

Links to Other Websites and Advertising

The City of Newport, KY does not accept requests for placing personal, political or commercial advertisements on any part of the newportky.gov website.

The City of Newport permits the establishment of external hyperlinks on its official website only if the links strictly comply with City policies. In establishing and maintaining its official website, the City of Newport does not intend to create any forum or other means for public discourse. Rather, the sole and limited purpose of the permitted external links is to provide information about the City of Newport and its government for residents, businesses and visitors.

Every request by a person or entity to have the City provide a link from its website to the requesting party's website must undergo review to determine its relevance and appropriateness to the City website's mission. The City Manager or his designee will review the merits of the requested link, keeping in mind the criteria and examples listed below, to determine whether the link serves the overall purpose of the City's website. A request will not be denied because of a viewpoint espoused by the person or entity. Furthermore, the following criteria will be used in considering requests for links from the City of Newport's website.

At its discretion the City may provide links to external sites that fall into one of the following categories:

- Sponsored by governmental and educational institutions which have partnered with the City and are located: within the City of Newport, Kentucky; within Campbell County, Kentucky; in the Northern Kentucky Area Development District; or in the Commonwealth of Kentucky
- Maintained by organizations in a contractual relationship with, funded or created by the City of Newport
- Corporations, foundations, associations, etc. with a purpose statement devoting itself to assisting the City of Newport
- Non-profit neighborhood associations within the City
- Web sites of nonprofit organizations that assist people in finding housing or other human and/or social services in Newport
- Non-profit organizations providing employment, non-elective health care and other services to City residents
- Organizations providing the public with information or access to the arts, humanities, or culture
- Non-profit Newport business development organizations
- Organizations partnering with the Newport to meet the City's strategic or operational goals
- That provide government related information and/or services in a way that is not available on an official government website
- Tourism and convention information related to Newport and the Greater Cincinnati Region, including major tourist attractions in the region.
- Library related links from the Campbell County Public Library.

The City's web site will not provide links to sites:

- Promoting or exhibiting hate, bias, discrimination, pornography; libelous or otherwise defamatory content
- 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 any ballot proposal
- Associated with political organizations or other organizations advocating a position on a local, state or federal issue
- Furthering the agenda of a political organization or candidate running for office
- Furthering the non-charitable agenda of a labor union

- Violating any of the City's equal opportunity policies
- That are individual or personal home pages

Linkage to Commercial Sites with Advertising

Certain private commercial sites maintain and display information which provide a public or community service, or other ancillary static or interactive information to aid the public, 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. Although the City neither supports nor endorses entities advertised or promoted on such sites, it recognizes that a public benefit is served by providing the underlying information to assist City residents. Accordingly, links to such sites which contain this information, but also display commercial advertising or promotional material, may be included within the City website when the City Manager or his designee has made a good faith determination that:

- The City's independent replication of the information targeted for linkage is infeasible due to financial or other considerations; and
- No non-commercial site provides the information targeted for linkage; and
- The information targeted for linkage greatly enhances the usefulness of the City website and services it provides

Location and Appearance of Links

The City reserves the right to determine how and where external links will appear on its web site; i.e. what page the link appears on and where the link is placed on the page.

The City of Newport does not endorse or provide preferential treatment to any third party websites, associated organizations or persons. Additionally, the City of Newport does not control third party websites and therefore does not warrant that third party websites are accurate or reliable. This policy may be revised without prior notice.

Linking to the City of Newport Website

Advance permission to link to the City's Website is not necessary. However, the party linking to the City's website should be aware that its subpages may change at any time without notice.

Entities and individuals linking to the City's website shall not capture pages within frames, present the City's website content as its own, or otherwise misrepresent this website's content or misinform users about the origin or ownership of its content. Any link to the City's website site should be a full forward link that passes the client browser to the City's website unencumbered. The web browser's "back" button should return the visitor to the originating site if the visitor wishes to back out. The City of Newport reserves the right to revoke this permission, or access to specific links, at any time, and may discontinue links due to content management practices.