

APPLICATION FOR MESSAGE BOARD

NAME/ORGANIZATION: _____

MESSAGE: _____

DURATION/START & ENDING DATES _____

Print Name _____

Mailing Address _____

E-mail Address _____

Telephone # _____

APPROVAL: _____
Signature, Mayor **Date**

MESSAGE BOARD PROCEDURES

ADMINISTRATION

1. Administration of the Message Board shall be the responsibility of the Police Department.
2. Administration in the above paragraph shall mean "maintenance of the posting and removing of the electronic message(s) during the posting period." Administration shall not mean the repair of the board or the care of the landscaping and grounds around the board.

PRIORITIES

1. The priority of posting shall be as follows:
 - First priority Emergency Messages.
 - Second, Mayor and Council.
 - Third, Borough of River Edge Municipal Departments.
 - Fourth, Auxiliary organizations through the Borough of River Edge, such as Volunteer Fire Department, Ambulance Corp, Police Reserves and Recreation Commission.
 - Fifth, voluntary organizations and other groups such as the River Edge Cultural Center, Beautification Committee and Lions Club.
2. The Mayor and Council will consider on a case by case basis:
 - Public school systems, private school systems, religious institutions and religious service organizations will be subject to further discussion and a policy decision of the Mayor and Council.

DURATION OF SIGNAGE

1. The duration of any message shall be up for two weeks. A party requesting the posting of the message could ask for a posting period of less than two weeks. In no cases will a message be posted longer than two weeks if there are other organizations requesting space at the conclusion of the two week period and this limits the capacity of the sign. If, however, there are no additional requests for posting, the message that is on the message board may remain longer than two weeks until a new message is received or the event is held.
2. The Police Department maintaining the message board will make a reasonable effort to remove the message from the board at the conclusion of the two week period or as soon as possible after the event is held.

APPROVAL OF MESSAGES

1. Approval of messages and the content thereof shall be subject to the approval of the Mayor and/or the Borough Administrator, and in their absence the Borough Clerk. The approval shall include but not be limited to items such as the content, grammar, spelling, abbreviations, duration of display or any other symbols that the organization desires to display on the board along with the message.

PROCEDURE FOR SUBMISSION OF MESSAGES

1. The organization or entity in all instances shall fill out the attached request for message board application, and submit it to the Borough Clerk's office. Where applicable, all sections of the application must be filled out or the application may be denied on a basis of incomplete information.

2. The Borough Clerk's office shall put a copy of the application in the mail box for the Police Department and an e-mail confirmation will be made to the Police Department and the applicant of record notifying them as to the receipt of the application.

APPEAL PROCEDURE

1. In any instance where there is a controversy or disagreement between the organization and the administration concerning a sign to be posted or posted on the board, or an emergent need, all issues will be decided by the Mayor. In the Mayor's absence the Council President shall have the authority to decide all issues regarding the message board sign. No appeal beyond this level will be considered by the Governing Body.