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Commissioner

### Board of Commissioners Policy

## **Town of Nags Head Email Broadcast Policy**

(Adoption Date: February 5, 2003)

(Updated: June 4, 2003)

### **Statement of Purpose**

The purpose of this list is to facilitate one way communication from the Town of Nags Head to list members. The list will be used to distribute information of immediate or short term interest to residents and property owners in the Town; information people can use. The list is not intended to provide a forum for the discussion of Town issues or to replace the "Sunshine List" and other official methods of official public notice. Examples of the type of information provided on the list are: holiday garbage schedules, notice of water line flushing, seasonal fire safety messages about changing smoke detector batteries, special recycling events like paint swap and warnings about weather related traffic and travel conditions. Examples of information that would NOT be distributed on the list include Board of Commissioner agenda, actions and minutes, bid purchase announcements, legal notices for public hearings or CAMA permits, job openings and information about normal police and fire responses. In short if it gets an announcement in the papers but not in the legal section then it goes on the list. The membership of this list is open to anyone.

### **Provisions**

The Town of Nags Head reserves the right to determine what information shall be transmitted via this list.

Emails to this list are not sent on a scheduled basis.

### **Message development and distribution**

It is the responsibility of the Town Clerk to transmit messages to the list. The relevant Dept. Head or the Town Manager or Deputy Town Manager must approve messages to the list.

It is the responsibility of each Dept. Head to identify and transmit to the Town Clerk messages for the list. A system should be developed whereby line supervisors are encourage to submit messages as a regular part of work scheduling and project development.

Messages may be submitted in advance with a requested distribution date Messages on a single topic should be limited to a weekly schedule for accuracy and effectiveness. For example a weekly message on hydrant flushing detailing target areas for the week is better than one message for the whole flushing season or one message each day during the flushing period.

**Storm and Emergency announcements**

The list will be used to relay official announcement related to evacuations and storm conditions. In declared emergencies it is the responsibility of the Director of Public Safety or his designee to transmit messages to the list.