



# FORE SCHOOL OF MANAGEMENT

## INTER OFFICE MEMO

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**From** : Librarian **To** : The Director  
**Date** : 31<sup>st</sup> May, 2011  
**Sub** : Manual for Content Display on LCD TV Outside Canteen

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As desired by the Director, the comprehensive manual has been worked out in consultation with Prof. Vinay Dutta, Chairman Student Affairs Committee and Mr. Sunit Dutta (Manager-Systems). The draft copy of the manual is enclosed for your consideration and approval please.

The committee also discussed the modalities regarding the operational aspects of the LCD TV and is of the view that event/activity coordinators henceforth will provide contents to FORETech for editing, designing, etc., which in turn will put up the same for review and approval of the committee called LCD content review committee (CRC) chaired by the Chairman, SAC.

Further to initiate the process, following action plan is recommended:

Phase I: In house content development for display on LCD-TV.

Committee does not recommend outsourcing of the activity to an external agency at this stage.

FORETech will also organise an annual movie-making competition on FORE and all Students will be encouraged to participate in the competition. The President, Vice-President of student Council and co-coordinator of FORETech will shortlist best six entries. Shortlisted movies will then be finally ranked by the LCD CRC in consultation with the Director to adjudge the best three entries. A certificate of appreciation will be awarded to winning students. The movies will have visuals and text only and then will be played in mute mode. The shortlisted movies will be played in rotation from time to time when no other event related content is available.

Phase II: Review the FORETech performance.

Officials enlisted with specific responsibilities as stated in the manual will be communicated accordingly.

LCD CRC will review the performance of FORETech.

**For approval please**

Member

Member

Chairman, SAC

Director

**Manual for Content Display on LCD TV outside Canteen**

**The objective**

A TV with DVD player has been installed outside the canteen to display the latest activities related to institute with the aim to provide current institutional information to the students, faculty, staff members of FORE and visitors. The under mentioned guidelines will be followed to maintain and manage the asset and content.

This document will be called “Manual for Content Display on LCD TV outside Canteen”. The committee for LCD display will be called ‘Content Review Committee’ (CRC). It shall come into force immediately on approval by the Director.

**1. Type of document format**

The CD and DVD are the only compatible format to display the content. The photographs and PPT’s etc. should be converted into movie and provided in the form of CD or DVD.

**2. Type of content:**

The latest and duly approved contents only will be displayed. If latest content is not available, the recent past events and promotional content will be kept in the loop. The following contents will be given priority.

- a. News related to Academics, MDP, Placement, Admissions, etc;
- b. Various informative and important contents related to FORE;
- c. News/ information related to various student activities.

**3. Mode of Display**

The content will be displayed in mute with loop mode. An interested student, faculty and staff member may use the multimedia section of library to watch the same with audio facility.

**4. Content development**

**Event Contents**

- a. **Pre-Event:** The event announcement should be made available by the event coordinator at least 15 days prior to the event for appropriate promotional display / screening.
- b. **Post-Event:** The complete content for display on LCD TV should be provided not later than 3 days after the event is concluded.

## 5. **Content quality**

The content provider is expected to ensure the content quality with reference to language, spellings, images, relevancy, consistency, etc. However, the final authority to display will be vested with the CRC.

## 6. **Duration of content**

The content should be of at least five minutes duration.

## 7. **Period of content display**

The content will be displayed on approval by the CRC. Normally, the content will be displayed for one week but it may vary depending upon the importance of the content.

## 8. **Nodal team**

The primary responsibility of FORETech is to manage the following activities.

- a) Co-ordinate with event organizers/ content providers and put all contents together.
- b) Depute student volunteers to borrow/return the camera (still and movie) from/to the administration department.
- c) Ensure proper coverage of the event / activity, i.e., still photography and shooting by movie camera.
- d) Assist the content provider in conceptualizing the content, editing, designing and burn the new CD / DVD.
- e) Submit "Ready to display content" in pen drive, CD or any other compatible media to Librarian.
- f) Modify contents if needed.

- g) Broad principle for content generation will be to cover all current activities of FORE, displaying any general interest development in the society at large, any business domain developments.
- h) Explore the possibilities of streamlining a business news channel such as Bloomberg, Times Now, etc. besides displaying the video. If this TV feed is implemented then, time slot for TV feed and video's can be appropriately divided by the CRC
- i) Take up other related activities, i.e. organizing annual movie making competition (on FORE).

**9. Content review committee (CRC)**

The following will be the members of committee

Chairman, SAC	Chairman
Manager (Systems)	Member
Librarian	Member

The implementation / screening responsibilities will rest with the librarian.

**10. Process of execution:**

**The Librarian** will receive "Ready to display content" from FORETech. He may discuss the content in CRC if there is need. He will maintain a physical stock register to record the CD /DVDs and also maintain the chronological record of displays during the academic year. He will provide / receive back "Ready to display content" to / from the electrician on duty and will keep it in safe custody. The key of TV/DVD player will be kept in the library.

**The electrician** on duty will be responsible for changing the "Ready to display content" regularly and timely. He will receive /provide back "Ready to display content" from / to the librarian. He will also be responsible for switching on and off of TV/DVD player daily at 9.00 a.m. and 8.00 p.m. respectively.

**The security person** on duty will be responsible for the safety of TV/DVD player round-o-clock.

Performa for approval

**Content Display for LCD TV**

:-----Sr No. \_\_\_\_\_

**Title of event / activity** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Content Coverage** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Details of source person/s**

Name \_\_\_\_\_ ID no. \_\_\_\_\_

E-mail ID \_\_\_\_\_ Mobile \_\_\_\_\_

**Remarks, if any** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved

Rejected

\_\_\_\_\_  
Chairman (CRC)

\_\_\_\_\_  
Members of committee

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Accessioned on \_\_\_\_\_ vide no. \_\_\_\_\_

By Mr. \_\_\_\_\_ At page no. \_\_\_\_\_

Signature \_\_\_\_\_