How Will Messages Be Distributed on MC's Digital Signage Network?

The first criteria - is the message primarily student-facing or employee-facing?
After that, some of the criteria the Office of Communications will use:

- Emergency messages will go out to ALL signs

- Need to know information will go out to ALL signs. This includes information that has a collegewide, broad impact on the entire student population. For example:
  - Email outage,
  - FAFSA due dates, register & pay due dates,
  - Facilities related – sudden building closure due to power outage

- High profile Events and programs, will go out to MOST signs on more than one campus. For example:
  - Renowned or national figure, big name acts, best-selling authors, ambassadors, journalists with a national audience, local broadcasters,
  - Local or State elected officials
  - Athletic events

- Specialty events, programs, and most student club meetings and events, will go out to SOME signs on more than one campus as appropriate:
  - Discipline-specific or location-specific speakers. For example, a poet who lives in and writes about Takoma Park or a professor who speaks in depth on an engineering topic.

  The Office of Communications will work to target those messages to areas where the likely audience is most likely to attend related classes.

- Campus-specific events and notices, will go out on MANY screens on a single campus.
- Departmental events and notices, will go out on SOME screens within those departments.
- Building specific messages, will go out on SOME screens within those buildings as appropriate.
- There will be no promotion of individual classes on the digital signage.