

Standing Operating Procedure

ADMINISTRATION AND OPERATION OF ELECTRONIC MARQUEES

Effective until superseded or rescinded

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1. Purpose. The purpose of this Standing Operating Procedure (SOP) is to establish procedures for the administration and operation of the United States Army Garrison (USAG) Rock Island Arsenal (RIA) electronic marquees.

2. Reference.

a. AR 215-1, Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities, 24 Sep 10.

b. AR 210-22, Private Organizations on Department of the Army Installations, 22 Oct 01.

3. Applicability. This SOP applies to all authorized parties interested in posting messages on electronic marquees.

4. Responsibilities.

a. The Garrison Commander, or his designated representative, is the approving authority for exceptions to this SOP.

b. Standard messages will be displayed for no more than four weeks depending on their nature and content.

c. The Directorate of Family and Morale, Welfare and Recreation (DFMWR) Marketing Department is responsible for the management and will control all input of electronic marquees.

d. The DFMWR Marketing Department will make final determination of display dates and editing of content for all electronic marquee messages to fit the marquee parameters.

e. The DFMWR Marketing Department is not responsible for display interruptions caused by connectivity error, power outages or directive of RIA leadership.

5. Procedures.

- a. Requests for posting of electronic marquee messages must be submitted to the DFMWR Marketing Department by using the following Electronic Marquee Request Form: <http://www.riamwr.com/electronic-marquee/> .
- b. Requests must be submitted not less than two weeks before the requested display date. All message specifications and requirements are to be provided on the official Request Form. Request will not be accepted via telephone, email, hard copy or other means.
- c. Generally, a single message will be displayed for three to five seconds. To ensure maximum exposure of messages, no more than 10 messages will be posted at any time. The same messages are displayed on all three marquees.
- d. Location of the electronic marquees:
  - (1) Beck Avenue, west of Sylvan Drive (Rock Island gate)
  - (2) Rodman Avenue (Moline gate)
  - (3) Rodman Avenue (Davenport gate)
- e. The marquees will be used for official government purposes only. Private organizations and personal messages are not authorized.
- f. If required, it is the requesters responsibility to receive legal review prior to a message being posted on the marquees. The DFMWR Marketing Department will make the decision if legal review is required.
- g. Welcome messages are reserved for General Officers and senior VIPs only.
- h. To the greatest extent possible, message requests that are unique to a particular tenant organization should be vetted with their respective PAO office prior to submission to DFMWR Marketing.

6. Point of Contact. The USAG-RIA point of contact for this SOP is Mr. Chris Chambers, Chief, DFMWR Marketing Department, (309) 782-4420.

  
ELMER SPEIGHTS, JR.  
Colonel, AR  
Garrison Commander  
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