

Pearland ISD Stadium

External Board Policies



Two Primary Uses of the LED Board

District-Wide Information

Athletic Advertisements



Individuals in charge of External Board

Pearland ISD Communications Department & Audio/Visual Team (High School AV production teachers) - Approves district information, graphics & videos

Pearland ISD Athletic Department - Approves advertising graphics & videos



Graphic & Video Requirements:

File types - Graphics: PNG or JPG, and Videos: MP4 or MOV

Length of Video - 8 - 15 seconds

Dimensions - 2016 x 480

File size - 500 MB or lower

Colors - No white! White tends to draw more power and creates glitches. If you are wanting to use white, grade it to a light grey.

Text - Follow accessibility guidelines and ensure text is large enough to be readable from a distance and videos are captioned when appropriate.



Content

The only game announcements made outside of Friday Night Lights are for Dawson versus Pearland matchups.

Ads and community-wide information may be placed on the external board.

Campus-specific fundraisers are not permitted to be advertised.



Content Scheduling

The requester must understand there is a 24-48 hour lead time for a requested post.

Outdated information should be removed promptly.

