

Town of Lyons

Policy on Use of Town Media

Policy Statement and Declaration of Non-Public Forum

The Town of Lyons periodically receives requests from individuals and organizations to have notices, announcements or advertisements placed on the Town of Lyons Marquee, in the Town of Lyons Newsletter, or on the Town of Lyons Website, as well as requests to place temporary signs or banners on Town-owned property. As a result, it is necessary for the Town to adopt this policy governing access to the Marquee, the Newsletter, the Website and other Town property (collectively, the “Town Media”). The goal of this policy is to make effective use of the Town Media to promote Town-sponsored events and charitable events that advance policies or goals supported by the Town’s Board of Trustees and provide a civic benefit to the Town and its residents.

The Board of Trustees declares and affirms that the Town Media shall be and shall remain a *non-public forum* suitable only for communication regarding Town-sponsored events and charitable events that advance policies or goals supported by the Town’s Board of Trustees and that provide a civic benefit and serve the interests and needs of the Town and its residents, as those interests and needs are determined by the Board of Trustees. This Policy may be revoked at any time by the Board of Trustees and any uses authorized by this Policy may be modified or eliminated in order to reserve the Town Media for the promotion of Town business.

Governmental Interests

The Board of Trustees determines that the following governmental interests, among others, are compelling and require the adoption of this Policy:

- A. Reservation of the limited space available in or on the Town Media for information about and promotion of Town of Lyons government functions, Town-sponsored events, and events that advance policies or goals supported by the Town’s Board of Trustees and that provide a civic benefit and serve the interests and needs of the Town and its residents;
- B. Consistency and equality of treatment of charitable organizations desiring access to the Town Media to promote events that provide a civic benefit to the Town and its residents; and
- C. Preventing the use of the Town Media for offensive or inappropriate material.

Policy

1. Use of Town Media shall be limited to announcements and notices of Town Events and Town-Sanctioned Events. A Town Event or Town-Sanctioned Event is an event that is either (a) wholly or partially funded by the Town, or (b) organized by a charitable organization primarily for a charitable purpose that substantially advances a policy or goal supported by the Town’s Board of Trustees and provides a civic benefit or serves the interests and needs of the Town and its residents, as determined by the Town.

2. No announcements or notices of private events are allowed on any Town Media. A private event is one that is not funded in whole or in part by the Town and does not result in a local civic benefit to the Town.

3. No announcements or notices of commercial events are allowed on any Town Media. If an event has commercial sponsorship but is otherwise eligible for use of the Marquee, the name of the commercial sponsor(s) may not be used on or in any display on any Town Media.

3. In the event of a conflict between a Town-funded and Town-sponsored event and a charitable event that provides a benefit to the Town, priority shall be given to the Town Event.

4. Except as expressly provided in this policy, the Town shall make no distinctions among organizations requesting the use of any Town Media.

5. When duplicate requests for use of the same Town Medium are received and both meet the criteria set forth in this policy, permission to use the Town Medium shall be granted on a first-come, first-served basis. In such cases, the Town may, but is not obligated to, offer the use of other Town Media to one or more of the requesting parties.

6. No request shall be accepted more than sixty (60) days prior to the actual use dates requested.
7. The Town shall reserve the right to reduce the number of days requested by any group or organization in an effort to accommodate as many groups or organizations as possible. This rule shall apply only when conflict of dates exists.
8. The Town of Lyons reserves the right to deny any request that the Town deems offensive, controversial or otherwise inappropriate.
9. Any person or group aggrieved by a decision made pursuant to this Policy on Use of Town Media may appeal to decision to the Town Administrator.
10. All requests for use of any Town Medium shall be made in writing on a form approved by the Town Clerk, which shall be available at Lyons Town Hall and on the Town of Lyons Website, www.townoflyons.com.

Town of Lyons Media Request Form

The Town of Lyons operates and maintains a marquee, a Town newsletter, the Town of Lyons web-site, and at times places temporary signs or banners on Town-owned property. Occasionally, when space and time permits, the public may request notices, announcements and information to be placed in one of the locations. In no way does requesting to have something placed on the marquee, in the Town Newsletter, on the Town website, or on Town-owned property guarantee that your information will be placed. Please read the attached policy before filling out this application to make sure that your request meets the requirements of the policy.

I am requesting use of the following media (Circle one):

Marquee

Newsletter

Website

Banner

Banner Request

Size of Banner: _____

Please include all text and information that is included on your banner (please include a PDF or photo in an email to recreation@townoflyons.com):

All banners **MUST reinforced grommets and include wind breaks (contact the department for details). Town of Lyons is not responsible for lost or damaged banners.*

Marquee Request Only (Please fill in the boxes below with the message as you would like it to read on the marquee message board-one character each box, include spaces)

Newsletter and Website Requests

Please attach a hard copy and email a soft copy of your message to www.recreation@townoflyons.com

Date to have message posted: _____ Date to have message removed: _____

Name of Requester: _____

Address: _____ City: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____

I understand that this request is not a guarantee that the message will be displayed. I release the Town of Lyons, the staff and employees from any and all claims, damages and liabilities if the message contains errors, omissions, or corrections. I represent that all proceeds, profits and revenue from events advertised in this message support non-profit, charitable organizations, which organizations can supply the Town with proper documentation of that fact. I, the undersigned, have read and agree with all terms of the Town's policy, and I am duly authorized to make this request and sign this form.

Signature: _____ Date: _____