

Policy No. 1.11
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Electronic Message Board Policy
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Purpose

The purpose of this policy is to establish guidelines for the presentation of information on the electronic message board (sign) located at the town hall in the Town of Rome.

Content

The intent of the sign is to communicate information relevant and beneficial to residents and visitors of the Town of Rome. The number of slides shall be fixed at ten (10) and the duration of slides shall be a maximum of six (6) seconds. The number of message requests may exceed the allowable number of slides; therefore content will be displayed based on the following priority levels:

- Level 1 – Government related activities (i.e. town board meetings, safety related messages, etc.)
- Level 2 – Events taking place on town property or sponsored by local civic groups (i.e. events held in Alpine Village, in the town hall, the library, Romemakers, etc.)
- Level 3 – Fundraising events sponsored by local non-profit groups (i.e. Snowmobile Club, Waterski Club, Lake Associations, etc.)

Civic groups and non-profits may not run more than one (1) message concurrently.

Content Display Request

All requests to display messages shall be in writing and contain the name and number of the contact person responsible for message content. Requests must be submitted a minimum of two (2) weeks prior to the event date. The contact person is responsible for informing town personnel should the event be cancelled.

Content Display

Slides will be displayed no more than ten (10) days prior to the date of the event and will be deleted at the conclusion of the event. Due to the permitted number of slides there is no guarantee that a message request will be displayed. Town of Rome personnel reserve the right to edit the content for formatting purposes.

Excluded Content

The sign will not be used to display any of the following:

- Preference for a political candidate, party or position whether local, regional or national; or
- Messages that are politically charged, discriminatory, offensive or religious in nature; or
- Advertise or benefit private business, commercial goods or services; or
- Promote alcoholic beverages or tobacco products