

## **Rochester Public Library District and the Village of Rochester Digital Sign Policy**

As technology continues to advance we recognize the need to adapt our communication methods to ensure efficiency and accessibility for all residents.

The digital sign is co-owned by the Rochester Public Library District (RPLD) and the Village of Rochester (VoR). The purpose of the digital sign is to promote and market services, programs, events and resources. Content is limited to RPLD/VoR/Rochester Police Department -sponsored or co-sponsored events, services and resources, and Friends of the Library, and to community news of high importance, as determined by the library director.

The Rochester Public Library is responsible for the management of content displayed on the sign. Any requests for promoting services, programs, events and resources on the sign should be forwarded to the Rochester Public Library District through the current posted process.

All messages must comply with relevant village ordinances. Messages are subject to approval by the Library Director and limitations of space available on the sign. Messages will be accepted on a first-come, first-serve basis, but may be superseded by urgent or time-sensitive public service messages. Messages should be short and specific. Messages should include date, time, and location of event.

### **Content Approval Process:**

All community messages must be submitted for approval to the designated authority. This will ensure that the content aligns with our community values and adheres to any relevant guidelines. Please allow a reasonable timeframe for the approval process.

### **Message Formatting:**

Messages should be clear, concise, and easily readable on the digital signs. Use appropriate font sizes, colors, and backgrounds to enhance visibility. Avoid excessive use of capital letters or special characters that may impair legibility.

### **Message Duration:**

To maintain a fair and equitable system, each community message will be displayed for a predetermined duration. The specific time period will be determined by the authority responsible for managing the digital signs. The standard time period for scheduled events will be the week prior to the event, but may be extended.

**Message Rotation:**

If there are multiple community messages to be displayed, a rotation system will be implemented to ensure equal exposure for all approved messages. This will provide an opportunity for various announcements, events, and important updates to be shared with the community.

**Content Guidelines:**

Community messages should primarily focus on information relevant to residents, such as community events, emergency notifications, public service announcements, or important community updates. Messages that are political, discriminatory, or contain offensive or inappropriate content will not be permitted.

**Policy modification:**

This policy was developed and approved prior to the installation of the sign. For this reason, it may be necessary to update the policy based on practical usage. After the initial policy is approved by the boards of RPLD and VoR minor updates may be approved by the Joint Use Committee.

*Adopted: Feb 2024*