



ELECTRONIC MESSAGE BOARD ADMIN POLICY

Purpose:

The purpose of this policy is to provide guidance and establish rules regarding information placed on the current Town-owned Electronic Message Board sign(s).

General Use Policies: The duration and design of all content displayed shall be at the discretion of the Town Manager or his/her designee. If there is a question regarding whether or not a group requesting use of the sign is authorized per this policy or regarding the content of a message, the Town Manager will make a decision regarding the request. The type of content which may be displayed on such signs is detailed below. In the event of an emergency, the Town has the right to suspend all messages and use the sign for emergency purposes only.

1. Content Regulations:

A. Permitted Content:

- 1) Governmental meetings/workshops/information a. Examples: road closings, trash pickup, citizen board applications, weather, meetings, etc.
- 2) Community-wide (especially free) events/information/announcements a. Examples: Easter Egg Hunt, Camps,
- 3) Other events deemed appropriate in the promotion of economic development and the community. a. Examples: YMCA sport or camp registration, Scout registration
- 4) Fundraising events such as bake/food sales for non-profit community and civic groups, schools, churches, and service organizations located within Robbins corporate limits or within Moore County if not available in Robbins corporate limits, are permitted once a year, with a two-week notice.

B. Prohibited Content:

- 1) Advertisements specific to a business
- 2) Advertisements for individual for-profit services, and businesses, etc.
- 3) **No personal requests will be posted on the electronic sign a. Examples: Birthdays, weddings, individual graduation announcements, etc**

Submitting Requests:

A. Requests may be submitted by:

- 1) Emailing info@townofrobbins.com
- 2) Hand-delivering to 101 N Middleton Street., Robbins or
- 3) Mailing to PO Box 296, Robbins, NC 27325.

All requests should include the following:

- 1) Organization name
- 2) Contact person
- 3) Contact telephone
- 4) Contact email address
- 5) Date of event
- 6) Type of event
- 7) Time of event
- 8) Location of event
- 9) Preferred content of message Optimal messages have no more than four lines

Approved April 13, 2023

Cameron Dockery, Mayor

ATTEST:

Jessica C. Coltrane, Town Clerk CMC