

## City of Oregon Website External Link Request Form

1. ***External Links.*** The City has a legitimate interest in limiting persons or organizations that might be linked to the City websites. The City may exercise discretion to ensure that the links to the City websites are consistent with the purpose of the City websites, as set forth in Section 1.
  - a. Each proposed External Link on the City websites shall be reviewed to determine its relevance and appropriateness to the purpose of the City websites. The City Administrator or his or her designee shall review the merits of the proposed External Link based upon the criteria set forth below. The City Administrator or his or her designee shall also determine whether the External Link serves the purpose of the City websites, as set forth in Section 1. A proposal for an External Link will not be denied based on the viewpoint espoused by the individual or entity.
  - b. When the below criteria do not provide clear guidance, the City Administrator or his or her designee reserves the right to make a decision based on the general intent of the criteria outlined below and what he or she believes is in the best interest of the City.
  - c. The City shall use the following criteria in considering proposals for External Links from the City websites:
    - i. Sponsored by governmental and public educational institutions.
    - ii. Sponsored by nonprofit organizations that perform the following services for the Oregon community: assist persons in locating housing, housing discrimination assistance, or homeownership; assist people in finding employment or training opportunities; provide non-elective healthcare, and other human and social services; provide information or access to the arts, humanities, culture or education; improve neighborhoods; provide information or resources for neighborhood revitalization, code enforcement and/or crime prevention; enhance business development and economic development opportunities locally and regionally.
    - iii. Sponsored by organizations partnering with the City to meet the City's strategic or operational goals.
    - iv. Sponsored by private organizations which provide government-related information and/or services in a way that is not available on an official government website, as set forth in Subsection (e).
    - v. Sponsored by professional associations affiliated with local government

(such as the Illinois Municipal League, International City Management Association, Illinois City/County Management Association).

- vi. Sponsored by private or public utilities that service City residents or businesses specifically to assist individuals relocating to the City.
- d. The City websites will not provide External Links to websites that:
- i. Promote or exhibit hate, bias, discrimination, pornography, libelous or otherwise defamatory content.
  - ii. Have a primary purpose of furthering the agenda of a political organization or a candidate running for office or defeating any candidate for elective office.
  - iii. Violate any of the City's equal opportunity policies.
  - iv. Consist of personal home pages operated by individuals.
- e. The City may provide External Links to certain private commercial sites that maintain and display government-related information which fulfills the purposes of the City websites as set forth in Section 1, and which is not generally available through a governmental agency due to the cost of compiling, maintaining and/or displaying such information. To support the cost of compilation and maintenance of this information, these private commercial sites may include advertising or promotional material in the information display. Accordingly, External Links to such sites which contain this information, but also display commercial advertising or promotional material, may be included within the City websites when the City Administrator or his or her designee has made a good faith determination that:
- i. The City's independent replication of the information targeted for linkage is infeasible due to financial or other considerations;
  - ii. No non-commercial site provides the information targeted for linkage; and,
  - iii. The information targeted for linkage greatly enhances the usefulness of the City websites and services it provides.
- f. The City reserves the right to determine how and where External Links will appear on the City websites.

# Application for External Link

URL Address: \_\_\_\_\_

Website Description and Purpose:

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Statement on how the proposed website fulfills the noted criteria in 1. C.

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Signed: \_\_\_\_\_ Dated: \_\_\_\_/\_\_\_\_/\_\_\_\_