



## 8 TIPS FOR WINNING A DIGITAL SIGN PERMIT HEARING

Navigating legal discourse and processes is often more complicated than it should be. That's why Daktronics offers resources to educate your audience on the benefits of digital signage in communities and obtain a permit.

# 1

### USE YOUR RESOURCES

Our Daktronics team is well-versed in common arguments against digital billboard technology. We can give you guidance to rebut these arguments, but we cannot provide representation in court. We recommend hiring an attorney for legal advice and a professional planner to share your story. We also recommend hiring a professional engineer to serve as a third-party advocate for LED technology and its ability to operate within community guidelines.

# 2

### CONSIDER YOUR AUDIENCE

When obtaining a permit for a digital sign, who you are presenting to is just as important as the content of your presentation. Is your audience a small-town council or a large city board? Does the city have liberal or conservative political tendencies? Is your community open to technology advancements? Alter your message to appeal to your audience's main concerns.

# 3

### EDUCATE THE MASSES

If your case begins attracting attention from local media outlets, engage with them to surround the topic with positive messages. Remind the public that the billboard can make the community a safer place and boost property values.

Reach out to your neighborhood and discuss the benefits (and harmless nature) of the display to ensure they support your cause. Don't be afraid to email board members with positive information about how digital signage can benefit a community prior to the hearing.

# 4

### FIND YOUR ALLIES

Identify members/groups in your community who have reason to support a digital billboard installment. These people could be anyone from the Chamber of Commerce to police wanting better communication to local businesses looking for advertising opportunities.

*Bonus: Try to team up with a board member that is also a local business owner. They will have the power to advocate for you even after public testimonies are closed.*

# 5

### EXPECT THE UNEXPECTED

Be prepared to counter any negative arguments about digital billboards. These arguments range from complaints of the display's brightness to claims of radiation to traffic safety concerns. However, our technology has been tested, studied, and proven to be perfectly safe and legal.

In case the authorities ask questions about the technology itself, knowing the product inside and out is crucial. If needed, a Daktronics representative can be present to clear up any misunderstandings

# 6

### PLAY TO YOUR STRENGTHS

To make an impact during the hearing, emphasize the specific ways your community can benefit from the display – and how it is suffering without it. Also, reinforce the impact digital signage can have on your community's safety by sharing AMBER alerts, fugitive alerts, weather storm warning, and other important messages where everyone can see them.

# 7

### ADDRESS CONCERNS EARLY

Don't be afraid to bring up community's concerns and address them. Explain how Daktronics signs are equipped with automatic dimming technology that ensures brightness never exceeds the legal limit. Point out that traditional billboards fade and tear, while digital displays look new for years. Most importantly, emphasize that 30+ years of studies, none have found a correlation between digital signage and traffic accidents.

# 8

### ALWAYS HAVE A BACKUP PLAN

Getting the last word and ending the hearing on a positive note is essential. If someone opposes the digital display after your testimony is over and you are not able to speak again, have somebody in the audience who can testify and rebut any negative arguments. This could be a trusted member of the community or a local business owner.

If you have any question about permits and laws surrounding digital signage, ask our experts at [legal@daktronics.com](mailto:legal@daktronics.com).