

Community Calendar

Purpose

The McFarland Communications and Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to provide structure for what can and cannot be posted on the website's community calendar. The calendar will provide information about events happening in the community that are considered cultural, educational, or community based. Events may be posted subject to the guidelines set forth in this policy.

Community Calendar Posting Guidelines

1. Notices must be submitted via the Village website form, emailed to communications@mcfarland.wi.us, or dropped off at the McFarland Municipal Center during regular hours (Monday through Friday, 8 a.m. to 4:30 p.m.). Submitted notices must include contact information (name, email, and phone number).
2. Once notices are submitted online, emailed, or delivered to staff, they will be posted on the community calendar within 3 business days.
3. Notices will be posted online as early as six months in advanced and for as long as they are current.
4. The Village of McFarland assumes no accountability for not including events of which it received no notification.
5. Events must be open to the public.
6. Events must be within the greater McFarland community or impact McFarland residents.
7. Religious and political events are permissible for informational purposes or special events; events which have the primary effect to advocate for a single point-of-view will not be posted.
8. Forms of notices that are unacceptable for posting to the calendar may include, but are not limited to:
 - a. Personal notices/events.
 - b. Political campaign events.
 - c. Commercial or marketing events without a community aspect.
9. Special consideration may be permitted for special fundraising events such as raising funds for a charity, non-profit, or similar situation.
10. Posting of events does not imply endorsement by Communications and Technology staff nor any other Village department, board, committee, or commission.
11. The community calendar will remain separate from existing calendars on the Village website, i.e., Village Meetings calendar and Senior Outreach calendar, unless it is for cross-promoting purposes relating to the Village.
12. The community calendar is equal opportunity and non-discriminating. Events are considered without regard to the race, color, age, sex, gender, religion, national origin, ancestry, disability, marital status, or veteran's status of sponsoring organizations/members.

Authority

- Application of these guidelines will be based on the judgement of the Director of the Communications and Technology Department. The decision of the Director may be appealed to the McFarland Village Board.
- The Director reserves the right to limit the type of event accepted on the community calendar to those that it deems to be in good taste and in keeping with the standards of the community and the mission of the Village of McFarland.