

## **Baker Free Library Indoor Digital Sign Policy**

Last revision 3/9/2016

The purpose of the Baker Free Library's digital sign in the main seating area by the Circulation Desk is to communicate Library and Bow community-specific messages to visitors in a visually compelling and flexible way, in order to increase awareness about community and Library events and news. Priority is given to events/news that directly take place in Bow or are sponsored by a Bow organization, but events/news from other organizations that have Bow residents as members will be considered on a case-by-case basis by the Library Director.

The news/events conveyed through the digital sign will incorporate text, graphics, and animation, but no sound, and will scroll through on a time delay. All messages will repeat throughout the time that the Library is open to the public.

The Library Director has final approval over any news/events information submitted for inclusion on the digital sign.

Information for posting on the digital sign will be accepted from outside non-profit or municipal entities for Bow community events and news. This information should be submitted in PowerPoint slide format, with the following minimum information included: Date/Location/Time of event; contact name and email/phone/website for more information; and an end date for slide inclusion. Please keep in mind that long website addresses and detailed text are not visually appealing on PowerPoint slides. Failure to include any of the above required information may result in rejection of the slide for inclusion. Slides should be submitted to the Library at least one week in advance of the intended start date. If an entity/organization wishes to submit a slide but is unfamiliar with PowerPoint, they can make an appointment with a Library staff person for a tutorial on creating a PowerPoint slide using the Library's public Internet computers.

For-profit businesses and individuals are allowed to advertise on the digital sign as part of a donation package agreed upon between the business/individual and the Library Trustees. This type of inclusion is handled on a case-by-case basis by the Library Director and the Library Trustees.