



Request for City Council Committee Action from the Department of Communications

Date May 9, 2005

To: Council Member Barbara Johnson, Chair
Ways & Means

Subject: Development of a policy regarding elected officials' newsletters/website content and use of photos

Recommendation: That the City Council direct the Communications Department and City Attorney to develop options for oversight of elected officials' newsletters/website content and use of photos

Previous Directives: None

Prepared or Submitted by Gail Plewacki, Communications Director

Approved by John Moir, City Coordinator

Permanent Review Committee Approval _____ Not Applicable _____

Policy Review Group (PRG) Approval _____ Date of Approval _____ Not Applicable _____

Note: The Policy Review Group is a committee co-chaired by the City Clerk and the City Coordinator that must review all requests related to establishing or changing enterprise policies.

Financial Impact (Check those that apply)

x No financial impact - or - Action is within current department budget.

(If checked, go directly to Background/Supporting Information)

_____ Action requires an appropriation increase to the Capital Budget

_____ Action requires an appropriation increase to the Operating Budget

_____ Action provides increased revenue for appropriation increase

___ Action requires use of contingency or reserves

___ Other financial impact (Explain):

___ Request provided to the Budget Office when provided to the Committee Coordinator

Community Impact (use any categories that apply)

Neighborhood Notification

City Goals

Comprehensive Plan

Zoning Code

Other

Background/Supporting Information Attached

In February of 2005 the Communications Department made a presentation on communications industry standards and practices at a City Council Study Session. Council members initiated a discussion regarding appropriateness of content in elected officials' newsletters and web pages and the use of photographs of elected officials in publications and on the web. An interest was expressed in having staff research options for policy which would provide guidelines for elected officials when using City resources to publish or when posting on the City's website.