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*From the office of the...*  
**General Manager**

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TO: Members of the Student Representative Assembly  
FROM: John McGowan, General Manager and Paula Scott, Underground  
Media + Design Creative Director & Manager  
SUBJECT: Capital Allocation & Expenditure Request - Campus Screen  
Network  
DATE: November 28, 2021

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Many years ago, in and around 2013 the MSU looked to modernize the concept of postering on campus. The MSU was, and still is today, responsible for the management and maintenance of many poster boards across campus. Students, like society, consumption of content has changed and it was thought we needed to evolve.

To complement the poster boards, the MSU approached Public Relations at the time to obtain support for the MSU managing a campus wide screen network. Shortly, Security Services was brought to the table as they were exploring a concept of how to communicate emergencies across campus.

The result was a MSU proposal to the Student Life Enhancement Fund (SLEF) for a campus wide screen network. The MSU would develop and manage content during peace times and McMaster Security would have an override in times of emergency.

From the MSU end, after much effort and planning by many in the organization, the system resides at Underground. To offset the cost of the program, advertising is solicited.

With the slow reopening of campus, it has been found much of the equipment is not working. We propose the following:

### **Phase 1- MUSC Screens (ASAP)**

Repair any screens that are currently broken which can be reused to accommodate the new WebOS app system. We would move forward with repairs providing the cost is significantly cheaper than a new replacement screen. Avtek will use their contacts to coordinate this.

Remove all remaining old screens & players and replace with new screens of the same size or larger (depending on space). These will all be running on the new

WebOS system. This will be handled by LSquared directly. This is the proposal that is coming forward to you today.

**Phase 2- Remaining Screens in University Buildings (*Immediately after Phase 1 is complete*)**

Replace any dead/broken screens & players with working units removed from MUSC. This will hopefully get us through temporarily until the next fiscal/new capital budget. We will use Avtek's team to do this instead of going through LSquared.

**Phase 3- Future screen replacements & additions to new buildings (*Late 2022- Summer 2023*)**

Replace all remaining old screens across campus with new WebOS system. Add screens into new buildings such as Peter George, LR Wilson & the Hub.

As a reminder, Corporate Bylaw 3 – Finances sets the parameters for allocations and expenditures.