



Hooksett Library Electronic Sign Policy

The purpose of the electronic message board sign is to promote and market library services, programs, events and resources. Content is limited to library sponsored or co-sponsored events, library services and resources, town department announcements, Hooksett community organization announcements. Decisions on inclusion of announcements shall be determined by the Library Director or the Library Board of Trustees.

1. Messages on the sign are only to be posted with the authorization of the Library Director, Assistant Director or Library Board of Trustees.
 - a. Requests to post messages are to be directed (in writing) to the Library Director.
2. Sign will operate between the hours of 6:30 AM to 10:00 PM.
3. Community messages and town department messages will be incorporated into the library's rotating messages with a ratio of no more than 1:5 messages.
4. The library's electronic message board sign shall adhere to all Town of Hooksett Development Regulations pertaining to electronic signs:

Town of Hooksett Development Regulations: 16.11 Electronic Signs

Electronic Signs, Electronic Message Display Signs shall be subject to the following criteria:

- 1) Electronic Message Displays shall display static messages for a period not less than 15 seconds;
- 2) Transitions from one static message to the next static message may include the use of frame effects, so long as such effects do not utilize flashing, scrolling or in any manner imitate movement;
- 3) Electronic Message Displays shall have automatic dimming technology which automatically adjusts the sign's brightness levels. The daytime brightness shall not exceed 7,500 nits and the nighttime brightness shall not exceed 500 nits.
- 4) The owner/installer of Electronic Message Displays shall certify as part of the application that signs will not exceed the brightness levels noted in item c. above.