



## THE ROTARY CLUB OF GREENSBURG, PENNSYLVANIA

*Club #5228 Chartered September 1, 1916*

### Rotary Club of Greensburg LMC Online Request Procedure

#### I. Important Information

##### What is Rotary?

Rotary is made up of business and professional leaders who work to better their community and build understanding and peace in the world.

Rotary clubs exist to improve communities locally and around the world, encourage the highest ethical standards in business and professions, and work to advance international understanding by partnering with clubs in other countries. Rotary is a non-political, non-religious humanitarian organization.

##### What is the LED Message Center?

The LED Message Center (LMC), located on East Pittsburgh Street in downtown Greensburg, is a project conceived, funded, and implemented by the Rotary Club of Greensburg. Its purpose is to provide a means to display messages that benefit the community.

##### What types of messages can be displayed on the LMC?

Messages from non-profit and other community service entities for events that provide a clear benefit to the local community are eligible. In keeping with the principles upon which Rotary was founded, political or religious messages are not permitted. Messages that contain for-profit information are also prohibited.

The Rotary Club of Greensburg reserves the right to reject any message that is deemed to fall outside the mission of the project. Specific message content eligibility criteria can be found in the section titled, *II. Eligibility*.

##### Who can request to have their message displayed on the LMC?

In general, the LMC is to serve non-profit, service, public safety, educational and government entities. Specific entity eligibility criteria can be found in the section titled, *II. Eligibility*.

##### How and when are messages displayed?

All messages are displayed on a weekly basis. Accordingly, messages are displayed Monday through Sunday 24 hours a day.

##### How many times per day will a message be displayed?

Any one message will be displayed quite often. The specific number of times is dependent on the total number of messages being displayed on any given day.

##### What is the maximum length of a message?

The maximum message length is 150 characters. Use the grid below to prepare your message content. Remember SHORTER IS BETTER as your message can be displayed and retained quicker and easier by the motoring public.



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#### **What message size works best?**

While the maximum message size is 3 frames, for maximum readability and delivery of a message to the motoring public, shorter is preferable. It is suggested that some time and thought be given to preparing a message that effectively delivers the required information in as few characters as possible.

#### **Is there a fee to display a message?**

Yes. While the Rotary Club funded the acquisition and installation of the sign, the project criteria specified that the sign be self-sufficient for day-to-day operation. Therefore, a per-message fee has been established to cover, utilities, insurance, maintenance, and eventual replacement of the sign.

Currently, the cost to display a message is \$7/week (\$1/day) with a two-week minimum.

#### **What are the message request submission timelines?**

With the message display week starting every Monday, a properly submitted message request form must be received by the Rotary Club of Greensburg 14 days before the first Monday you want your message to appear.

#### **Is there a minimum or maximum time period that a message can be displayed?**

Event messages can be displayed for a two-week minimum and a one-year maximum in two-week increments. The Rotary Club of Greensburg reserves the right to restrict the time period any message is displayed. A week is defined as Monday through Sunday.

## **II. Eligibility**

**The requesting organization must meet all of the following requirements:**

1. The message must clearly serve or promote an educational, charitable, or public service event or purpose.
2. Requests from for-profit and political organizations will be denied.
3. Requests to display message content of a for-profit, political, or religious nature will be denied except for fundraising events for religious organizations.
4. The Rotary Club of Greensburg retains the right to deny any request for any reason.
5. The Rotary Club of Greensburg retains the right modify a message to improve its display.
6. Since the Rotary Club of Greensburg reserves the right to change requirements at anytime without notice, visit [GreensburgRotary.com](http://GreensburgRotary.com) to view, download and use the latest version of this document.
7. Only one event or message may display per request.