

# First United Methodist Church

## Ellsworth, Kansas

### Digital Video Signage Policy

The purpose of this policy is to provide guidance to persons or groups that wish to display information on the First United Methodist Church's digital video signs.

#### Use of Digital Video Signage

The Digital Video Signs are a church-funded system maintained by the Technology Committee. Only First United Methodist Church teams, organizations, committees, groups, etc. that are recognized by the Leadership Team and non-profit organizations located within Ellsworth County, Kansas, are permitted to display content on the Digital Video Signage system. This content must be First United Methodist Church related or non-profit related and adhere to the Digital Video Signage Content Guidelines. **Please refer to the content guidelines before you submit any content.**

#### Digital Video Signage Content Guidelines

Only group sponsored events and/or activities are permitted to be advertised using Digital Video Signage. An event and/or activity is defined as a group meeting, service project, fundraisers, social event, etc. that is open to the public.

Content submissions must include:

1. Name of the non-profit organization.
1. First name and last name of the submitter.
2. Email address, and phone number of the submitter.
3. The date the content should start running on the Digital Video Signage system.
4. The message to be displayed and if applicable, the digital poster or video file as an attachment to the email.

All content (language and graphics) must be appropriate for public usage and tasteful in imagery. In addition, any content that is visibly demeaning will not be permitted.

The responsibility for approving the Digital Video Signage content and or imagery is as follows:

1. First United Methodist Church Secretary.
2. First United Methodist Church Technology Committee Chairperson.
3. First United Methodist Church Leadership Team Chairperson.
4. First United Methodist Church Pastor.
5. First United Methodist Church Leadership Team.

If the Church Secretary has a question as to whether content submitted for display is appropriate, he/she would forward the request to the Technology Committee Chairperson. The request would continue to follow the path listed above until it reached the Leadership Team. The decision of the First United Methodist Church Leadership Team is deemed final.

The First United Methodist Church and the Technology Committee reserves the right to address concerns or make suggestions related to Digital Video Signage content in an effort to reinforce the outreach mission of the

church. By following these guidelines each group and organization will continue to have an opportunity to be represented and publicize their events and/or activities within the community.

## Run Time

All Digital Video Signage requests must be submitted electronically to the [first.umcew@eaglecom.net](mailto:first.umcew@eaglecom.net) a minimum of **three (3) business days** prior to the first date the content is to be displayed on the Digital Video Signage system. Items submitted for an event that is less than **three (3) business days** away **may** not be approved for display.

1. Each group is only permitted to display **four (4)** announcements through Digital Video Signage during each quarter of a calendar year.
2. No more than **two (2)** announcements can be submitted for a single event or promotion during a **fourteen (14) day** period. Longer run times may be approved based on frame availability and depending on the amount of content received.
3. An announcement can be displayed for a maximum of **two (2) Weeks**.

## Signs

Announcements are displayed in “frames” on the signs and are limited to **four (4)** frames per announcement. There are twelve frame slots available on the signs for general use of the seventeen frames. They are allotted as follows:

1. **LOCKED - Time and Temperature**
2. “Join Us for Sunday School”
3. “Sunday School – Church Times Displayed”
4. Open Frame
5. Open Frame
6. **LOCKED - Time**
7. **LOCKED - Temperature**
8. Open Frame
9. Open Frame
10. Open Frame
11. Open Frame
12. **LOCKED - Temperature**
13. **LOCKED - Time**
14. Open Frame
15. Open Frame
16. Open Frame
17. Open Frame

## Commercial Advertising

Advertisement of commercial/retail products or services on the Digital Video Signage system is prohibited.

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Leadership Team Chairperson

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Date