

Town of Gray

Municipal Website Content Policy

Purpose & Goal. The purpose of the Town of Gray's Website is to provide information about the town regarding residents' services and information, and commerce and tourism. In establishing and maintaining its official website, Gray does not intend in any manner to create a forum or other means by which public discourse, exchange of opinions, or discussion on issues of any nature may occur, with the exception of an occasional survey to assist the town in service delivery. Rather, the sole and limited purpose of the town's website and permitted external links is to provide information of a factual nature about the Town of Gray including various services and resources available within and around the Town, or as may be available from other governmental agencies. The goals of the website are to encourage increased citizen participation in town government by making public information more readily available to them, provide electronic access to town information through a logical single point of entry (<http://www.graymaine.org/>), to keep the public informed of local events, and to encourage both commerce and tourism.

Confidentiality. Confidential information should not be posted on the town's website. While the Town of Gray website may track overall site traffic, it doesn't collect individual user details unless a user voluntarily submits such information. It does not share that information with outside sources, and is committed to keeping such information confidential. If at any time a user believes that the Town of Gray's website is not protecting his or her privacy, the person should e-mail the Website Administrator, who will attempt to assess and, if necessary, correct the problem.

Website Administrator. (Administrator) The Gray Town Manager shall appoint a Website Administrator, who is responsible for the appearance, behavior and content of the website. All information prepared for posting on the Town Website shall be routed through the Administrator. The Gray Town Council establishes policy governing the Town's Website. . The Website Administrator is responsible for carrying out Town web policies day-to-day, but is subject to the authority of the Town Council. These policies may include defining the look and feel of the website or deciding who may post information on the site. Complaints about any aspect of the web policy should be brought first to the attention of the Website Administrator. If a complainant is unsatisfied, he or she may follow the Appeals procedure defined elsewhere in this Policy. The name and e-mail address of the Website Administrator shall be visible on the town website

Communication Coordinator. The Gray Town Manager shall appoint a Communication Coordinator, who shall be responsible for all technical aspects of the town website. The name and e-mail address of the Website Communication Coordinator shall be visible on the town website. The duties of the Communication Coordinator include constructing and maintaining web pages and responding to user comments regarding technical issues with the site.

Non Municipal Community Event Calendar. The Municipal website will offer a calendar for non-municipal community events and information.

Local Business Directory. Businesses located within the town of Gray, who are properly registered with the Municipality, may have their contact (business name, address, phone number) information listed in a Business Directory of the Commerce section of the website.

Local Organization Directory. Organizations located within the town of Gray, who are properly registered with the municipality, may have their contact (organization name, address, phone number) information listed in a Business and Organization Directories of the website.

Sponsors. For a sponsorship fee, organizations located within the town of Gray, that are properly registered with the municipality may, in addition to the basic listing, have an enhanced listing that may include a graphic logo, link to e-mail, and a link to a corporate website. Such listings shall not include additional text. They are not endorsed by the Municipality, but simply paid advertising. A disclaimer stating such will be included on the page.

Organizations. For the purposes of this policy, an “organization” is a corporation which is registered with the Maine Secretary of State Division of Corporations, or which has a Federal Tax Employer Identification Number.

Links. The Town's Website may provide links to outside websites that also serve the purpose of encouraging citizen participation in government, promoting local businesses, organizations and attractions, and informing the public of useful information. The Town is not responsible for and does not endorse the information on any linked website unless otherwise stated.

Publication Criteria. The following criteria will be used to determine if requests for the inclusion of links and / or calendar information are appropriate for the website. If a particular request does not fit any of the following criteria and is refused, an appeal to the Citizens Communication Review Committee may be requested by the applicant.

Criteria for Community Calendar

The Town's Website may provide links to Websites for:

- Volunteer not for profit organizations providing recreation or enrichment programs for the community in Gray.

Criteria for Business Listings

The Town's Website may provide links to Websites for:

- Businesses physically located within the Town of Gray;

Criteria for Other Listings and Links

The Town's Website may provide links to Websites for:

- Government and not for profit educational institutions serving the Gray community;
- Elected Local Legislators for the purpose of disseminating legislative information and updates;
- Generally recognized volunteer community organizations, established in, or having a significant membership / participation from Gray.
- Not for Profit Organizations providing information about employment opportunities in the Town's area.
- Not for Profit Organizations providing information about tourist attractions in Gray.

- Local incorporated branches of State recognized political parties.
- Religious organizations located in Gray or serving a significant number of Gray residents.

