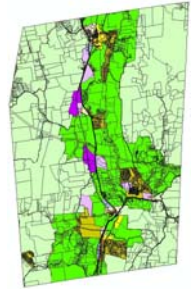


TOWN OF DOVER, NEW YORK



126 East Duncan Hill Road
Dover Plains, New York 12522

GIS and IT Department

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DTV22@TownofDoverNY.us

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Town of Dover Media Policy

The Town of Dover believes resident feedback plays an important role in our community. Dover's digital media and social networking sites are open to comments. In conformance with the Town's Master Plan, the Town encourages the "widest possible participation in the governmental process to ensure that the concerns of all are heard". Not every issue facing the Town will be addressed on the digital media or social networking sites. The purpose of this policy is to ensure that the Town of Dover digital media and networking sites are maintained for the exclusive use of the Town of Dover. Information posted on the Town's digital media sites shall be of or pertaining to Municipal Government functions. Limited space is given in the form of single pages or linked sites for outside agencies integral to the safety, health and welfare of the citizens of the Town of Dover. The Town's goals for these communication tools are to:

- Reach prospective residents with Town messages and information
- Provide additional venues for citizen input
- Increased transparency of the Town's decision-making process
- Facilitate a sense of place and community

Protocols for Posting:

To ensure that the content of the Town of Dover Digital Media sites are in conformance with this policy, the Principal Clerk for GIS and IT shall be authorized to post content outlined in the areas as follows

- General oversight of the website including links, Town department pages, "Board" pages, Committees and news of the Town Government.

- General oversight of Dtv22 including the Community Bulletin Board and the editing and uploading of all Board meetings designated to be recorded by the Town Board.
- General oversight of content on Town of Dover social networking sites as authorized by the Town Board.

In accordance with the standards established herein, those individuals or professionals identified above shall upon request facilitate the posting of information on the website as soon as practicable. Questions concerning any request outside of this policy shall be directed to the Supervisor and Liaison for the GIS/IT Department, who shall make a determination regarding the request. The Supervisor and Liaison for the GIS/IT Department shall refer any concern that arises regarding the conformity of a submission to this policy to the Town Board for review at a Town Board meeting. The following Boards, Committees and Commissions are responsible for providing electronic copies of agendas and minutes to the webmaster for posting on the Town's Digital Media sites:

- Town Board
- Architectural Review Board
- Planning Board
- Zoning Board of Appeals
- Recreation Commission
- Conservation Advisory Committee
- Master Plan Amendment Committee.

The Town Clerk shall be responsible for providing the following information and documents to the IT Department for posting on the Town's digital media sites:

- Electronic copies of minutes as well as Public Hearing
- Notices and draft documents available for public review pertaining to a Public Hearing on behalf of the Town Board.
- Master Town calendar changes and updates

Town of Dover Website:

Domain Registry:

The official internet homepage and website of the Town of Dover is **TownofDoverNY.us**.

The following URL's are also registered to the Town:
TownofDoverNY.com, TownofDoverNY.net,
TownofDoverNY.org, TownofDoverNY.Mobi,
TownofDoverNY.biz , TownofDoverNY.info,
www.TownofDover.us

Procedures for Posting to the Website:

- All finalized minutes prepared for posting must be submitted to Webmaster@TownofDoverNY.us as an attachment in electronic form no later than one week after adoption.
- Agendas are encouraged but not required. If an agenda is generated, it must be submitted to Webmaster@TownofDoverNY.us as an electronic attachment no later than two (2) business days prior to a meeting.
- After receipt of the documents, the webmaster shall post documents immediately or to the extent practicable upon receipt of the information.
- In order to comply with the New York State Open Meetings Law, All regular monthly meeting schedules and changes of time, date or place must be submitted to Webmaster@TownofDoverNY.us within five (5) business days of the meeting for posting on the Town Calendar page of the Website. This is in addition to noticing the meeting with the Town Clerk.
- As per chapter 61.4 of the Town of Dover Town Code, "When an applicant submits a SEQR document to the lead agency, a copy of such document must be submitted to the Dover Geographic Information Systems (GIS) Department in portable document format (otherwise known as "pdf") on a compact disc. The document will not be deemed officially submitted until the GIS department receives a usable copy that allows for the loading of the information onto the publicly available Web site".

