



The Township of Southgate

Electronic Sign Messaging Policy

Purpose

This policy is intended to provide Southgate staff with clear direction on the type of messaging that is permitted and displayed on electronic community outdoor messaging signs and video screens in public facilities.

Scope

This policy applies to all outdoor electronic signs and video display screens in Southgate owned and/or operated facilities.

Background of the Community Sign Project:

The electronic sign project received considerable financial support from community groups and businesses.

The goal of the electronic sign messaging project is to promote the community, advertise local events, provide education/messaging on issues & activities of public interest and recognize donors. It was also a goal of the project to create timely, repetitive messaging that will create greater awareness in the community and to promote events that will attract visitors and commerce to Southgate.

Message Board Changes:

The electronic message boards and video screen messaging will be changed Tuesday of every week. Staff will automatically remove old dated messages and add new requests that fit the criteria of this policy.

Messaging Requests

New message information will be received until 8 am each Tuesday morning by:

- Email - info@southgate.ca;
- Fax – 519-923-9262; or
- Hardcopy completion of the form attached to this policy titled as Schedule A.

The attached form should be completed in its entirety as a hardcopy or electronic form in order to qualify as a received message by the Township of Southgate. Please provide your information well in advance of the message deadline. Should we have questions to clarify your information and we are unable to contact you, your messages may not be approved for that week.

New messaging changes will be displayed by Tuesday at 4:00 pm each week. When statutory holidays affect a Tuesday deadline of receiving and changing messages, that day will move forward to the next available business day.

Types of Messaging Allowed under this Policy:

- Significant Community Festivals/Fairs/Performances (see Note #1 below)
- Single day Community Events
- Youth & Recreation League Sporting Events
- Programming notifications and messages for Recreation, Library and Healthy Community service providers
- Announcements and events for non-profit organizations
- Economic Development Recognition & Announcements
- Community Public meeting announcements
- Council and Special Meeting announcements
- Community Public Service Announcements (see Note #1 below)
 - Road Closures;
 - School Closures;
 - Watermain breaks;
 - Waste Collection delays;
 - Public Service information updates or delays;
 - Emergency information, etc.
- Fire Prevention and Education information
- Southgate facilities rental promotion
- Weather forecasts & temperatures
- "Did you know" messages
- Birthday celebration announcement for those 80 years of age and over by request only where a municipal facility may or may not be rented.
- Wedding anniversary celebration announcements 50 years and over by request only where a municipal facility may or may not be rented .
- Recognition of sign donation

Note #1: Messages that will be repeated more frequently than other messaging.

Types of Messages Not Allowed under this Policy:

- Commercial advertising
- Any promotion related to for profit events by businesses or individuals

Displaying of Messages:

Southgate will display, to the best of our ability all messages received using the attached form. We request that form and message information be typed on the form or in legible hand writing to ensure accuracy of the messaging.

Schedule A

Electronic Sign Message Request Form

Date: _____

Requesting Organization: _____

Contact Person: _____

Contact Phone #: _____

Email Address to confirm message information: _____

Message Information (messages not to exceed 3 lines & 60 characters per line):

Locations where Messages will be Displayed:

- Outdoor sign in front of the Arena
- Outdoor Sign in Southgate Community Services Building/Library
- Video Screen(s) in the Arena
- Video Screen(s) in the Ruth Hargrave Memorial Library
- Video Screen(s) in the Municipal Office
- Markdale Cable Community Channel
- Southgate Website

Number of Weeks the Message is requested to Run: _____

Name of the Person Approving this Message: _____

Position this person holds in this Organization: _____

***Note:** Southgate will, to the best of our ability, display your message info. It is the responsibility of the originator to ensure that the message displayed is accurate.*

Southgate Approval:

Message Start Date: _____

Message End Date: _____

Approved by: _____ Date: _____