



Digital Message Board Policy

Purpose

The purpose of this policy is to establish guidelines for the presentation of information on the electronic message board (sign) located at Germantown Village Hall.

Responsibility

The Village's Support Services Manager will act as the administrator for the electronic sign. The following positions (Park & Recreation Secretary, Library Director, and Associate Planner) shall have access to the Venus Control Suite software to schedule, monitor and control messages; however, messages will be reviewed by the Support Services Manager prior to being displayed.

Content Regulations

The intent of the sign is to communicate information relevant and beneficial to residents and visitors in the Village of Germantown. The number of slides shall be fixed at ten (10) and the duration of slides shall be a minimum of seven (7) seconds and not include images or text that dissolve, fade, scroll, travel, flash, spin, revolve, shake, or include any other type of movement of motion during the message interval per Ordinance 17.46(7)(h)(4). 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 or School activities (i.e. board meetings, service messages, etc.)

Level 2 – Events taking place on village property or sponsored by local civic groups

Level 3 – Events sponsored by local non-political civic or non-profit groups

*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 village 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. Village of Germantown 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
- Personal Messages including birthdays, anniversaries, school reunions, retirements, and other messages of a personal nature as determined at the sole discretion of the Village Administrator.

Village of Germantown
Administration
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