

# City of Prior Lake

## Electronic Message Board Request Form



The City of Prior Lake has two electronic message boards that communicate city government news, programs, events, public safety notices and more. Sign policy also allows for community event messages sponsored by local non-profit organizations.

**REQUESTING YOUR MESSAGE:** Each sign allows messages with a maximum of four lines of 15 characters each, including spaces. Shorter messages allow for larger fonts, bold lettering and better readability. Messages are visible for 12 seconds each. No animation nor effects are permitted.

Name of Organization: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Contact Email: \_\_\_\_\_

- Request (check) a specific sign/s:  Arcadia Ave. and County Rd. 21 Intersection (southwest corner)  
 Hwy. 13 and 160<sup>th</sup> St. Intersection (northwest corner)  
 Both Message Boards

Write your display message in the boxes below. Write a single character or leave a space for each box:

Line 1																			
Line 2																			
Line 3																			
Line 4																			

Display Dates (up to two weeks): \_\_\_\_\_ to \_\_\_\_\_

**SIGN POLICY:** This message board request form must be submitted to the city’s communications coordinator, who reviews the request to determine whether it meets policy guidelines and ordinance requirements. Operation of the electronic message board must conform to the City’s Electronic Message Sign Ordinance subsection 1107.807. Complete guidelines and ordinance requirements are available on request and on the city’s website: [www.cityofpriorlake.com](http://www.cityofpriorlake.com). The Communications Coordinator will modify message requests that DO NOT meet the technical or policy requirements. To manage the number of posted messages, the city adheres to the following guidelines:

- Messages typically will be updated on a weekly basis.
- Events may only be posted a maximum of two weeks prior to the event.
- No more than 10 messages can scroll on either sign at any one time.

**EXCLUDED CONTENT:** The electronic message boards WILL NOT be used to display any of the following:

- preference for a political candidate, party or position whether local, regional, or national (*Examples of excluded messages would include “Support Candidate “X” for State Representative (or other position); Vote “Yes” or “No” for School Referendum; positions of support or opposition to political platforms, such as tax breaks, health care reform, spending*); or
- are politically charged, discriminatory, or offensive (*such as positions in support or opposition to gay marriage, abortion, military conflict, etc. or language that is lewd or suggestive*); or
- Advertise or benefit private businesses (*such as Business Grand Opening Today; \$5 off wine specials at Business “X”; Visit Business “Y” Today!*)

**SUBMIT FORM:** Email: [info@cityofpriorlake.com](mailto:info@cityofpriorlake.com); Fax: (952) 447-4245; or

**U.S. Mail:** City of Prior Lake, Attn: Communications Coordinator, 4646 Dakota St. SE, Prior Lake, MN 55372