

## Electronic Display Policy

Jackson Academy's electronic displays located on Ridgewood Road and Sheffield Drive serve as a communication tool directed to the campus community and to the general public within the framework of the school's mission. All messages appearing on the boards support and advance this mission.

### Guidelines:

- Messages should contribute positively to the school's environment by highlighting key events, activities and institutional marketing messages.
- NO MORE BANNERS. In agreement with the City of Jackson, the Ridgewood Road and Sheffield Drive electronic displays replace signs or banners placed along the streets and on fences. Event promoters should arrange for electronic display rather than physical signs.
- Advertising for commercial interests will not be posted.
- The screens will display messages during the hours of operation and after hours at the Ridgewood Road location. The Sheffield sign will be programmed to turn off at 6:30 p.m. each day.
- Approval for display will not be granted for slides or images that promote anything in violation of Jackson Academy policies and procedures found in the JA Parent-Student Handbook.
- Depending upon space available, messages can be displayed for up to two weeks.
- Information may include event/activity, date, time, location and other details, such as deadlines or costs, if appropriate to event. Slides are created using submitted information, but space on each slide is limited.
- Fewer words are better for electronic display readability. Jackson Academy and the Marketing and Communications Office maintain the right to edit any content to achieve readability and to meet JA brand and graphic standards.

**All requests must be received in the Jackson Academy Marketing and Communications Office by Wednesday at 4 p.m. for approval and insertion into the following week's display sequence.**

**Submit your request with the following information to [jblackwell@jacksonacademy.org](mailto:jblackwell@jacksonacademy.org)**

Person making request: \_\_\_\_\_

Current date: \_\_\_\_\_

Organization/Department: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Dates requested for slide to run through (general limit of two weeks): \_\_\_\_\_

Event/Activity: \_\_\_\_\_

Date of event/activity: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Other details, such as deadline or cost, if appropriate: \_\_\_\_\_

For more information, contact the JA Communication Office at 601.364.5440 or email [jblackwell@jacksonacademy.org](mailto:jblackwell@jacksonacademy.org)