



Municipal Digital Signs and Lobby Screens Policy

Policy Manual Section: Governance – Communications and Promotions

Policy Number: G-CP-002

Authority: 07/16, 0/20

Date Approved: January 12, 2016

Department Responsible: Strategy & Engagement

Revision Dates: January 28, 2020

Review Date: January, 2022

Status: Active

Purpose:

To provide government and community information to residents, ratepayers and visitors to the Town of LaSalle by displaying events, functions and messages that informs and enriches the LaSalle community, while establishing the rules regarding information to be placed on municipal digital signs and lobby screens.

Policy Statement:

The Town of LaSalle will ensure open, honest and clear channels of communication including use of the digital signs and lobby screens at the LaSalle Civic Centre and Vollmer Culture and Recreation Complex. The digital signs and lobby screens shall be used for the dissemination of information to residents, ratepayers and visitors to the Town of LaSalle by displaying information about events, meetings and public messages.

Scope:

To facilitate effective communication tools for important community messaging.

Policy:

The municipal digital signs and lobby screens are viewed by the general public as representative of the municipality, and therefore will be operated in a manner that represents LaSalle positively.

The municipality offers no guarantee with respect to the appearance of any message on the digital signs or lobby screens, or length of time that the message will be displayed.



Prospective users are encouraged to use a variety of communication means for announcements rather than relying solely on the digital signs or lobby screens. The number of messages at any given time is limited and precedence will be given to the messages advertising the earliest event.

Appearance of messages is subject to constraints of priorities, as well as electronic and mechanical limitations.

Messages may be edited for clarity and conformity to the requirements of the digital sign or lobby screen.

The municipality may use messages on the digital signs and/or lobby screens to thank sponsors for supporting town events.

Messages unrelated to municipal affairs shall not state and/or imply Town of LaSalle, Fire Department or Police Department endorsement and/or approval.

The following priority system shall be used in selecting messages to be posted on the digital signs and/or lobby screens:

- a. Emergency messages (in the event of an emergency, the Town has the right to suspend all messages and use the digital signs and/or lobby screens for emergency purposes only);
- b. Messages from the Town of the LaSalle;
- c. Safety related messages, such as fire prevention, education and notices;
- d. Messages from other government agencies that have a local impact or significance; and
- e. Community events and messages hosted and/or sponsored by a non-profit organization.

The following messages shall not be permitted to be posted on the digital signs and/or lobby screens:

- a. Private sector messages, whether from an individual, group, organization or business;
- b. Political advertising of any type;
- c. Promotion of political, factional or religious viewpoints;
- d. False, misleading or deceptive messages;
- e. Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code; and/or
- f. Events and/or functions open only to members of an organization.





Vollmer Culture and Recreation

Paid advertising or commercial messaging may be permitted only on the digital sign located at the Vollmer Culture and Recreation Complex at the discretion of the Manager of Culture and Recreation (a fee may be imposed). Requests for displaying messages shall be submitted in writing to the Manager of Culture and Recreation at least three weeks prior to an event/posting date. Messages for the digital sign at the Vollmer Culture and Recreation Complex shall be approved by the Manager of Culture and Recreation and/or the Director of Culture and Recreation.

Paid advertising or commercial messaging is not permitted on the lobby screens at the Vollmer Culture and Recreation Complex.

LaSalle Civic Centre

Paid advertising or commercial messaging is not permitted on the digital sign or lobby screens at the LaSalle Civic Centre. Requests for displaying messages shall be submitted in writing to the Corporate Communication and Promotions Officer and/or Administration Department at least three weeks prior to an event/posting date. Messages for the digital sign and/or lobby screens at the LaSalle Civic Centre shall be approved by the Communication and Promotions Officer and/or C.A.O.

Responsibilities:

The Corporate Communication and Promotions Officer is responsible for this document.

Policy Review

This policy will be periodically reviewed and updated as required. This policy must be reviewed by the stated review date and approved by the responsible department.

References and Related Documents:

None.

Attachments:

None.