

PROVIDING LINKS FROM THE FPR WEBSITE

Philosophy:

One of the features of the World Wide Web (the Web) is the ability to link to, and provide links from, any website. In this manner, a site whose content might prove interesting to a visitor can be programmed to show up as a link on a web page. By clicking on that link, the visitor will be forwarded to a new location on the Web. This fairly common practice on the Web reinforces the historical notion of this medium as a tool of “knowledge transfer.”

As more people take advantage of the Web, this Department will receive greater volumes of requests for reciprocal links, due to the popularity of FPR website as a primary content-provider for Department information, and as an advantageous way for organizations to generate more traffic to their sites.

Links from our website have potential concerns to the Department: they have to be periodically reviewed to ascertain their continued existence and, they imply partial endorsement of the linked website’s content or message. The Department should grant links to websites whose content and/or message promote goals and ideas consistent with its policies and procedures.

Policy:

Upon review, the Department of Forests, Parks and Recreation will put a text link from its website to another website, providing:

- 1) The website is non-profit or non-commercial, or serves as an organizing body for a related industry or interest group, *and*
- 2) The website promotes goals and ideas consistent with State, Agency, and Department laws, policies, and/or procedures, *and*
- 3) The website places a reciprocal link back to the Department’s website.

Procedure for Implementation:

Request for a reciprocal website link may be in writing or submitted by e-mail to the acting Department website developer (webmaster). The website will then be reviewed for content by the webmaster, and if the content is questionable by the appropriate authority (usually Division Director, Lands Administrator, and/or Commissioner. If the site is deemed appropriate, it will then appear as a text link, either from a related Department page or a central page dedicated to such resources.

Conrad M. Motyka, Commissioner

Effective Date: June 11, 1997