



## **TOWN OF DENMARK ELECTRONIC SIGN USE POLICY**

### **Policy statement**

The Town of Denmark is committed to providing its residents, taxpayers, and visitors with accurate and appropriate information through the inclusion of digital signage designed to promote and enhance the communication strategies of the Town in disseminating information about events, meetings and public messages from the municipality, and to local non-profit organizations.

### **Purpose**

1. This policy facilitates effective digital communication tools for important community messaging.
2. This policy ensures open, honest and clear channels of communication in the use of municipal digital signage in the Town of Denmark.
3. This policy provides direction for the appropriate use of digital signage in the municipality.
4. This policy defines who may advertise on the municipal digital signage.

### **Scope**

This policy applies to all digital communication utilizing the Town of Denmark electronic sign board located at the Town Office, 62 E Main Street.

### **General Conditions**

#### **Compliance**

1. Municipal digital sign shall comply with any Town Ordinances and State Regulations.

#### **Content on Municipal Signage**

1. Municipal digital signage conveys information to the public as a representation of the municipality, and therefore will be operated in a manner that represents the Town of Denmark positively.

#### **Appearance, Use and Functionality of Municipal Digital Signage**

1. The municipality is not liable for power outages or other acts beyond its control which affect the ability to utilize municipal digital signage to convey information on behalf of third parties.
2. Messages may be edited for clarity and conformity to the requirements of the medium.
3. The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
4. Appearance of messages are subject to constraints of priorities, as well as electronic and

mechanical limitations.

5. No political message shall be displayed.
6. No religious message shall be displayed.
7. No personal message may be displayed i.e. personal events, birthday announcements etc.
8. The Town reserves the right to refuse the display of messaging in the best interest of the Town.

**The following priority system shall be utilized in selecting messages to be posted:**

1. Emergency messages - in the event of an emergency, the Town reserves the right to suspend all messages and use signage for emergency purposes only;
2. Messages from the Town of Denmark, including Town Departments and Town Boards/Committees; and
3. Community events and messages hosted and/or sponsored by non-profit organizations, located or operated within the Town of Denmark.

**Submitting a request**

Requests to utilize municipal digital signage will only be considered from registered non-profit organizations and must be submitted to the Town Manager's Office using the town-provided request form located on the town website - hard copies are also available at the Town Hall. All requests should be submitted at least one (1) week prior to the requested posting date. Messages will be posted for a maximum of 2 weeks depending on availability, and unless otherwise approved by the Town Manager.

**Responsible Town Official**

The Town Manager may be contacted for further information about this policy or its applicability.

**Effective Date**


This policy shall become effective 7/1/2025. If this policy is in conflict with any other policies of the Town of Denmark the stricter policy shall apply.

**Amendments and Interpretation**

The Town of Denmark reserves the right to unilaterally amend, delete, modify or change this policy at any time for any reason. The Town Manager and Select Board shall have the exclusive and final authority to interpret this policy.

  
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Andrew Kruczek

  
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Kirk McDermitt

  
\_\_\_\_\_  
Michael Stacy



# Electronic Sign Use Application

## Date:

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Name of Group /Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Alt Phone \_\_\_\_\_

Email \_\_\_\_\_

## Display Info

Title/Heading \_\_\_\_\_

Date of Event \_\_\_\_\_

Time of Event \_\_\_\_\_ Contact info: (if applicable) \_\_\_\_\_

Location \_\_\_\_\_

Dates being requested (2week max) from \_\_\_\_\_ to \_\_\_\_\_

## Graphics/Other Details

*Please use box to outline design specifics- such as: layout and text. We will do our best to accommodate but cannot guarantee the appearance of any request. \*See sign policy for more info.*

Please email completed forms to: [townmanager@denmarkmaine.org](mailto:townmanager@denmarkmaine.org)

62 E Main Street, Denmark, ME 04022