

Millington Township Digital Sign Policy

Policy Number: 8 Approved by: Millington Township Board
Approved Date: 6/16/2025 Review Date: Annual

1. **Policy Statement:** The Township of Millington is committed to providing its residents, businesses, and visitors with accurate, timely, and appropriate information through the use of its digital sign located at Millington Township Hall, 8553 State Road, Millington, MI 48746. This policy establishes guidelines for the content, management, and use of all Township owned and/or operated digital signs to ensure they serve the public interest and reflect the Township positively. The Township's digital sign board is not intended to establish a public forum but rather is for the purpose of providing the Township's messages to the public. The Township's digital sign constitutes the Township's speech, not that of any other group or entity.
2. **Purpose** The purpose of this policy is to:
 - a. Facilitate effective digital communication tools for community messaging.
 - b. Provide clear direction for the appropriate and consistent use of digital signage within the municipality.
 - c. Define acceptable and unacceptable content for display.
 - d. Outline procedures for message submission, approval, and display.
 - e. Ensure compliance with all applicable federal, state, and local laws and regulations, including those related to free speech and public forums.
3. **Scope** This policy applies to all Township staff, departments, committees, boards, and authorized community organizations requesting to submit messages for display on the Township's digital sign(s).

4. Definitions

- **Digital Sign(s):** Any electronic display screen(s) owned and operated by the Township used for public communication, including LED message boards and indoor lobby screens.
- **Content:** Any text, images, graphics, or video displayed on the digital sign(s).
- **Township-Sponsored Events:** Events directly organized, funded, or officially endorsed by the Township.
- **Community Events:** Events hosted or sponsored by non-profit organizations, civic groups, or other community entities located within or directly benefiting the Township.

5. Content Guidelines

5.1 Permitted Content (Priority Hierarchy): The following messages are generally permitted on the Township's digital sign(s), listed in order of priority:

- a. **Emergency Messages:** Urgent public safety alerts, severe weather warnings, disaster information, or other critical public health notices (e.g. from Township, County Emergency

Management, State Police). These messages take immediate precedence and may override any scheduled content.

b. Township Official Messages:

- * Announcements of Township meetings, public hearings, and agendas (e.g., Township Board, Planning Commission, ZBA).

- * Information regarding Township services, programs, and facilities (e.g., office hours, holiday closures, refuse collection).

- * Public service announcements directly related to Township operations (e.g., water main breaks, road closures, tax information).

- * Official Township events and initiatives.

- * Messages from the Township Clerk or Supervisor's Office.

c. Township-Sponsored Events: Information promoting events organized or officially sponsored by Township departments or committees.

d. Community Events (Non-Profit/Civic Organizations):

- * Announcements for events hosted by recognized non-profit organizations or civic groups within the Township that are open to the general public and benefit the community.

- * Examples: School events, church-sponsored community fundraisers (not religious services), local club meetings, public festivals.

e. Recognition/Acknowledgements: Messages thanking sponsors of Township events or recognizing significant community achievements (e.g., volunteer appreciation).

5.2. Prohibited Content: The following types of content shall **not** be permitted on the Township's digital sign(s):

a. Private Sector Advertising: Messages promoting private businesses, commercial products, or services, unless specifically allowed as part of a Township-sponsored event sponsorship recognition (e.g., "Thank you to [Business Name] for sponsoring the [Event Name]").

b. Political or Campaign Messages: Content promoting or opposing political candidates, ballot measures, political parties, or specific political ideologies.

c. Religious Messages: Content promoting specific religions, religious beliefs, or the rejection of religious belief. This includes advertisements for religious services. (Community events organized by religious organizations, which are open to the general public and secular in nature, may be permitted per 5.1.d).

d. Personal Messages: Birthdays, anniversaries, graduations, or similar personal celebratory messages.

e. Offensive or Controversial Content: Messages that are obscene, pornographic, sexually explicit, vulgar, lewd, profane, discriminatory (based on protected characteristics), or that advertise or depict violence, illegal activities, or controlled substances/products.

f. False, Misleading, or Deceptive Information: Any content that is factually inaccurate or intended to deceive the public.

g. Copyright/Trademark Violations: Content that violates intellectual property rights.

h. Internal Staff Messages: Messages intended solely for Township staff unless it directly impacts public services (e.g., change in public counter hours).

i. Messages not directly related to Township affairs or the general public good.

6. Technical and Design Specifications

- a. **Display Duration:** Each message shall be displayed for a minimum of 3-5 seconds.
- b. **Message Transitions:** Message changes shall be completed within one (1) second or less.
- c. **Clarity and Readability:** Content should be brief, concise, and easy to read from a reasonable distance.
- d. **Font and Contrast:** Text should be in a legible font with sufficient size and strong contrast against the background.
- e. **Images/Graphics:** Photos and images should be professional, clear, high-resolution (if applicable), and maintain proper aspect ratio. Avoid cluttered or busy graphics.
- f. **Brightness Control:** The sign's brightness will be automatically or manually adjusted to avoid glare or distraction, especially during nighttime hours.

7. Message Submission and Approval Process

7.1. Submission:

- a. All requests for content display on the digital sign(s) must be submitted using the official Millington Township Digital Sign Request Form.
- b. Requests must be submitted to the Township Clerk at the Township office a minimum of five (5) business days prior to the desired posting date.
- c. Content for submission should include the exact wording, desired display dates, and any accompanying images (in approved formats like .jpg, .png, .pdf).

7.2. Review and Approval:

- a. The Township Clerk is responsible for reviewing all display requests for compliance with this policy.
- b. The Township reserves the right to edit messages for clarity, conciseness, grammar, spelling, and conformity to design specifications and policy guidelines.
- c. The Township reserves the right to deny any message submission that does not comply with this policy or is deemed not to be in the best interest of the Township. The decision of the Township Clerk or designee shall be final.
- d. Requestors will be notified of approval, denial, or requests for modification via email within three (3) business days of submission.

7.3. Display Duration and Scheduling:

- a. Messages will typically be displayed for a maximum of 7-14 days prior to an event or for the duration of an ongoing announcement, subject to availability and discretion of the Township.

b. The Township is not obligated to guarantee the appearance of any message on the digital signs or the exact length of time a message will be displayed, due to competing priorities or technical limitations.

c. Priority will be given to emergency messages, followed by Township official messages, and then community events on a first-come, first-served basis, as outlined in Section 5.1.

8. Emergency Override In the event of a declared emergency or a critical public safety need, the Township reserves the right to suspend all scheduled messages and use the digital sign(s) exclusively for emergency purposes. This override can be implemented immediately and without prior notice.

9. Disclaimer The inclusion of a message on the Township's digital sign(s) does not constitute an endorsement, warranty, or guarantee of the accuracy of the message, nor does it grant the Township's credit to any entity whose message is displayed. The Township is not liable for power outages, equipment malfunctions, or other acts of nature beyond its control that may affect the ability to convey information requested to be displayed.

10. Policy Review This policy shall be reviewed by the Township Board annually to ensure its continued relevance and effectiveness.

Lorah Cameron
Millington Township Clerk

Approved: _____