

SUMC Electronic Sign Guidelines

Purpose

The entrance sign at the north end of the property fronting State Street (Rte 64) is equipped with an electronic display sign, programmable from the office. This sign has the capabilities to greatly enhance SUMC's communication with both the congregation and the community. While this sign can take advantage of virtually unlimited colors, moving graphics, and flashy animation, this sign is uniquely positioned in that traffic does not have the opportunity to stop for viewing except from Johnson Avenue. Therefore, to make the best use of limited viewing time by traffic, the following guidelines will be implemented.

Requests

To facilitate use and promote complete and accurate information, the 'Sign Usage Request Form' is to be used for all messages to be displayed, which will be available in the office. The form will include the name of the group, a contact name, description of the event to be advertised, and the requested text to be displayed. The form should be completed and submitted at least 3 business days prior to the requested start date. Every effort will be made to accommodate all requests; however, questionable requests will need to be approved by one of the pastors. The church reserves the right to refuse inappropriate requests and to modify an announcement to fit within system parameters. When necessary, requests will be prioritized under church direction.

Uses of the Sign Messages

The intended use for display messages is to reach the community and the congregation to keep them informed. Events open to the public or the members of the church are prime uses for the display.

Examples of Open Events are:

1. UMM Pancake Dinner
2. BSA Troop 2 Chili Dinner
3. ABC Preschool/MDO has afternoon openings
4. UMW Thrift Sale
5. Welcome District UMW

'Reminders' of a committee meeting are NOT a use for the display.

The use of 'Personal Messages' (i.e. Happy 95th Birthday Joe, or Congratulations Don & Pat on your 50th Anniversary) requires more discussion and those types of requests will not be accepted at this time.

Note:

A written procedure will be developed so that in anyone's absence, sign updating can continue. A file will be maintained for all completed requests. This guideline should be reviewed periodically in its first few years.