Links to Other Sites:

The Town of Dover Website contains hyperlinks to sites created and maintained by State, County and other Government agencies, and local not-for-profit organizations and service agencies under contract to the Town. These links are provided as a service to the public.

The Town of Dover does not control these other websites and is not responsible for their content. Inclusions of links on the Town website do not imply any endorsement of or association with their operators. Once a link is chosen, the policies of that link prevail.

Town of Dover Television (DTV22):

Municipal Access television channel 22 and digital channel 99.915 are designated by Cablevision for the presentation of Access Programming by the Town of Dover. Municipal Access TV stations like Channel 22 are just one of many resources the Town utilizes to address local municipal programming needs. In addition to broadcasting the Community Bulletin Board, the Town televises Town, Planning Board and Zoning Board of Appeals meetings, local emergency announcements and other events and programs as related to the local government. All meetings televised on DTV22 will be held in the Courtroom in the Town Hall where the audio and video equipment is located. The Town **does not** televise Court proceedings. Special requests to video tape and air nongovernmental requests will be taken under advisement by the IT Department under the direction of the Supervisor and IT Liaison on a case by case basis.

Public Access TV stations such as Cablevision Channel 6 provide the forum for the general public to air programming. The Town of Dover does not currently have a Public Access TV Station.

As per the Cablevision Access Program and Production Facilities Policies and Procedures, any audio or visual material which promotes or is designed to present a commercial transaction or is designed for non-political or commercial fundraising is prohibited in connection with any Access Programming.

Any Access Programming which contains material designed to elicit a response or any other solicitation of names or addresses which may be used for future non-political or commercial fund raising activities may be rejected by Cablevision in its reasonable discretion.

Notwithstanding the above, "credit" type notices announcing the source of funding (if any) for the production of the program shall not be interpreted so as to make a program a prohibited "commercial use" and thus are permitted to be shown at the beginning or the end of the program.

No program, production or presentation shall be cablecast or permitted to be cablecast on the Governmental Access Channel which involves directly or indirectly any Lottery information or which involves a Lottery, gift, contest, enterprise or similar scheme.

No program, production or presentation shall be cablecast or permitted to be cablecast on the Governmental Access Channel which involves any Obscene Material or other unprotected speech.

Cablevision shall not edit any program.

The DTV22 logo was developed in house, is owned by the Town of Dover and cannot be copied without express permission from the Town Board.

Procedures for Posting to the Community Bulletin Board on DTV22:

- 5 business days are required to post any information on DTV22 with the exception of emergency situations concerning the health, safety and welfare of the public.
- DTV22 Community Bulletin Board Request form must accompany any request.
- Digital submissions must be made in the form of a Power Point slide with font sizes of either 20 or 30 point sizes.

Questions concerning any requests that falls outside the directive of this policy shall be directed to the GIS/IT Liaison and Town Supervisor, who shall make a determination regarding the request. The GIS/IT Liaison and Town Supervisor shall refer any concern that arises regarding the conformity of a submission to this policy to the Town Board for review at a Town Board meeting.

Town of Dover Facebook Page:

(www.Facebook.com/TownofDoverNY_Government)

Comment Posting Guidelines:

- The Town intends to promote constructive communication and maintain a respectful dialogue.

- The rules for posting external comments on any official Town of Dover digital media or social networking site will maintain a productive and open forum for community discussion.
- Town officials use these rules to ensure that posted comments are suitable for all readers, while respecting a range of opinions and points of view. Posted comments must comply with the following regulations:
- Comments are subject to the Comment Posting Guidelines and as such, may not appear immediately.
- Comments must be civil and may not contain slanderous, Libelous, malicious, offensive, threatening, profane, or insulting language.
- References to the personality of individuals or personal attacks will not be permitted.
- Advertising or promotional announcements are not permitted.
- Comments must be within the scope of the topic under discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other web sites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes. Political messages will not be published.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright.

