

Community Calendar

Purpose

The McFarland Communications & 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 emailed to communications@mcfarland.wi.us or dropped off at the McFarland Municipal Center front office during regular hours (M-F, 8 a.m. – 4:30 p.m.)
2. Once notices are emailed or delivered to staff, they will be posted on the community calendar within 24 business hours.
3. Notices will be posted online as early as three months in advanced and for as long as they are current.
4. The Communications and Technology Department will not be held accountable for not including events that they have not been notified for.
5. Priority will be given to local events versus regional events.
6. Events must be open to the public.
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 unacceptable for posting to the calendar may include, but are not limited to:
 - a. Personal notices/events
 - b. Events whose primary purpose serves as campaign literature
 - c. Commercial or marketing events
9. Special consideration may be permitted for special fundraising events such as raising funds for a cancer patient, non-profit, or similar situation.
10. Posting of events does not imply endorsement by Communications and Technology staff nor any other Village department, board, or committee.
11. The community calendar will remain separate from the already existing calendars on the Village website, i.e. Village Meetings calendar and Senior Outreach calendar.
12. The community calendar is equal opportunity and non-discriminating. Events are considered without regard to the race, color, age, sex, religion, national origin, disability, handicap, marital status, or veteran's status of sponsoring organizations/members.

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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 Communications and Technology Committee Trustees.
- 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.