

City of Oregon - Municipal Digital Sign Policy

Purpose:

The purpose of this policy is to establish guidelines for the use of the municipality-owned digital sign to ensure it serves as a resource for the promotion of community-oriented events and information while maintaining its intended public and non-commercial focus.

Policy Statement:

The City of Oregon will ensure open, honest, and clear channels of communication including use of the digital sign. The digital sign shall be used for the dissemination of information to residents, businesses, and visitors to the City of Oregon by displaying information about events, meetings, and public messages.

Policy:

Eligible Users

The digital sign may be used by the following entities for approved purposes:

1. Municipal Departments and Agencies

- To promote public services, programs, or events organized by the municipality.

2. Local Government Entities

- Including schools, townships, counties, or other governmental agencies within the municipality's jurisdiction.

3. Local Not-for-Profit and Charitable Organizations

- Must be registered with the State of Illinois and the IRS with a tax-exempt number located in Oregon, IL.
- Messages must align with the organization's charitable mission and benefit the community.

4. Local Service Organizations

- Including groups such as Sports Boosters, Rotary, Lion's Club, 4-H, and similar organizations.
- These organizations may use the sign to:
 - Announce community service events and fundraisers.
 - Promote programs or initiatives that benefit the local community.
 - Celebrate achievements or milestones relevant to their mission.
- Messages must adhere to the guidelines for non-commercial and community-oriented content.

5. Facility Rental Announcements

- Recognized users renting municipal or other government facilities may promote their approved events occurring at those locations.

6. Message Priority List

- Emergency messages (in the event of an emergency, the City has the right to suspend all messages and use the digital sign for emergency purposes only).
- Messages from the City of Oregon.
- Safety related messages, such as boil orders, fire prevention, education, and notices.
- Messages from other government agencies that have a local impact or significance; and
- Community events and messages hosted and/or sponsored by a non-profit organization.

Prohibited Uses

1. Commercial Content

- Promotion of for-profit businesses, commercial products, or services is prohibited.

2. Political Content

- Campaign materials, endorsements, or politically partisan messages are not permitted.

3. Inappropriate Content

- Messages containing offensive, discriminatory, or inflammatory language, images, or subject matter will not be allowed.

Message Content Guidelines

- All messages must be non-commercial, community-oriented, and serve a public interest.
- Messages should include clear, concise information such as event names, dates, times, and locations.
- Content must align with municipal values and policies.
- Messages are limited to 150 characters (including spaces)
- City Business takes priority.

Submission and Approval Process

1. Submission Requirements

- Eligible users must submit a Digital Sign Request Form at least ten business days before the desired posting date to the City Manager.
- The request must include:

- Contact information for the requesting organization.
- Proposed message text and any graphic elements.
- Dates for display.

2. Approval Process

- All submissions will be reviewed by the designated municipal department for compliance with this policy.
- The municipality reserves the right to edit or deny messages that do not meet the policy requirements.

Display Duration

- Messages will be displayed for a maximum of two weeks, or until the event date, whichever occurs first.
- The municipality reserves the right to prioritize or rotate messages based on space and time constraints.

Disclaimers

- The City reserves the right to edit submitted content to fit formatting or programming limits of the sign.
- The municipality assumes no liability for the accuracy of submitted content.
- The municipality reserves the right to update or amend this policy as needed.
- Public Safety messages will override all other messaging.

By implementing this policy, the municipality ensures that the digital sign remains a community-focused resource while prohibiting commercial use.

Electronic Community Events Sign Request Form

Organization Name: _____

Contact Person: _____

Email Address: _____ Phone Number: _____

By submitting this request, I certify that I meet the requirements of an Eligible User as defined in the City of Oregon – Municipal Digital Sign Policy.

Your Message: 150 Characters or Less

Artwork or Logo

Submitted artwork must be 700 X 350 pixels or 450 x 90 pixels in jpeg format and less than 1MB. Submit artwork to ddehaan@cityoforegon.org

Please limit your submission for the Electronic Community Events to 150 characters (including spaces). Requests should be submitted a minimum of ten business days in advance. There is no guarantee of posting your requested message; City business takes first priority. The City Manager has the authority to deny, reschedule or re-word any request submitted on this form. The City of Oregon is not responsible for vandalism or mischief.