



## **COLUMBIA HEIGHTS PUBLIC LIBRARY DIGITAL SIGN POLICY**

### **PURPOSE**

The Columbia Heights Public Library's primary reason for having a digital sign is to provide relevant information to the community about official library events and services.

### **GUIDELINES**

The Library Director or the Library Director's designee(s), with occasional input from the Communications Coordinator (particularly in regard to City of Columbia Heights items,) will determine which items should be posted on the sign.

Events and services provided by organizations that frequently collaborate with the library (i.e. City of Columbia Heights, Independent School District 13, Metro North Adult Basic Education Center, etc.) may be considered for the sign on a case-by-case basis. No guarantees will be made.

Color, wording, and the addition of graphics should be up to the discretion of the Library staff and/or Communications Coordinator.

In order to ensure each notice receives enough display time, there should be no more than six notices programed for the sign at any given time. Each slide should be displayed for 10 seconds. Ideally, each slide should be simple enough to be read in the few seconds it takes to drive past. If there are already five or more notices on the sign relating to official library business, other notices will be delayed until space becomes available.

Library events should be advertised on the sign at least three days prior to the scheduled event, but no more than a month in advance. All posts should be scheduled to drop off the sign immediately after the advertised event has passed.

All sign requests should be sent to the Library Director.

#### **ALLOWED NOTICES IN ORDER OF PRIORITY**

The following types of messages may be approved for display, prioritized in this manner, as space allows:

1. Events and services provided or sponsored by the Columbia Heights Public Library
2. Events and services provided or sponsored by the City of Columbia Heights
3. Events and services provided or sponsored by the Columbia Heights Library Foundation
4. Other government entities operating within the City (i.e. Independent School District 13 and schools operated by the District)
5. Other government entities operating in conjunction with the City (i.e. Anoka County Library)
6. Events and services provided or sponsored by an organization that frequently partners with the library
7. Non-profit, nonpolitical organizations putting on a major community event that involves participation from Library staff (i.e. The Lion's Club Jamboree Parade)
8. Non-profit, nonpolitical organizations that frequently partner with the City (i.e. SACA)
9. A congratulatory message (i.e. "Congratulations to the Citizen of the Year Award Winner...") or a special milestone birthday, retirement or anniversary notice
10. Public service announcements regarding literacy, library services, or library values.

#### **UNALLOWED NOTICES**

The following types of messages shall never be approved for display:

1. For-profit advertisements
2. Notices in favor of or against a political message or candidate, or of an event in favor of or against a political message or candidate
3. Notices of exclusive or private events
4. Religious messages
5. Notices of non-City events from organizations that do not frequently partner with the library and do not involve library staff

Approved \_\_\_\_\_

Columbia Heights Public Library Board of Trustees \_\_\_\_\_  
Patricia Sowada, Chair

Adopted 11/7/2018