

## WAYZATA HIGH WANTS VIDEO ADVERTISING



The Wayzata School District would look a permit to add a new way of advertising to the High School stadium. The school district would like to add a new scoreboard, which will be 47 foot high (approximately 15 feet higher than the current scoreboard), and will feature a video screen with virtual advertisements that and can even be interactive. The new scoreboard would be very exciting for all who come to the high school stadium to watch sports events. If allowed, the scoreboard would be completely installed and finished by the end of the summer this year, prepared for the start of the September 2012 school year. The Wayzata High School also has plans on placing advertisements on the video screen, which would be located within the scoreboard. In order for the video advertisements to take place, the city has to be willing to make adjustments to the ordinance it has set to for video advertisements and signs. As of recently, an ordinance was made which allows the high school to place advertisements on the video screen during different types of sports games and events. The purpose of displaying these advertisements is to allow the high school to display the logos and advertisements of their sponsors. The school wants to be able to recognize and show support to the sponsors that help them. The scoreboard will cost \$275,000 and would be placed on the opposite side of the scoreboard that is currently standing in the stadium. The current scoreboard was installed 12 years ago and the school has been having trouble finding replacement light bulbs for the board. It has also been designed for football games, which is unfair to students who participate in different types of sports-related activities, aside from just football. The new scoreboard would be entirely customizable so that it would work with for any type of sports activity. It is important to accommodate all students and not just the students who play a specific type of sport. The stadium is used for multiple sports and the scoreboard needs to keep up with that. And, while it seems quite obvious that the new scoreboard is a must, the Plymouth area is stricter about advertising than some of other areas. Throughout the week, City Council members will be getting together to discuss a permit that would enable the scoreboard to be added to the stadium and allow specific video advertisements to play on the screen. Many are hopeful that the City Council will be open-minded and willing to approve these minor adjustments, even though there have been some concerns about the changes. If everything is approved, the video screen will most likely display an assortment of advertisements from local sponsors.

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