

## Department Policy & Procedures

<b>COMMUNITY MESSAGE CENTRE</b>		Policy Number:	86872
		Effective Date:	January 1, 2009
		Supersedes Date:	n/a
Department:	Parks, Culture & Recreation		File No. 86872
Approved:	<input type="checkbox"/> Parks & Recreation Committee		<input checked="" type="checkbox"/> Department Administration

### PURPOSE

The purpose of this document is to: 1) outline the process and requirements to submit a community message, 2) outline message restrictions, and 3) clarify which City of New Westminster organizations are eligible to post messages on the Community Message Centre.

### AUTHORIZATION

The City of New Westminster Parks, Culture and Recreation Department is responsible for the operation of the Community Message Centre through its administration office. This policy has been reviewed and endorsed by the Parks and Recreation Committee, City of New Westminster Communications Manager and City Administrator.

### OBJECTIVES

The Community Message Centre policy is designed to provide the City of New Westminster and eligible New Westminster community groups with a medium to promote their services to residents and visitors.

### ELIGIBLE GROUPS

The Community Message Centre will be available to the following organizations:

- The City of New Westminster
- New Westminster Arts & Culture Organizations
- New Westminster Minor Sports Organizations
- New Westminster Community Organizations

Eligible non-municipal groups must be registered non-profit organizations that are: a) physically located within the City of New Westminster, and b) primarily provide services to New Westminster residents. Eligible organizations are not subject to any message fees.

Non-eligible groups include commercial organizations, for-profit businesses, faith based organizations, private individuals, politicians (elected or campaigning) and political parties.

Related government or non-profit organizations (i.e. neighbouring municipalities, Metro Vancouver, Province of BC, BC Cancer Society, etc.) may be permitted messaging access based on the relevancy of the message to New Westminster residents on a message-by-message basis (i.e. fire or water restrictions, major community or regional events, etc.).

Commercial advertising is currently not an option for the Community Message Centre.

## **MESSAGE AMENITIES**

The Community Message Centre is operated using robust scheduling software and messages may include mediums such as text (static, dynamic or scrolling), graphic effects, full colour images and video. Messages are rotated approximately every six seconds to accommodate motor vehicle patterns.

## **MESSAGE SUBMISSION REQUIREMENTS & RESTRICTIONS**

Messages must align with the City's value for a healthy and vibrant community and avoid sensitive or controversial content. Parks, Culture and Recreation reserves the right to accept or reject messages using its sole discretion based upon the Community Message Centre's policy and procedures.

### **Eligible Message Submission Requirements**

1. Message submissions are received electrically on the [City's website](#).
2. Messages must be short, under 20 words, readable within 10 seconds and answer key information needs: who, what, where & when.
3. The City will edit or alter messages for this policy or software needs.
4. Images or logos, accepted in a .jpg, .bmp or .gif formats, may be used if simple in design and of good quality. Complex images will 'appear' blurry on the message centre and will not be used.
5. Video (.avi & .mpg formats) present well on the message board and are encouraged with message submissions.
6. Message submissions must be received 30 days prior to the event advertised and have posting start and end dates.
7. Message submissions must be under 4 mb in size.
8. Message submissions will not be retained or returned by the City.
9. The Community Message Centre will be active from 6:00 am to 10:00 pm.
10. Inappropriate messages or images submitted will not be posted.
11. The agency and/or authorized person submitting a message is responsible for photo release permission, message accuracy and any related liabilities, complaints or outcomes.