

To: *All Town Employees*

From: *Andy Lukasik, Town Manager*

Subject: *Consent to Photograph or Video*

Date: *April 26, 2005*

Information Systems and all Department Web Authors are currently revitalizing our Town website. We have a number of very exciting plans for a new look and navigation on our site and a number of new applications that our citizens, businesses, and visitors will be able to take advantage of through our site. One new idea is to begin to use more photographs of employees on the job to let our citizens and visitors see the types of things that we do for them every day. We will be placing photos of employees in our web banners as well as featuring many of you on individual department pages. In the future we hope to be able to deliver streaming video content for Public Service Announcements (PSA's) and educational content, i.e. hurricane information, for our citizens.

Prior to posting images of staff on our site we want to do the responsible thing by asking your permission to use photos and videos of you while on the job and at Town events. Attached is a new policy that all employees are being requested to sign which authorizes the Town to use your image on Town sponsored media. This consent is strictly voluntary although we'd like to have 100% participation. If you are willing to help us out by allowing us to use photos and video of you at work or at Town functions please indicate by checking the "voluntarily consent" box. If you prefer not to consent please check the "do NOT" consent box. Please sign the attached and return to Human Resources via their drop boxes by May 6, 2005. Each department will be provided a list of employees who have consented to having their photos/video images used so that your wishes can be honored; however, if you do see a shutterbug on the job, please remind him/her that you didn't consent and ask them to allow you step out of the picture.

Thank you for your consideration and participation in our project. If you have any questions please feel free to call Melinda Miller in I.S. or your departmental web author.