 & E. The purpose of the board is to disseminate pertinent information about the University of Wisconsin-Parkside.

The primary audience is the general public. Students, faculty, and staff are targeted for certain messages although their primary source of information is generally on campus via other means of campus news and events.

Priorities for message posting:

- Enrollment in academic programs and courses.
- University events and non-academic programs.
- Special recognition and congratulations.

The message board is not to be used for commercial purposes.

Typically, the message cycle contains five to seven messages, each displayed every seven seconds. Messages are limited to approximately seven words or less. For promotional events, the timing of messages shall depend on the magnitude of the event and the timing of such needs as ticket purchases. Examples of this include UW-Parkside Theatre productions, Arts: ALIVE!, special foreign tours, and the Foreign Film Series.