

Village of Bloomingdale Administrative Policy

Title: Employee & Public Relations
Chapter: Public Communication Policy
Policy Number: 6.1
Issued By: Assistant Village Administrator
Approved By: Village Administrator
Last Revised: August 9, 2019
July 18, 2017
June 1, 2012

I. Purpose

- A. It is in the best interest of the Village to empower and educate Bloomingdale residents, businesses and visitors to our community by providing information to them in a timely comprehensive format.
- B. The Village currently has five (5) public relations and education venues, (Village Almanac, E-News, Web Site, Facebook, and Signs (Electronic Message Board or Free Standing Event Signs), and three (3) Emergency Communication venues. (Code Red, Severe Weather Sirens and Cable override).

II. Definition

A. Public Relations & Education Venues

1. Village Almanac is a newsletter published bi-monthly by the Village, and direct mailed to every residential and business address in Bloomingdale.
2. Village E-News consists of two separate electronic newsletters, the Residential E-News transmitted to subscribers on a weekly basis, and the Business E-News transmitted to subscribers on a sporadic as-need basis.
3. Village Website provides public information and various public documents for ready viewing for Village residents, businesses, and visitors
4. Village Facebook recaps various daily Village activities with photos and videos.
5. Signage
 - A two-sided electronic LED message board sign in front of the Village Hall, updated as needed with Village, Library and community event information. Events sponsored by the Village or Library are given first priority for posting, followed by the

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significance of the community event, in accordance with this policy.

- The Village also erects temporary signs on Village property at key locations in town for various community events (Septemberfest, Tastings of Bloomingdale, Holiday Lights, etc.)

B. Emergency Communication Venues

1. Code Red is an ultra-high-speed telephone communication service for emergency and other high priority notifications that allow the Village to transmit a telephone message to either the whole Village, or targeted areas of the Village. Individuals and businesses must register with the Village to receive these notifications.
2. Extreme Weather/Tornado Sirens are installed at four (4) locations in and around the Village to alert citizens who may be outdoors when a tornado warning is issued. The sirens are not intended to alert people indoors. Once activated, the sirens sound continuously for three (3) minutes.
3. Cable Override – Is a means by which the Village can override all Comcast cable (not AT&T U-Verse) channels in the entire viewing area with for an urgent emergency message.

III. Eligible Information

- A. All information published or posted in a Village venue must be pertinent to either Village residents, businesses and/or visitors.
- B. The Village reserves the right to not publish or post information submitted in accordance with objective III. A. and/or due to space limitations.
- C. Information deemed to be profane, or solely for profit, religious, or political purposes shall not be published/posted by the Village.
 1. Community events merely hosted by a political or religious entity are not inherently subject to exclusion III. C. , (i.e. Craft Fairs, Car Washes, etc.) provided said events are open to the general public, and provided the publication neither endorses, disputes, or conveys a religious or political message.
 2. Grand Openings, Open Houses, Anniversary and Charity Fundraiser Events hosted by a Bloomingdale Business are not subject to exclusion under Section III.C.