

**City of Newark  
Web Site Links Policy**

**I. PURPOSE**

- A. The City of Newark official Web site ([www.newarktxas.com](http://www.newarktxas.com)) is designed to provide residents with a 24-hour access to government departments, services and programs. This policy sets guidelines for links that may be established on the City of Newark site.
- B. The Web site of the City is not intended to be open as a full or partial public forum. Links requested to be placed on the City Web site must be reviewed and approved by the Mayor or the City Council.

**II. ALLOWED LINKS TO OTHER SITES**

- A. Under no circumstances shall a link from the City Web site be deemed an endorsement or recommendation by the City. Such links are only provided as a convenience to the viewer.
- B. Links may be made from the City's Web site that meet one of the following criteria:
  - 1. Maintained by a federal, state or local governmental agency.
  - 2. Maintained by a government professional organization.
  - 3. Maintained by a public school, library, or similar educational institution.
  - 4. Maintained by an organization that receives direct financial support from the City.
  - 5. Maintained by a non-profit organization engaged in community service or economic development activities within the City.
  - 6. Maintained by an established news-gathering organization, being either a newspaper of regular, paid circulation or a television station that provides local news regularly and maintains a national network affiliation.
  - 7. Maintained by a company that provides Citywide services to residents through a contract or franchise agreement with the City, e.g. utility, telephone and cable service providers.
  - 8. Provides access for downloading Web browser plug-ins deemed necessary to allow visitors to adequately view the City's Web site.

- C. All links should be reciprocal. That is, if there is a link from the City Web site, the requestor should also place a City of Newark link on their site, if requested by the City.
- D. When linking to an external Web site, an interim page or window will notify users that they are leaving the City's Web site. The page will state that the user is about to exit the City's site, and that the City is not responsible for subsequent pages.

**III. DISALLOWED LINKS TO OTHER SITES**

- A. In order to avoid the appearance of City endorsement of political content, links shall not be made to sites that are associated with, sponsored by or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.
- B. The City will not provide links to sites that serve only a commercial purpose. This includes such sites as real estate offices, retailers and other specific local businesses not covered under the criteria listed above.

**IV. DISCONTINUING LINKS TO OTHER SITES**

The City of Newark reserves the right to remove links to any site that no longer qualifies under criteria stated in this policy or that otherwise fails to meet the stated purpose of this policy. In this event, the site being removed shall be notified as to the reasons for the decision and of the opportunity to appeal the decision to the Mayor or City Council.

**V. APPLICATION**

This policy shall apply to all current and future Web site links and requests for links.

PASSED AND APPROVED ON THIS 1<sup>st</sup> DAY OF August,  
2002.

H. B. Malone  
MAYOR

ATTEST:

Sherry Edgemon  
CITY SECRETARY