

## Digital Signs Content Ideas

### Content Formats:

1. Webpages: e.g. weather, news blogs
2. Cable TV: News, soap operas, documentaries, etc.
3. Screencasts: Library tutorials
4. Videos: YouTube, videocasts created for DL, etc.
5. Slides (e.g. .Powerpoint shows), images, photos
6. Clock, Date
7. RSS feeds are the easiest content to manage
8. Sound may be possible but problematic? TBD at a later date.

### Campus Content

1. Student videos (YES) and posters (NO too wordy), art (YES same process as lobby exhibits)
2. Crane performances; Crane recital programs (Maybe if sound is implemented?)
3. Dining menus, PACES events (NO) YES to Minerva's specials
4. Campus Sporting events (NO)
5. SPW (YES if .rss feed)
6. Campus quad webcam (sp1) (YES?)
7. Book store specials (NO)
8. Course registration deadlines (YES)
9. Student clubs, events, etc. (YES if SPW?)
10. Words to the alma mater (esp. at noon when clock tower bells rings) (YES)
11. CTS outages and news (YES)
12. Computing (wireless, account.potsdam.edu, printing tips and hints, Squirt, LDAP, saving to HELIOS, CTS services) (YES)

### External Content

1. Broadcast events (e.g. Presidential Inauguration, news, etc.) YES if sound is implemented
2. Advertising: PACES, CPS, BearExpress Partners, Associated Colleges Events (this is a grey area. TBD later)
3. History in the making (news events, breaking news, extreme weather) YES if sound is implemented
4. Olympics (yes to opening, closing and special events, if sound is implemented), NO to scheduled competitions)
5. Superbowl (NO)
6. Newsfeeds (balance?) .rss of CNN YES News10 Now YES (if sound is implemented)
7. News from foreign countries? (maybe, if sound is implemented)

### Not allowable:

1. Soap operas, TV programs, NO
2. Clubs selling valentines, carnations, fundraisers NO
3. Local merchant advertising, including BearExpress Partners NO
4. Sells valentine messages, etc. donate \$ to charity or book budget (NO)

**Library Content (YES to all)**

	<b>News Events</b>	<b>Policies / General Library Info</b>	<b>Services and Resources</b>
1	Welcome back messages	End of semester reminders for returning books, paying fines	Ask a Librarian, chat, 24x7 etc.
2	Library Hours	Where stuff is located (elevators, photocopiers, bathrooms, video equipment, dictionaries, change for mfm reader, electrical outlets).	New databases; Database changes; Promote databases
3	Notification of system outages	Live feeds: web cam in basement to see if computers were being used, Laptop availability	Feature ILL, Reference, Consultations, Archives, DL, etc. services
4	Advertise Bregman Book discussions, exhibits and other events	Factoids about the libraries: # of books, # of users/day, # serials, # staff, how many reams of paper, how many golf pencils,	Did you know? Topics about the library (e.g. collections such as microfilm, recreational reading, videos, spoken word, etc., art work in the library, study spaces, lockers, Article Linker
5	Advertise hiring for student assistants	About us: How a book travels through the tech services to the shelf, highlight staff members what they do, achievements, Student assistant awards.	Study tips and hints
6	Stressbusters, Good luck on finals, have a nice break messages.	Library/research/book humor jokes: <i>How many academic librarians does it take to change a light bulb?</i>	Citation help
7	Video in archives on the library move in 1967		Copyright help
8	Minervas hours and specials		Finding images
9	Photos (need waivers for photos of people?)		Poster workshops
10	Quote of the day. Today in History. Today is xxx day. Banned Books week, etc.		Screencasts How to : Search BearCat, databases, ILLiad, etc.
11	Quotes from library fortune cookies		New Book Covers (copyright?)
12	Advertise Book sales		Things everyone should know about Facebook and other social networking sites