

# Town of Londonderry Media Guideline

## PURPOSE

The purpose of this guideline is to delineate purpose and guidelines for media that are or will be produced by the Town of Londonderry. At this writing, it is specifically designed to address the town newsletter, town website and town email list. As other media methods become useful, this document may need to be updated and modified.

## TITLE AND AUTHORITY

This document shall be known as the Town of Londonderry Media Guideline. It has been adopted by the Town of Londonderry Selectboard pursuant to 24 V.S.A. §§ 1121, 1122, and 872.

The Selectboard reserves the right to amend any of the provisions of this media guideline for any reason and at any time, with or without notice.

This media guideline will be administered by the Selectboard and/or their authorized representative.

## GENERAL GUIDELINES

Information provided by the town media is public information, and there should be no expectation of privacy in regards to the information printed or posted in the town's outlets. Town officials are expressly prohibited from disclosing any information via these media that may be confidential.

Those designated and authorized to utilize town media do so with the understanding that they are representing the town via these outlets and must conduct themselves at all times as representatives of the town. Use of town media shall comply with this guideline, the town's personnel and any other relevant policies, and rules and regulations of the town.

It is the responsibility of authorized town representatives to ensure that information communicated by means of these media is accurate and up-to-date.

The Town reserves the right to restrict or remove any content that is deemed in violation of this guideline or any applicable law. Content submitted for posting that is deemed not suitable for posting by the Selectboard or its representatives because it is not topically related to the particular subject being commented upon, or is otherwise deemed prohibited content based on the criteria set forth in this guideline, must not be published or posted.

A copy of this document shall be accessible from either the town's official website, the town clerks office and/or the newsletter. The general public shall be informed that agreement to the terms of this guideline is a prerequisite to participating in the town's limited public media forums.

The town complies with the provisions of the Digital Millennium Copyright Act of 1998 (DMCA). Federal law (U.S. Copyright Act, Title 17 of the US Code, and, more recently, the Digital Millennium Copyright Act, 105 PL 304) makes it illegal to download, upload, or distribute in any fashion copyrighted material in any form without permission or a license to do so from the copyright holder. The town respects the intellectual property of others and requests users of the town's media sites to do the same.

## NEWSLETTER

**Mission:** To communicate with the residents of the town of Londonderry

**Purpose:** The purpose of the Londonderry Monthly is to provide information to the Londonderry community that is of interest to all or the majority of the residents of the community and/or members of its approved organizations. It is used to communicate news and information about the business of the Town of Londonderry and non-profit organizations and community groups that add to the community good.

### **Guidelines:**

The following are the guidelines to be followed for determining what can or should be published in the Londonderry Monthly. Also included are responsibilities of various staff (volunteers) involved in the production of the Londonderry Monthly. These guidelines may be revised as needed in the future.

1. Articles and notices will be limited to those that directly pertain to or are about the Town of Londonderry's business, policies and concerns, and those that directly pertain to or are about Londonderry committees, clubs, events or people.
2. Articles and notices will be accepted from members of the Londonderry Selectboard, the Londonderry

Town Administrator, the Clerk, the Treasurer, chairpersons or presidents of Londonderry committees and clubs or their designated representatives.

3. All articles and notices must be submitted by the 24th of the month for publication in the following month's issue. Exception: At the editor's discretion, an extension of this date may be allowed.
4. Articles or notices concerning Londonderry events open only to a portion of residents (e.g. a street party, street garage sales) will not be printed in the Londonderry Monthly.
5. Articles or notices will be accepted from non-profit organizations that provide a public service to Londonderry residents.
6. No letters to the Selectboard, letters to the editor, open letters to the community, or notices, letters or articles from individuals will be printed.
7. The editor will be responsible for determining correct spelling, grammar, punctuation, appropriateness and extent (size) of content of all articles. The editor will also be responsible for deciding upon the use of pictures and/or graphics for all articles. The editor will also be responsible for obtaining help as necessary to produce the Londonderry Monthly.
8. The editor is responsible for sending the final version of the Londonderry to the website administrator for posting on the website.

**Governance:**

1. The Selectboard will appoint an editor and/or staff to publish the Londonderry Monthly.
2. The Selectboard will make final decisions regarding publication and may request review of the Londonderry Monthly before publication.

**WEBSITE**

**Mission:** To communicate information about the town of Londonderry.

**Purpose:** The purpose of the Londonderry website is to provide information and notices to the residents of the community and visitors to the site. It is designed to be a source of communications about the Town of Londonderry and its activities.

**Guidelines:**

The following are the guidelines to be followed for determining what can or should be posted on the Londonderry website. Also included are responsibilities of various staff (volunteers) involved in the production of the Londonderry website. These guidelines may be revised as needed in the future.

1. Articles and notices will be limited to those that directly pertain to or are about the Town of Londonderry's business, policies and concerns, and those that directly pertain to or are about Londonderry committees, clubs, events or people.
2. Articles and notices will be accepted from members of the Londonderry Selectboard, the Londonderry Town Administrator, the Clerk, the Treasurer, chairpersons or presidents of Londonderry committees and clubs or their designated representatives.
3. Londonderry events open only to a portion of residents (e.g. a street party, street garage sales) will not be published on the Londonderry website.
4. Articles or notices from organizations outside of Londonderry will be post on the Londonderry website if they provide beneficial information to residents of Londonderry and visitors.
5. The webmaster(s) will be responsible for determining correct spelling, grammar, punctuation, appropriateness and extent (size) of content of all articles. The webmaster(s) will also be responsible for deciding upon the use of pictures and/or graphics for all articles. The webmaster(s) will also be responsible for obtaining help as necessary to produce the Londonderry website.
6. The Londonderry website will be updated as necessary and kept up to date.

**Governance:**

1. The Selectboard will appoint a webmaster and/or staff to update the Londonderry website and may hire professional assistance to assist in keeping the site current and operating at an acceptable standard.
2. The Selectboard will make final decisions regarding postings and may request review of changes to the Londonderry website.

**EMAIL DISTRIBUTION LIST**

**Mission:** To communicate timely information to the residents of Londonderry.

**Purpose:** The purpose of the Londonderry Email Distribution List is to convey emergency, time sensitive, and important information and notices to the residents of the community and property owners.

**Guidelines:**

The following are the guidelines to be followed for determining what can or should be emailed to the subscribers of the Londonderry Email Distribution List. Also included are responsibilities of various staff involved in producing email messages. These guidelines may be revised as needed in the future.

1. Information and notices will be limited to those that directly pertain to or are about the Town of Londonderry’s business, policies and concerns, and that cannot be effectively communicated by other methods.
2. The clerk, the town administrator and/or Emergency Management Director shall be the editors of notices and determine the necessity of emailing such notices. The Selectboard may designate other people to serve in this capacity as necessary.
3. The distribution list is the property of the Town of Londonderry. It is confidential and will not be provided to any other entity.
4. When emails are sent to recipients their email addresses shall not be visible part of the email.

**Governance:**

1. The Selectboard may hire professional assistance to assist in keeping the distribution list operating at an acceptable standard.
2. The Selectboard will make final decisions regarding emails and may review previously sent messages.

**ADOPTED this 19th day of May, 2014.**

**SIGNATURES of TOWN of LONDONDERRY, VERMONT SELECTBOARD:**

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