

# Components of the LVKC Internet site policy

## I. PURPOSE OF THE SITE

To provide information to the general public about the LVKC and the sport of purebred dogs, and to act as a resource for members of the LVKC.

## II. INFORMATION GUIDELINES

### a. Responsibilities

Each **section** of the LVKC site shall have a **coordinator** responsible to provide information to the Webmaster. The material shall be provided in a timely manner. Information provided to the LVKC webmaster for inclusion on the site shall:

- be in the public domain or
- the person providing the information provides documentable assurance in the transmittal to the Webmaster that the copyright holder has given permission for publication to the Internet.

This applies to the use of text, logos, photographs, drawings, video clips, sound clips or other copyrighted visual images. Photos of minor children will not be used without express written permission from the subject's parent or guardian.

The Webmaster is responsible to have salient material on the site in less than 14 days from receipt. Emergency material shall be posted as soon as possible. The LVKC Webmaster has the responsibility to review and reject any content proposed for inclusion on the site which does not, in the assessment of the LVKC Board of Directors, conform to these guidelines. The Webmaster must make the web site consistent in format, inter-linkages and functionality, and ensure information available through the site is structured so users can logically and quickly navigate through it to the specific information for which they are looking.

Information which appears to promote or denigrate a specific group of people, partisan political positions, political candidates, partisan activities of political office-holders, or other such partisan political activity shall not be accepted for use on the LVKC site.

### b. Information maintenance

Material provided to the Webmaster shall come from the LVKC Board contact or shall be verified by the person providing it as having been approved for inclusion on the site by the Board contact.

All material on and links from the LVKC Internet site are expected to be up-dated and maintained on a routine and periodic basis as changes in that information dictate. The LVKC webmaster reserves the right to eliminate a link from the LVKC site if this expectation is consistently violated and not corrected. The Board contact shall be notified if any such action is taken.

**c. Advertising**

The LVKC site is not intended as a means of promoting an individual firm's commercial activities. Donated services by firms may be discreetly acknowledged in text or a modest logo but the display of major logos or promotional displays for individual firms is not acceptable. A link to the home page of the firm is acceptable.

**d. Services Offered to Members in Good Standing**

A link to an LVKC member's non-commercial homepage is acceptable, provided the member is part of the LVKC's breeder referral network and their page provides a link back to the LVKC homepage.

**Honoring Our Friends section**

Send input to page point of contact, including a check made out to LVKC. The fee for each item (Achievements; Thank You; Congratulations; Get Well; In Memoriam) is \$5. All monies collected will be used for donations to charitable organizations. Text is limited to 25 words. All text to be printed or typed out. Limited editing of text is reserved by LVKC. Each entry will be posted for 30 days, most recently submitted items heading the list.

Scanned photographs can be Emailed to page point of contact. Hard-copy photos should be mailed to the page point of contact, with name and address on the back, including return postage. Photos will only be returned by mail.

**e. Articles of Interest**

Any material for this section of the LVKC site shall come from the LVKC Board contact or shall be verified by the person providing it as having been approved for inclusion on the site by the Board contact. The source of the article must be clearly identified at the time of submittal to the Webmaster. Articles shall be removed after six months, at the LVKC Webmaster's discretion.

**f. Links to other Internet web sites**

The LVKC site shall contain links only to sites that contain material appropriate to the sport of purebred dogs. All sites in a particular category must have the opportunity to be included on the LVKC site. Examples of this might be the inclusion of all veterinary hospitals or dog show superintendents. Links shall be added with LVKC Board approval.

Types of sites that will not be included are

Human health

Commercial food/supply companies (e.g. Cherrybrook)

**g. Privacy Policy**

The LVKC does not gather information about its site's visitors for sale to or use by anyone.

### III. DESIGN GUIDELINES

#### a. Uniform Design

Throughout the LVKC website, all pages shall have a consistent design application, at the top and bottom of the page, that easily establishes the site as the LVKC website in the user's mind, regardless of entry point.

A standard signature will be included on the bottom of each page of the LVKC website. The page signature should include an e-mail address for a "Webmaster", or "responsible point of contact" (phone or fax optional) and the date of the last page up-date.

#### b. Browser Independent

A goal of the LVKC website is to be browser independent. At a minimum, the LVKC website should be HTML 2.0 compliant in order to achieve the widest possible audience. In addition, the LVKC website should be designed to accommodate non-graphical browsers.

#### c. Each page shall contain:

- A title identifying that it is from the LVKC site and the content of that specific page (e.g. Lehigh valley Kennel Club - September Point Show)
- Contact information, including snail mail, email and telephone information
- The date it was last updated. Month names rather than numbers are encouraged to avoid ambiguity.
- Intuitive navigation providing access to the entire website
- Identification that the page is part of the LVKC site
- Font size and layout consistent with the design of the homepage.

#### d. Other design principles

- There shall be no underlines in any text
- Materials will be carefully checked for proper grammar and spelling.
- 40Kb takes 35 seconds to download on 28.8 modem. Remember the public with slow connections
- Graphics shall be as small (in H x W, and number of colors or compression) as aesthetically possible. 'Alt' tags should be used.
- All public documents should be in HTML format. When information is provided with the specific intent for downloading, it should be in pdf format to provide some assurance that tampering with the content is difficult to accomplish.
- The LVKC logo should appear at least once on the top-level web page, and may be used as a link to the LVKC home page.

- NEVER:
  - Use a graphic or any other content from another site without the copyright owner's permission.
  - Include content from another site without that's sites permission

Approved Date

Source Material

[http://www.state.sc.us/nis\\_itg/hmpg\\_policy.html](http://www.state.sc.us/nis_itg/hmpg_policy.html)

<http://www.state.ct.us/cmac/policies/shpp.htm>

<http://www.doe.tased.edu.au/wiseweb/corporate/corporate.htm>

[http://pubs.ama-assn.org/ama\\_web.html](http://pubs.ama-assn.org/ama_web.html)

<http://www.colostate.edu/info/webgd.htm>

<http://www.aa-ba.org/resources/wsguide.htm>