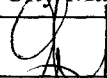




POLICY AND PROCEDURE

Subject: Electronic Display of Information on the City Website and Channel 30 Community Calendar	Index: City Manager Number: 103-5
Effective Date: October 3, 2007	Prepared By: City Manager
Supersedes: N/A	Approved By: 

1.0 PURPOSE AND GOALS:

To establish a policy and procedure for the display of electronic information on the City of San Clemente's Community Calendar. The City of San Clemente has a Community Calendar posted on the City's website and on Government Access Channel 30. Channel 30 is available to Cox Cable subscribers in San Clemente. The City of San Clemente controls the content of information posted on both mediums (website and Channel 30).

This policy will provide greater guidance to staff and the public to ensure the informational content submitted for dissemination meets the criteria of the City. For those issues related to this policy that are not articulated clearly, the City Manager or his designee will make an interpretation as to whether the information submitted is suitable for posting.

The target audience for the Community Calendar on the City website and local government access channel is residents of and visitors to San Clemente. The Community Calendar serves as a helpful tool for displaying accurate and timely information which provides a public or community service. Both the City website and Channel 30 serves to enhance ongoing communication and accessibility of municipal government to residents.

More specifically, the Community Calendar on both the website and Channel 30 has been created to help the City and its constituents achieve the following goals:

- To provide a convenient informational resource for San Clemente's citizens, non-profit organizations, other public agencies and schools to assess their City government.
- To employ the latest in technology designed to improve customer service and communication on issues of interest in our City and region.
- To contribute to the improvement of City services and enhance sense of community.

- To build and/or continue to strengthen long-term productive partnerships and alliances with others in the public and private sector that will help our community gain new perspectives and improve the quality of life.

2.0 ORGANIZATIONS AFFECTED:

All departments/divisions.

3.0 REFERENCES:

N/A

4.0 POLICY:

- 4.1 The following types of organizations may upon request, have access to placing messages on the City's Community Calendar, whether on the website or Channel 30.
- a) City of San Clemente government and other government agencies.
 - b) San Clemente civic organizations.
 - c) San Clemente community service organizations.
 - d) Non-profit organizations sponsoring youth sports and activities.
 - e) Public school districts and parochial schools serving the City of San Clemente and their supporting organizations.
 - f) Non-profit organizations concerned with public health or safety.
 - g) Other similar organizations that can demonstrate a public benefit and that are approved by the City Manager.
- 4.2 The Community Calendar will be used to disseminate public service announcements that educate the public on a particular public safety topic or community service.
- 4.3 External links to the City website will be allowed if they provide a public benefit or community service. Examples include Boys and Girls Club, San Clemente Library and the San Clemente Chamber of Commerce.
- 4.4 The Community Calendar will be used to enhance the public's understanding of activities and events taking place in their community or outside of San Clemente if there is a connection to San Clemente providing public benefit.
- 4.5 The Community Calendar will promote upcoming activities and events in the community sponsored by the City or community organizations.
- 4.6 The Community Calendar must remain non-commercial in nature, serve public interest and relate to events and activities open to the public.

- 4.7 The Community Calendar may not promote or endorse a political candidate, whether or not a current office holder.
- 4.8 Message content shall not include business advertisements or any information of a strictly or significantly commercial nature. No promotions for any individual business or group of businesses or any type of commercial activity shall be permitted.
- 4.9 Message content that is considered obscene, inflammatory or of a pornographic nature will not be considered.
- 4.10 Religious institutions and organizations shall not be permitted to place messages on the Community Calendar which promote the institution or organization or religious services, religious affairs or religious messages. However, religious institutions and organizations may place messages announcing charity events, community service events and similar activities providing that all events are of a non-religious nature and are open to all members of the general public.

5.0 DEFINITIONS:

External link: A hyperlink from the City's website to a website maintained by another party.

6.0 PROCEDURE:

- 6.1 Messages for inclusion on the Community Calendar on Channel 30 will be posted on Mondays only (unless those days fall on a holiday) provided they meet the City's criteria.
- 6.2 Messages for inclusion on the Community Calendar on the City's website can be posted on an as needed basis, provided they meet the City's criteria.
- 6.3 The format for submitting content for the Community Calendar on Channel 30 must be Power Point or Word if posting a static message. Public service announcement videos may also be submitted to air on Channel 30 and must be submitted in DVD format to be accepted.
- 6.4 The format for submitting content for the Community Calendar on the City's website must be in Word or Power Point format and related graphics should be submitted in JPG format.
- 6.5 All requests for posting on the Community Calendar must be submitted in writing, either in person, via electronic mail, regular mail, or by facsimile.
- 6.6 All City-sponsored events have priority. All other submissions will be given priority based on the time received.

- 6.7 Messages will run on the Community Calendar (both the Website and Channel 30) until the date of the event, but in no event, longer than thirty (30) days in order to keep the information current.
- 6.8 Requests for external links to the City website must undergo review by the City Manager or his designee to determine its relevance and appropriateness. The City Manager or his designee will review the merits of the requested link, keeping in mind the criteria set forth in this policy.