

1180. Reader Board Sign and Other Postings

1.0 Policy

Use of the Mary E. Theler reader board sign is open to any nonprofit organization, government agency, business or individual. Text will be displayed in the font, style and size of letters provided by Theler Center. If images are to be displayed, the image must be provided in display-ready format. Both text and images must meet the criteria below.

All other messages, signs and displays must meet the same criteria. This includes bulletin boards, posters, notices, fundraising bricks and all other messages and displays either inside the Theler Center or anywhere on the Theler grounds.

Fees for the reader board, bricks and other displays are charged according to the fee schedule that is available from the Manager. Payments must be made in advance. The North or South side of the reader board can be specified at the time of payment.

When not being rented, the reader board will display messages promoting Theler Center sponsored events and activities or marketing Theler Center services.

The Manager of Theler Center holds final decision-making authority over all message types and content and may refuse to honor any signage or display requests for any reason. Signs or displays exhibited without prior approval from the Manager may be removed without notice.

2.0 Criteria for messages and displays

Acceptable message types include but are not limited to:

- Announcements of nonprofit organization meetings, events and activities that are open to the public
- Information on organizations or events recognized as profit-making activities such as concerts, lectures, fairs, etc., so long as the activities are recreational or educational and community-wide in nature.
- Public service announcements such as blood drives, charity raising, safety notices, etc.
- Announcements of elections, candidate forums or public debates
- Notices of the time and place of religious, political or sectarian meetings
- Personal messages or announcements

Text and images must not:

- Be considered obscene, indecent or immoral by local community standards
- Be racist or sexist
- Promote stereotypes of persons with disabilities, minorities, gays, bisexual or transgendered persons
- Promote lawbreaking, violence, or the use of weapons, alcohol or drugs
- Contain abusive language that targets individuals or groups
- Be personalized attacks on individuals
- Promote religious, political, or sectarian beliefs or opinions
- Promote the campaign or election of any public official, whether the office is partisan or nonpartisan

This policy will be in force until incorporated into Policy 3007 **“Facilities Use.”**

“where community and nature walk hand-in-hand”