

030918

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) DISTRICT # _____
_____ Recommendations of Boards, Commissions & Committees (Green) Waiver of First Requested _____
X _____ Other Business (Pink)

TO : PRESIDENT AND BOARD OF TRUSTEES
FROM: William T. Lichter, Village Manager
DATE : January 28, 2004 B of T February 5, 2004
SUBJECT: Website Policy for Elected Officials

SUBMITTED BY: William T. Lichter, Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached as requested is a proposed Website Policy for Elected Officials. Also attached for reference is the existing policy on cable television programming which includes certain provisions that have been adapted for the website policy.

Fiscal Impact/Funding Source:

Review (as necessary):

Finance Director _____ Date _____
Village Manager W. T. Lichter Date 1/29/04

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda distribution.

Village of Lombard

Village Board Policy Memorandum

Subject: **Website Policy For Elected Officials**

Number: 04-01

Date:

I. Purpose

This policy is to set forth guidelines for the use of the Village website by elected officials of the Village of Lombard.

II. Guidelines

A) Webpage Content

- 1) The intent of this policy is to allow elected officials the opportunity to post and convey information through an electronic newsletter about events affecting their district and/or announce events taking place in their district.
- 2) Space is allocated with the intention of promoting information and events pertinent to the individual trustees' districts.

B) Unacceptable Content

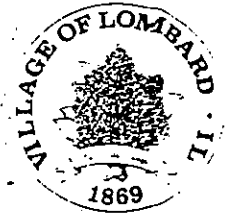
- a) Political endorsements and/or messages.
- b) Positions or stances on matters to be discussed or to be voted upon by the Village Board of Trustees. Positions or stances on matters which have been discussed or have been voted upon by the Village Board are allowed.
- c) Content which constitutes libel, slander or an invasion of privacy.
- d) Content which violates any federal, state or local law.
- e) Content which includes indecent or obscene language.
- f) The Village retains the right to edit, modify or remove content that is inconsistent with this policy.

C) Procedures

- 1) News / information and images to be included, if any, shall be submitted to Village staff in electronic format either by floppy disc, CD-ROM or electronic email. A specified "expiration date" should be included for each item.
- 2) Allow 2 business days for submitted News / information to be posted on website.
- 3) The Village retains the right to remove information that is "out-of-date."

D) Elections

- 1) No candidate for elected office of the Village shall post an electronic newsletter on the Village's web site within a 90-day period prior to any given election.



VILLAGE OF LOMBARD

VILLAGE BOARD POLICY MEMORANDUM

Subject: **Cable Television Programming**

Number: 97-2

Date: October 16, 1997

I. Purpose

This policy is to set forth guidelines for the use of cable television in the areas of prioritization of programming and programming guidelines.

II. Procedures/Guidelines

A) Prioritization of Programming: The priority of cable programming for TV-6 shall include:

- 1) Village Board Meeting and rebroadcasts
- 2) Village Committee of the Whole Meetings and rebroadcasts
- 3) Committee meetings and rebroadcasts
- 4) Plan Commission meetings and rebroadcasts
- 5) Other programs

B) Programming Guidelines:

- 1) Requests for programs must be made within two weeks of the air date if the event is to be aired live or two weeks of the shoot date if it is a delayed broadcast. All requests should be made to the Communications & Marketing Coordinator.
- 2) Cable TV staff will make every attempt to honor all requests based on the priorities noted above and if staffing permits.
- 3) The Village reserves the right to exercise editorial control regarding the content of programming on TV-6. Programming of any type may not:
 - a) Constitute libel, slander or an invasion of privacy.
 - b) Violate any state, federal or local law.

- c) Constitute paid advertising or promotion of a commercial business enterprise or the sale of products or services by a commercial business or enterprise for a cost.
 - d) Constitute indecent or obscene material.
- 4) No candidate for elected office of the Village shall appear on the Village's local governmental access channel within a 90 day period prior to any given election unless such appearance is as a result of:
- a) Attendance at a televised Village Board meeting or standing/ad hoc committee meeting;
 - b) An informational broadcast organized by an independent organization which provides equal access to all candidates for Village office (e.g. a candidate's forum); or
 - c) Being in incidental background footage in promotional Village broadcasts prepared prior to the aforementioned 90 day period.
- 5) Normal programming will be scheduled in advance and will change generally on the first of every month.
- 6) In the absence of programming, an electronic message center will be broadcast. This message center will be updated at least weekly.
- 7) The programming schedule will be publicized through the use of Press Releases and will be distributed to the local press, the electronic message board and other avenues available to the Village.
- 8) Any and all production costs associated with a non-Village production will be the responsibility of the requesting organization.
- 9) No programming of a political nature will be allowed unless it is sponsored by a non-partisan organization. Previous examples of this type of programming have included the League of Woman Voters Candidate's Forums. These programs must be arranged in advance by the sponsoring organization in cooperation with the Communications & Marketing Coordinator and approved by the Village Manager's Office.

III. Legislation/Documentation

- A) Minutes, Village Committee of the Whole Meeting, September 11, 1997.
- B) Administrative Policy Memorandum on Cable Television Usage.