

CITY OF CHERRY HILLS VILLAGE
COMMUNICATION POLICY

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General Purpose

The City of Cherry Hills Village owns, operates, or controls four basic forms of mass communication as non-public forums for the dissemination of the City's public information:

- City Website, www.cherryhillsvillage.com;
- Channel 22, the City's government access television channel;
- The Village Crier Newspaper; and
- Social Media/Networking Sites including Facebook and Twitter.

This Communication Policy establishes the goals and purposes of each of these forms of mass communication. This Policy also provides criteria and guidelines for the operation of each form of communication in order to protect both the City's and public's interest in reserving the City-owned communication systems for their intended purpose and to protect these communication systems for use in disseminating the City's viewpoint regarding issues relevant to the residents of Cherry Hills Village.

The City reserves the right to review and modify any part of this Communication Policy at any time. Contact the City Clerk at the Village Center, 2450 East Quincy Avenue, Cherry Hills Village 80113, (303) 789-2451, or village@cherryhillsvillage.com with any questions or comments about this Policy.

Definitions

As used in this Communication Policy, the following words and phrases shall have the following definitions. The City Manager is authorized to render a final decision on the interpretation or application of any provision of this Communication Policy.

"*City*" means the City of Cherry Hills Village, Colorado.

"*City Manager*" means the City Manager of the City of Cherry Hills Village or his or her designee.

"*Village Crier*" or "*The Crier*" means the City-owned or controlled newspaper.

"Channel 22" means the government access television channel(s) owned and operated by the City.

"Programming" means any video-formatted announcement, program, feature, electronic bulletin board or other display capable of being transmitted through Channel 22.

"Publisher" means the individual, partnership, corporation, agency or other entity designated by the City as responsible for the operation of The Crier.

WEBSITE POLICY

Nature of the Forum

The City website is www.cherryhillsvillage.com.

Purpose

The purpose of the City website is to provide the public with information about services, programs, events and activities within the City. The City website is not intended as a public forum.

The City has made every effort to ensure the accuracy of the information provided on its website. However, the City cannot not guarantee the accuracy of this information and is not liable for reliance on this information. Please contact the City at (303) 789-2541 or village@cherryhillsvillage.com to verify the accuracy of any information.

Rules and Procedures

A. Hyperlink Guidelines:

The City's website contains links to other sites as a convenience to the public. Please be aware that the information available through these links is not under the control of the City.

1. Criteria for External Links:

To avoid any perception that the City endorses or promotes any private person, business enterprise, or religious practice, the City does not provide direct links to web sites that are strictly commercial, political, or religious in nature. Further, it is the City's policy to not permit the posting of corporate or commercial logos, except logos of the City and the City-sponsored or controlled boards, commissions, committees, and agencies.

Consistent with the foregoing, it is the City's policy to limit external links to sites sponsored by the following types or forms of entities or organizations:

- Neighboring municipalities and jurisdictions, county and state websites
- Schools located in or near the City

- Quasi-judicial governmental entities serving residents of the City
- Community organizations
- Public utility providers serving residents of the City

The City's selection of an external link does not grant a right to any person, entity, or organization to the continued display of the link on the City's web site. The City may terminate the external link at the City's discretion and in accordance with this policy without notice to the party whose link is displayed.

2. Application and Review:

Entities and organizations that wish to establish an external link on this web site must submit a request to the City Manager's office. The City Manager, or the Manager's designee, shall review any such request and render the City's final decision thereon. Requests shall be evaluated using the criteria established by this Policy.

3. Inbound Linking:

The City permits third party web sites to provide links to the City's official web site only on the following terms:

- The link to the home page of the City is the plain text name "The City of Cherry Hills Village" or other text approved by the City Manager or his or her designee.
- No site is authorized to incorporate any content of any form from the City's web site by any means, including by in-lining or framing, without the express written consent of the City Manager or his or her designee.
- Links to the City's web site shall not in any way suggest that the City of Cherry Hills Village has any relationship or affiliation with that party, or that the municipal government endorses, sponsors or recommends the information, products or services of that site with the express written consent of the City Manager or his or her designee.
- The City reserves the right to request removal of any inbound link to the City's web site if such link is perceived as confusing, misleading or damaging to the City in any way.
- Persons and entities wishing to provide an inbound link to the City's web site must first obtain permission from the City Manager's office.

B. Notice to the City:

Communication made through e-mail or any other computer messaging system shall in no way be deemed to constitute legal notice to the City or any of its agencies, officers, employees, agents or representatives with respect to any existing or potential claim or cause of action.

C. Jurisdiction:

By accessing the City web site or seeking information or materials on the web site, users are agreeing to be subject to Colorado jurisdiction. Any dispute arising out of or relating to your use of the web site shall be decided under the laws and in the courts of the state of Colorado.

D. Privacy Statement:

Although the City's computer systems are monitored to ensure proper functioning of the systems, in order to provide security for the computer system's operation and the information contained therein and to prevent unauthorized use, there is no reasonable expectation of privacy in the use of this public web site. Most e-mail will constitute a public record and be subject to disclosure to the public upon request in accordance with the Colorado Open Records Act (Colorado Revised Statutes § 24-72-101, *et seq.*).

E. ADA Access:

The City is committed to compliance with the Americans with Disabilities Act (ADA). It does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its services, programs or activities. Upon request, reasonable accommodation will be made to allow individuals with disabilities access to communications regarding City services, programs or activities set forth on the City's web site.

CHANNEL 22 POLICY

Nature of the Forum

Channel 22 is the City's government access cable channel. The rules and procedures set forth in this Policy are authorized by 47 U.S.C. § 531(b) which allows the City, as a franchising authority, to adopt rules and procedures for the use of cable channel capacity designated for governmental use.

