



CITY OF RICHLAND READER BOARD GUIDELINES FOR USE

1. The City's electronic reader board is used to communicate information of interest to Richland residents and visitors. Care is taken to ensure that all reader board messages are in good taste and appropriate for display on a municipally-owned reader board.
2. Reader board messages may **not** include items of a personal nature, advertisements for individual for-profit firms or organizations, or religious or political messages.
3. The reader board may be used for messages by local, non-profit organizations that serve the Richland community. The reader board is available for public health and safety messages from outside organizations. As part of Richland's economic development program, business promotion messages of a general nature may be displayed.
4. The reader board may be used to announce fund raising events, but not specific requests for contributions for individual programs or organizations.
5. At their discretion, City staff will select text and background colors and may include a graphic or animation with messages.
6. You must complete the form on the reverse side, including the message portion. The City will not accept brochures, notes or any other combination of words in lieu of the message form. Messages are limited to two frames to ensure that motorists can read them.
7. To make your message effective:
 - Be concise; use as few characters and words as possible
 - Use simple, easy to understand words
 - Double check phone numbers, dates and times
 - Avoid using acronyms and abbreviations.