



TOWN OF RUMFORD ELECTRONIC SIGN USE POLICY

Date Approved: 1/20/2022

Review Date:

Status: Active

POLICY STATEMENT

The Town of Rumford is committed to providing its residents, taxpayers, and visitors with accurate and appropriate information through the inclusion of digital signage designed to promote and enhance the communication strategies of the Town in disseminating information about events, meetings and public messages from the municipality, and to local non-profit organizations.

PURPOSE

- This policy facilitates effective digital communication tools for important community messaging.
- This policy ensures open, honest and clear channels of communication in the use of municipal digital signage in the Town of Rumford
- This policy provides direction for the appropriate use of digital signage in the municipality.
- This policy defines who may advertise on the municipal digital signage.

SCOPE

This policy applies to all digital communication utilizing the Town of Rumford electronic sign board located at the intersection of Hancock Street and Lincoln Ave.

GENERAL CONDITIONS

Content on Municipal Signage

Municipal digital signage conveys information to the public as a representation of the municipality, and therefore will be operated in a manner that represents the Town of Rumford positively.

Appearance, Use and Functionality of Municipal Digital Signage

- The municipality is not liable for power outages or other acts beyond its control which affect the ability to utilize municipal digital signage to convey information on behalf of third parties.
- Messages may be edited for clarity and conformity to the requirements of the medium.
- The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
- Appearance of messages are subject to constraints of priorities, as well as electronic and mechanical limitations.

The Town reserves the right to refuse the display of messaging in the best interest of the Town.

The following priority system shall be utilized in selecting messages to be posted:

1. Emergency messages - in the event of an emergency, the Town reserves the right to suspend all messages and use signage for emergency purposes only;
2. Messages from the Town of Rumford;

3. Messages from other government agencies that have a local impact or significance; and

4. Community events and messages hosted and/or sponsored by non-profit organizations, located or operated within the Town of Rumford.

SUBMITTING A REQUEST

Requests to utilize municipal digital signage will only be considered from registered non-profit organizations and must be submitted to the Town Manager's Office using the town-provided request form located on the town website - *hard copies are also available at the Town Hall*. All requests should be submitted at least one (1) week prior to the requested posting date. Messages will be posted for a maximum of 2 weeks depending on availability, and unless otherwise approved by the Town Manager