Purpose

The purpose of Channel 22 is to provide the public with information about services, programs, events and activities within the City. Channel 22 is not intended as a public forum.

Rules and Procedures

A. Programming Guidelines:

All programming shown on Channel 22 shall relate to services, programs, events or activities conducted or sponsored by the City or issues or information concerning or affecting the City, Arapahoe County, the State of Colorado, or any other unit or agency of government whose jurisdictional boundaries include all or a portion of the City.

All programming shown on Channel 22 is subject to the availability of funds, staff, equipment, facilities, and time. The City shall, in its sole discretion, have the right to re-evaluate, modify, and/or refuse to air any programming.

VILLAGE CRIER NEWSPAPER POLICY

Nature of the Forum

The Cherry Hills Village Crier ("The Crier") is a newspaper of general circulation in the City of Cherry Hills Village, Colorado. The Crier is funded through donations and City funds.

Purpose

The purpose of The Crier is to provide information concerning events and issues affecting the City of Cherry Hills Village and its inhabitants and to disseminate information originated or endorsed by the City as information concerning the public health, safety and welfare. The Crier is not intended as a public forum. Regulation of the contents of The Crier is intended to further the purposes of the newspaper and not to suppress any particular viewpoint or expression.

Rules and Procedures

A. Publishing Guidelines:

All articles and information published in The Crier shall relate to services, programs, events or activities conducted or sponsored by the City or available to City residents, or issues or information concerning or affecting the City, Arapahoe County, the state of Colorado, or any other unit or agency of government whose jurisdictional boundaries include all or a portion of the City.

The following types of material shall not be published in The Crier:

- ◆ Material advocating a particular religious belief or disseminating religious information, excluding purely informational material concerning the time or place of religious meetings or services;
- ◆ Material that is defamatory, slanderous, lewd or obscene as determined by the City;
- ◆ Material that endorses, either directly or indirectly, the election or re-election of a person running for public office;
- ◆ Material that promotes discrimination against any person on the basis of race, color, religion, sex, national origin, age, marital status or disability.

Any person who wishes to submit any material for consideration for publication in The Crier should submit such material to the Publisher. The Publisher shall have the right to refuse any submitted material if, in its sole discretion, the material does not fit the purposes of The Crier, as established by this Policy. The Crier has no obligation to publish any unsolicited material.

When the Publisher determines that an article or item requires a disclaimer, the disclaimer shall read as follows:

The information contained in this article is neither provided nor endorsed by the City of Cherry Hills Village; any views explicit or implicit in this article are not those of The Crier, its staff, the City of Cherry Hills Village, its City Council or employees.

Social Media/Networking Sites Policy for City Sites

Nature of the Forum

Social media/networking sites refers to any online internet platform that allows the exchange of information and cross-communication between people. Current social media/networking platforms include Facebook, blogs, Twitter, LinkedIn, podcasts, YouTube and other video exchange sites, Flickr and other photo sharing sites, and Nixle. This Policy is meant to include current social media/networking platforms and those created in the future.

The City maintains a Facebook page, "Cherry Hills Village, Colorado – Municipal Government".

Purpose

The purpose of the City's Facebook page is to provide the public with information about services, programs, events and activities within the City. The City's Facebook page is not intended as a public forum.

The City Twitter account is maintained by the Police Department for primarily internal informational purposes.

Rules and Procedures

A. Posting Guidelines

1. Facebook Page:

Appropriate types of information for posts include:

- Notices and reminders of City meetings
- Notices and reminders of City services
- Notices and reminders of City events
- Notices of changes or updates to the official website such as the addition of agendas or new issues of the Village Crier
- Notices of Village Center closure due to holiday or weather
- Notices of position openings for city staff positions or Board & Commission positions
- Emergency notifications
- Other types of information at the discretion of the City Clerk and City Manager

2. Twitter Account

Posts should focus on information from the Police Department and should be organized in a manner that avoids conflicting information across the City's various communication media. The posts will focus primarily on information that affects those living, visiting, or commuting through the City. Examples include water main breaks affecting traffic, special events in the City, and crime alerts.

B. Facebook Wall Posts and Comments Policy for the Public

It is the City's policy that the City will not allow any posts on the Facebook page Wall by a user other than the City. However, the City does allow comments to a posted pursuant to this policy. The purpose of the City's Facebook page is to present matters of public interest in the City of Cherry Hills Village. We welcome citizen comments and expect that any conversation will follow the general rules of respectful civil discourse.

The City posts information, moderates comments, and responds to comments generally during regular business hours on Monday through Friday. If a comment is made after business hours or during the weekend that requires a response by the City, the City will do so during the next regular business day.

The City of Cherry Hills Village does not discriminate against any views, but we reserve the right to delete submissions that fall outside our comment guidelines, including but not limited to the following:

- A. Comments not topically related to the particular content being commented upon;
- B. Profane language or content;
- C. Discourteous communications including personal attacks on an individual's character or appearance;
- D. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, physical or mental disability, sexual identification or orientation, or national origin;
- E. Sexual content or links to sexual content;
- F. Solicitations of commerce;
- G. Conduct or encouragement of illegal activity;
- H. Information that may tend to compromise the safety or security of the public or public systems; or
- I. Content that violates a legal ownership interest of any other party

C. Disclaimer

The following disclaimer should be added to any social media/networking site:

The City of Cherry Hills Village's use of external social media sites is provided as a public service. The City of Cherry Hills Village disclaims liability for ads, videos, promoted content, or comments accessible from any external web page. The responsibility for external content of comments rests with the organization or individuals providing them. Any inclusion of external content or comments on external social media sites does not imply endorsement by the City of Cherry Hills Village.