

Guideline for canteen screens

Information on the screens in the canteens of the Studierendenwerk West:Brandenburg

1. Who is allowed to publish content on the Mensa screens?

In principle, content can be submitted by:

- **Institutions, initiatives and student(groups) of the universities in the area of responsibility** of the Studierendenwerk West:Brandenburg:
 - University of Potsdam
 - University of Applied Sciences Potsdam
 - Film University Babelsberg KONRAD WOLF
 - Technical University of Applied Sciences Wildau
 - Brandenburg University of Applied Sciences

Important: The content must **be relevant to the university** - i.e. of interest to a large proportion of the student body or university members.

2. Where is the content shown?

The contributions are shown on the large overview screens in the canteens at the following locations:

- University of Potsdam: Golm, Griebnitzsee, Am Neuen Palais
- University of Applied Sciences Potsdam
- Film University Babelsberg KONRAD WOLF
- Technical University of Applied Sciences Wildau
- Brandenburg University of Applied Sciences

3. What may be shown on the screens?

Content with a **clear connection to campus life or the university** is permitted.

Examples of permissible contributions:

- Large or special campus events (e.g. Campus Festival, Tour de Wohnheim, International Afternoon)
- Elections to the student parliament
- Projects funded by the Studierendenwerk
- Information on important deadlines and services (e.g. university sports registration, re-registration deadline)
- Internal university surveys (e.g. on health or study conditions)
- Events or information from student representatives

What is not shown:

- Events not directly related to the university
- Election appeals by individual university groups
- Internal student council events without a broader target group
- Political appeals
- Commercial advertising (products, services, etc.)
- Content that violates the law or contains discriminatory, violent, sexist or similar statements

4. Who decides on the publication?

Every submission is checked in advance. **The STWWB Corporate Communications team** decides whether an entry will be published. We reserve the right not to show content - for example because:

- the broadcasting schedule is already busy
- the contribution does not fit thematically
- the content violates the law

There is no entitlement to publication, and there is **no obligation to give reasons** in the event of rejection.

5. How do I submit a contribution for the Mensa screens?

Please submit by e-mail to presse@stwwb.de.

The following information is required:

1. **Name and institution** of the submitting person (incl. contact details in case of queries)
2. **Planned release date or broadcast period** (from ... to)
3. **Broadcast locations** (In which canteens should the contribution be shown?)
4. A **visualization in the format 1920×1080 pixels** (landscape format) and as a **png file**

Tip: Many international students move around the campus. We ask that the content is communicated **bilingually (German/English)** and - if possible - on one slide.

