

*City of Perry*

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## **Joint LED Sign Operating Agreement City of Perry and Perry Public Schools**

**Adopted 02 / 02 /2017**

This statement of operating rules regarding the use of the LED sign, jointly owned by the City of Perry and Perry Public Schools, is intended to provide guidance and structure in order to preserve the values and purposes of both parties. Any use of the sign is subject to approval by the two parties.

### **Guidelines**

1. All announcements should be consistent with the standards and goals of the City of Perry and Perry Public Schools.
2. Requests for announcements shall be considered on a case-by-case basis to insure they comply with the policies, rules and guidelines of this joint operating policy.
3. Announcement content shall not include business advertisements or any information of a strictly or significantly commercial nature. No promotions for any individual business or group of businesses or any type of commercial activity shall be permitted.
4. Any message prohibited or restricted by law or rule of a governing body, i.e., State or Federal government may be disapproved by either party to this agreement.
5. City and School District announcements have priority over all others.
6. Messages may run for a maximum of 7 days unless approved otherwise.
7. There is no guarantee with respect to the appearance of messages, content, the amount of time (seconds) of each display, nor the interval at which it will be displayed. The number of messages which appear in any given time period is limited. During busy times announcements may be limited or omitted. Prospective users are encouraged to use a variety of media for events and not rely solely on the sign.
8. Announcements are limited due to the size of the sign. Requests for use must include the event name, date, time, place, contact person, phone number and be submitted through City Hall or the Superintendent's Office. Any graphics must be submitted in appropriate digital format. Efforts will be made to post announcements within five business days of submission. Any announcement may be accepted, rejected or edited.
9. Announcements may be rejected if determined to be inconsistent with the objectives of this joint policy of the Perry Public School district or the City of

Perry. No announcements shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia or weapons. Lewd, vulgar, obscene, pornographic, illegal materials or activities, violence, hatred, sexual conduct or sexually explicit material are strictly prohibited. No advertisement may contain libelous, false, misleading or deceptive material. No advertisement shall promote any specific religion, ethnic or racial groups, political candidates or ballot issues and shall be non-proselytizing.

10. Announcements may be accepted for events which require admission by not-for-profit organizations located within the boundaries of the City of Perry or the Perry Public School District.
11. All announcements must be consistent with all policies of the City of Perry and Perry Public Schools prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability or age. Announcements must conform to all applicable laws and ordinances.
12. The inclusion of announcements does not constitute or imply approval or endorsement of any product, service, organization or activity.
13. Final discretion regarding all announcements shall rest with the Mayor for the City of Perry and the Superintendent of Perry Public Schools.