Except as specified elsewhere in this policy, the Town's Website will not provide links to Websites for:

- Campaign Websites for incumbent and challenging candidates for local, state, or federal office.
- If the website link of a seated candidate is found to be of a campaigning / self promotional nature, it will be removed from the Gray Town Website.
- Political organizations or other organizations advocating candidate, a position on a local, state, or federal issue, or pending legislation.
- Corporate or other for-profit organizations unless they fit any of the criteria stated above.
- Individual or personal home pages.

Quarterly E-Newsletter. News and information related to the duties, obligations and goals of various Town Departments, Committees, and Boards may be submitted for publication in quarterly e-newsletters. Submissions will be subject to review and approval of the Website Administrator for the purpose of compliance of the criteria set forth in this policy.

Criteria for Publication of Content for Quarterly Newsletter:

Submissions of Town Departments, and Council Appointed Boards and Committees may consist of:

- Current Town Department, Board, and Committee activities and initiatives of interest to the community
- Requests for community input / involvement / assistance with activities of a particular Board or Committee
- Membership drives for Board and Committee vacancies
- Citizen surveys
- Feature Stories highlighting the accomplishments and outcomes of specific Town Department, Board, and Committee initiatives and projects.

Submissions of Council Appointed Boards and Committees may **NOT** consist of:

- Opinions or endorsements regarding candidates for office, political issues, or municipal, county, state, or federal initiatives.
- Promotion or advertisement of businesses or special interest groups.
- Any submission considered by the Website Administrator to be inappropriate or out of line with the Purpose and Goal of the Website or the criteria herein.

Application for Publication to the Website. Any person, business, or organization requesting information published to the Municipal Website must complete the Application, and demonstrate that their request meets the criteria for inclusion in the site. Applicants who are denied publication on the website may, within 5 (five) business days follow the Appeals procedure defined elsewhere in this Policy.

Citizens' Communication Review Committee. The committee shall consist of three volunteer members of the community, appointed by the Town Council to serve staggered 3 year terms. The committee will meet as necessary, solely for the purpose of hearing and adjudicating appeals of decisions of the Website Administrator.

Appeals. Any resident of Gray may appeal any decision of the Website Administrator, to the Town Manager who will call a hearing. A hearing of the Citizens' Communication Review Committee will be held within 15 business days. The decision of the Citizens' Communication Review Committee is the final word on matters arising from implementation of this policy. Residents who wish to change this policy should contact a Town Councilor.

Disclaimer. The materials and information contained on or obtained from this website are distributed "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability of fitness for a particular purpose. Information contained on this website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The Town of Gray is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the site whether the materials contained on the website are provided by the Town of Gray, or by a third party. Data contained on the website are subject to change without notice.

Town of Gray
Municipal Website
Publication Request

Name of Applicant _____

Name and Address of Organization or Business _____

Contact information: phone _____ alt phone _____

E-mail address _____@_____. _____

Is this entity

_____ not for profit volunteer _____ not for profit paid staff _____ for profit _____ a municipal department, board, or committee

other (please explain) _____

Please attach a mission statement or other information demonstrating that your organization / business meets the criteria for publication on the Town of Gray municipal Website.

Requesting:

_____ Community Calendar _____ Business / Organization Listing _____ Sponsor Listing

_____ Newsletter Submission _____ other (please explain) _____

Please provide your submission information as follows:

For Community Calendar (as you wish it to appear in the calendar) Name of Organization, Name of Event, Time, Date, Location of Event, Any cost for the event, contact info for tickets, questions etc., cancellation info if any. Submissions to the Community Calendar will be posted in as timely a manner as possible. It is recommended that submissions be sent at least 2 weeks prior to the event being promoted.

For Business / Organization Listing (as you wish it to appear in the calendar) Name of Business, Street Address and Mailing Address of Business, Business Phone and Fax Numbers. Proof that business / organization is registered with the Town of Gray. Listings are valid for one year. It is the sole responsibility of the registered owner / clerk of the business or organization to periodically review the listing and provide updated information and request for annual renewal as necessary.

Sponsor Listing please provide all the information included for the regular listing, AND one e-mail address, one web address and a jpeg graphic of 60 px X 60 px. Jpeg MUST be provided digitally via e-mail.

For Newsletter Submission (publications dates are mid Feb., May, Aug., and Nov.) For each newsletter, submissions are due by the 15 of the previous month. All submissions and any associated photos must be in digital format.

All submission may be e-mailed to communitydevelopment@graymaine.org or delivered to Town Hall at 24 Main Street FMI call Gray Community Development Department at 207-657-3112.