Comments by external parties on a Dover digital media or social networking site are not official public testimony concerning any project or program. An opinion expressed on a Dover digital media or social networking site is posted for discussion only and is not a substitute for a formal statement in a public hearing process.

A participant who posts comments contrary to the terms of use policy may be prohibited from future participation. The Town of Dover reserves the right to update this media policy at any time.

Use of Online Information:

The Town of Dover website uses automated tools to log information about each visit. We may process the collected information to determine site performance such as which pages are most frequently viewed and which forms are downloaded more frequently than others. We do not track or collect personal information individually. We do however, offer an e-mail subscriber portal which is collected and maintained by an outside company for the sole purpose of distributing Town information and Newsletters as a service to the citizens of Dover, New York and to the general public. Information obtained through this service is not used for any other purpose other than for Town Officials to communicate with the public.

E-Mail to Town Officials:

Communications made through e-mail links contained on this site shall in no way be deemed to constitute legal notice to or service upon the Town of Dover, or any of its agencies, officers, employees or Board members, where such notice is required by any Federal, State, or Local laws, rules or regulations. E-mail sent directly to Town staff shall be used to address Town matters. Use of Town e-mail addresses for commercial solicitations is prohibited. E-mail concerning content on this Internet site and general website related comments, questions or recommendations may be directed to the Website Administrator, Webmaster@TownofDoverNY.us. Email concerning local programming of DTV22, questions or recommendations may be directed to the DTV22 Administrator at DTV22@TownofDoverNY.us. Email concerning content on the Town's Government Facebook page may be directed to DoverFacebook@TownofDoverNY.us

Copy Restrictions:

Data on Dover's digital media sites is public information. While all documents uploaded to these sites are in digital form, copies of any document posted are available through a FOIL (Freedom of Information) request in accordance with New York State Law and Chapter 23 – Records, Public Access To of the Dover Town Code.

Town of Dover, New York Digital media sites text, artwork, photo, graphic, audio and/or video material shall not be published, broadcast, rewritten for broadcast or publication or redistributed directly or indirectly in any medium. Neither these materials nor any portion thereof may be stored in a computer except for personal and non commercial use. The Town will not be held liable for any delays, inaccuracies, errors or omissions therefrom or in the transmission or delivery of all or any part thereof, or for any damages arising from the foregoing. Unauthorized attempts to upload or change information on the website are prohibited.

Site Accuracy and Continuous Improvement:

The Town digital media is continuously improving and therefore makes no claims, promises representation or guarantee as to the accuracy, completeness, or adequacy of the information contained in or linked to this website and associated sites. Every effort is made to ensure broken links do not occur, links to other internet sites sometimes change. Reports of any broken links should be reported to the Webmaster as soon as possible so it can be assessed and corrected.

Disclaimer:

The Town of Dover Digital media and social networking sites are provided as a public service. Users of this media are responsible for checking the accuracy, completeness, content and timeliness of all information. The Town makes no representations, guarantees or warranties, expressed or implied, as to the accuracy, completeness, content and timeliness of the information provided on this website.

The Town specifically disclaims any and all liability for claims or damages that may result from providing the website or the information it contains, including any websites maintained by third parties and linked to or from the Town website.

The Town of Dover makes no effort to independently verify, and does not exert editorial control over, information and services provided on pages outside the Town's domain.

The Town does not endorse any products, vendors, consultants, or documentation referenced in this website. Any mention of products, vendors or services is for informational purposes only.

ACKNOWLEDGEMENTS

The Village of Mackinaw City, Mi Website
The Village of Scarsdale, NY Website
The City of Berkeley, CA Website
Town of Flower Mound, TX
The Town of Gardiner, NY Website
Westchester County, NY Website
NY Association of Towns
Town of Woodstock, NY Website
Town of New Paltz, NY Website
Dutchess County, NY Website
Dutchess County, NY Facebook Page

Revised and Adopted December 29, 2010