

Policy #	
Issued	Sept. 20, 2017
Amended	

## DEROCHE DIGITAL COMMUNITY SIGN

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### PURPOSE

The Fraser Valley Regional District (FVRD) installed a digital community sign at its Deroche Community Access Centre located at 10220 N. Deroche Road. The purpose of this policy and its associated procedures is to establish guidelines regarding content and usage.

### POLICY

The Deroche Digital Community Sign is a reflection of the FVRD and will be operated in a manner that enhances the values and mission of the FVRD.

Content displayed on the sign is subject to the discretion of the FVRD. Content displayed by external advertisers does not imply endorsement by the FVRD.

Messages will be displayed in the following order of priority:

- Emergency messages
- FVRD corporate content
- Community content/external advertisers

Community content includes non-profit or government organizations only. Advertising will not be accepted for display by businesses or for-profit organizations.

The following messages will not be permitted:

- Religious, political, factional viewpoints or messages expressing discrimination
- False, misleading or deceptive information
- Profane language, personal attacks or sexual content
- Events and functions open only to members of an organization
- Personal requests including but not limited to: birthdays, engagements, weddings, anniversaries
- Information that may compromise the safety and security of the public

External advertisers who request placements shall not hold the FVRD liable or responsible for any error and/or omissions that may occur however caused.

Appearance of messages is subject to the FVRD priorities, as well as electronic and resource limitations.

Postings will take place once per week, where possible.

In the event of an emergency, the FVRD has the right to suspend all messages and use the Deroche Digital Community Sign for emergency purposes only.

## PROCEDURE

1. External advertisers/community content may submit the "Deroche Digital Community Sign Request Form" by email to the FVRD's [communications@fvrd.ca](mailto:communications@fvrd.ca) at least five business days prior to the advertisement release date. Completed forms must contain the full name of the organization, time, date, place of the event, contact name, title, email address, and phone number. A separate form must be used for each request.
2. Optimal use of the digital sign allows for five lines of text. The title can accommodate 18 characters, however, it is recommended that submissions contain no more than 15 characters for the title. The remaining four lines of text can each accommodate 35 characters of text, however, it is recommended that external advertisers/community content aim to allow for ample white space in their ads for readability. It is not recommended that content is displayed on a white background. Several colours have been tested for optimal readability and the Communications department will make recommendations to advertisers based on these colour tests. Red backgrounds will be reserved for emergency messaging only.
3. Once the Communications department approves the request, the external advertiser will be notified that their advertisement is approved.
4. The Communications department will prepare, upload and schedule the content to the digital sign.

Approved by	
Policy Owner	