

BUSINESS & NON-INSTRUCTIONAL DIGITAL SIGN MESSAGES

I. PURPOSE

The primary purpose of the School District digital sign is to provide a limited public forum for the purpose of providing information regarding School District activities and events. The purpose of this policy is to provide guidelines for the use of the School District digital sign for posting messages by outside entities.

II. GENERAL STATEMENT OF POLICY

It is the School District's Policy that the sole purpose of the Digital Sign will be to provide information regarding School District activities and events, as well as to post messages sponsored by the City and qualifying Civic Organizations and messages regarding qualified Community Activities.

III. DEFINITIONS

A. City.

"City" means the City of Sherburn, Minnesota. For purposes of this policy, "City" does not include any for-profit enterprise owned or operated by or on behalf of the City of Sherburn.

B. Civic Organization.

"Civic Organization" means those organizations which:

1. Are exempt from the payment of state and federal income tax;
2. Sponsor civic events, advocate civic virtue, or promote civic events that are the subject of general interest by the School District community;
3. Have regular meetings of their membership;
4. Are not affiliated with any political office holder, candidate or party, or other group advocating a political position;
5. Do not, as part of their official operations, endorse any political candidate, religious belief, or position on any other matter that may be controversial; and
6. Have a chapter, hall, post, office or branch established in the geographical boundaries of the School District; own or rent real property within the

School District's geographical boundaries; or regularly conduct meetings of its membership (which must be comprised of more than one resident of the School District) within the geographical boundaries of the School District.

C. Controversial.

"Controversial," for purposes of this policy, means issues or subjects that, without regard to the viewpoint of the speaker, may cause or are reasonably likely to cause a debate or disagreement about a matter which arouses strongly contrasting opinions; may be offensive to some people; may be inappropriate or unsuitable for minor audiences or otherwise inconsistent with the School District's educational mission; may inappropriately associate the School District with a position other than neutrality on matters of political controversy; and/or may create a reasonable likelihood of substantial disruption of the educational environment.

D. Digital Sign.

"Digital sign" means the electronic digital sign located at the Martin County West Junior/Senior High School, 16 West 5th Street, Sherburn, Minnesota.

E. Community Activity.

A "Community Activity" is a benefit, fundraiser, or event that is:

1. conducted within the geographical boundaries of the School District;
2. the proceeds of which are used to benefit a specific injured, ill, or impoverished individual or groups of individuals or an individual or group of individuals suffering from a catastrophic event (i.e.: flood, fire, etc.); and
 - a. the individual or individuals receiving the benefit reside(s) within the geographical boundaries of the School District; or
 - b. the benefit, fundraiser or activity is directly sponsored by the School District, the City or a Civic Organization.

IV. USE POLICY

A. Eligibility. Only the City and those organizations which qualify as Civic Organizations, as that term is defined by this policy, are eligible to post messages on the Digital Sign. All messages posted by the City and Civic Organizations must comply with all provisions of this policy.

B. Community Activities. The Superintendent or Superintendent's designee has the sole discretion to allow any individual, organization, group, or entity to post

messages regarding a Community Activity, as that term is defined by this policy, on the Digital Sign. All such messages must comply with all provisions of this policy.

- C. **Prohibited Uses.** No message will be placed on the Digital Sign if such message has the effect of advertising or promoting any for-profit enterprise, political candidate or party, ballot question, religious belief or other position that may be considered controversial or inconsistent with the School District's educational objectives or inappropriate for display at a school facility, as determined in the sole discretion of the Superintendent or the Superintendent's designee. No message on the Digital Sign shall contain advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, gambling services or devices, or obscene, pornographic or illegal materials, including materials or services that are illegal for a minor to possess or consume.

- D. **Non-Endorsement.** Approval of a message for placement on the Digital Sign does not constitute School District endorsement of the message or the individual or entity sponsoring that message. No message on the Digital Sign shall state or imply that the School District, School Board or any specific School District school(s), staff member(s), or student(s) endorse or approve the subject matter of the message or the individual or entity sponsoring or posting the message.

- E. **Application Process.** The City and Civic Organizations wishing to post a message on the Digital Sign in accordance with this policy, or any individual or entity wishing to post a message about a Community Activity in accordance with this policy, must send the Superintendent or the Superintendent's designee a written request to have their message placed on the Digital Sign. This written request must meet the following criteria:
 - 1. The written request must be received by the Superintendent or the Superintendent's designee no later than ten (10) school days before the date on which the City, Civic Organization, or sponsor of the Community Activity wishes the message to begin appearing on the Digital Sign. The Superintendent or Superintendent's designee may waive this time requirement at his or her sole discretion.
 - 2. The written request must contain the exact text of the message that the City, Civic Organization, or sponsor of the Community Activity wishes to post on the Digital Sign.
 - 3. The written request must specify the day(s) on which the message is to be placed on the sign.

- F. **Approval Process.** After receiving the written application described in Section E, the Superintendent or Superintendent's designee shall approve or disapprove the requested message. In making this decision, the Superintendent or Superintendent's designee shall take into consideration the purpose of this policy, the School District's educational goals, and the uses prohibited by Section IV.C.

Once the Superintendent or Superintendent's designee has approved or disapproved a message, the School District will notify the requesting individual or entity of the disapproval or the date(s) on which the message will be placed on the Digital Sign.

- G. **Priority of District Messages.** The primary purpose of the Digital Sign is to provide information regarding the School District and its activities and events. Accordingly, School District messages shall have priority over messages submitted by the City and Civic Organizations as well as messages regarding Community Activities. While the School District will attempt to accommodate requests to run messages at specific date(s) and time(s), the School District reserves the sole discretion to select the date(s) and time(s) at which messages will be displayed on the Digital Sign. The District will attempt to ensure that all messages are displayed for approximately the same length of time.
- H. **Continuation.** The School District reserves the right to discontinue the practice of accepting messages for display on the Digital Sign at any time. To the extent allowable by law, the School District further reserves the right to further limit or expand the types of entities that are allowed to post messages on the Digital Sign and further limit the types of messages that are allowed to be displayed on the Digital Sign.