

**REPORT OF THE
OFFICE OF THE SECRETARY OF TECHNOLOGY**

Advertising and Private Sector Sponsorships on State Websites

**TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA**



SENATE DOCUMENT NO. 9

**COMMONWEALTH OF VIRGINIA
RICHMOND
2003**

**REPORT OF THE
OFFICE OF THE
SECRETARY OF TECHNOLOGY**

**TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA**

**Advertising and Private Sector Sponsorships
On State Websites**

Senate Joint Resolution 82

COMMONWEALTH OF VIRGINIA

2002

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EXECUTIVE SUMMARY

Serious questions about ethics and potential conflicts of interest would certainly dictate that advertising on government websites should generally be dismissed out of hand. While there may be some particular websites (special projects and events, for example) where private sector sponsorships may be acknowledged, nonetheless, intrusive or distracting advertising on Commonwealth websites is not acceptable.

The current administration is developing initiatives that will ban outright the use of pop-up and banner advertising and will substantively limit those few state-related websites where it may be appropriate to acknowledge sponsorships with subtle logos.

Recommendations:

- 1) Pop-up and banner advertising should not be allowed under any circumstances.
- 2) Logos, in the few instances where they might be appropriate for acknowledging sponsorship dollars, should never present a distraction for the citizen using the site and should not slow the transaction time.
- 3) Such sponsorships should only be allowed where related to special events or projects, not for the development of routine citizen services on the web.

ADVERTISING ON GOVERNMENT WEBSITES

With current budget constraints, the temptation exists to explore using advertising dollars for the development of government websites. Analogous examples of sponsorships and advertising in government are cited: restaurant advertising at Interstate highway exits, placards on buses and at bus stops, even some state vehicles bear the logos of corporate entities. Moreover, some Commonwealth websites related to special projects and events have already used sponsorship dollars for web development and have acknowledged those sponsors with logos and links. (Examples can be found in the appendices of this document.)

There may be some gray area between a simple acknowledgement of sponsorship money on the one hand and the far extreme of distracting banner advertising on the other. However, no specific guidelines currently exist, and absent any formal guidance or oversight, the practice is open for potential abuse.

Serious questions about ethics and potential conflicts of interest would certainly dictate that advertising on government websites should generally be dismissed out of hand. While there may be some particular websites (special projects and events, for example) where private sector sponsorships might be acknowledged, nonetheless, that has been a very limited practice and should continue to be strictly limited.

Although there has been no resounding public outcry about any of the links (to private sector sponsors) that are currently seen on Commonwealth websites, it is important to ensure that citizens will never have any misgivings about the Commonwealth's involvement with private sector companies. A formal policy statement will help guide agencies; otherwise, absent any formal policy, a reactive, unplanned, and haphazard evolution could continue. Worse yet, without appropriate guidance, someone at some agency might some day take us in a direction that we would prefer to have avoided.

It is doubtful that there would be many citizens who would tolerate the kinds of advertising that can be so annoying on commercial sites. Pop-up and banner ads are simply not acceptable. Above and beyond the obvious issues related to ethics and conflicts of interest, there are also many practical questions, first and foremost: How do we ensure that citizens are not distracted and impeded when utilizing our web applications? Not only do advertisements present a major distraction for the citizen, but they also can impede web performance significantly.

The current administration is developing initiatives that will ban outright the use of pop-up and banner advertising and will substantively limit those few state-related websites where it might be appropriate to acknowledge sponsorships with subtle logos. Only those state entities that are allowed by statute to accept private sector contributions will be allowed to pursue this course. Further, logos should only be seen on those special sites which represent an enhancement to the functions of state entities rather than on those sites developed for the simplest and most rudimentary delivery of routine services to customers.

Included in the appendices of this report are a variety of examples ranging from private company logos on Commonwealth websites to the advertising “real estate” found on State of Florida websites.

The Virginia Museum and 4SafeVA screen shots (appendices B.i. and B.ii.) provide good examples of Commonwealth projects that made use of logos on their websites to thank sponsors. The logos were placed so as to avoid distracting the visitor while serving as an appropriate “thank-you” to sponsors.

The COVITS screen shots (appendix B.iii.) include logos of those organizations that provided funding for the conference. Again, logos were placed in a manner that would not distract the website visitor from the purpose of the website, i.e. to inform those attending COVITS about the program, agenda, and speakers.

Some stances reflected in other states are found in the additional attachments (appendices C.i. through C.v.). Positions on this issue seem to vary markedly in other states. There would not seem to be any clear guidance that can be delved from among the experiences of other states. These examples are chosen simply to illustrate some of the approaches chosen by the legislatures and executive branches of other states; any and all may provide some ideas for consideration.

Legislation had been introduced in Minnesota (appendix C.i.) that would authorize advertising and direct the Commissioner of Administration to use revenues derived from advertising to be used for technology, however, the bill died in committee.

The Michigan legislature (appendix C.ii.) authorized the e-Michigan Office to accept advertising with revenue benefiting both the e-Michigan office and the General Fund. This was passed under the appropriation bill (Public Act 83 of 2001), which is also provided in the appendix. Funding for the e-Michigan office from advertising revenues is limited to \$250,000 with all additional funds going into the General Fund.

Advertising may also be used as a form of recognition (or thanks) to vendors who give donations or gifts.

Ohio (appendix C.iii.) is maintaining an advertising moratorium until pertinent issues have been studied and presented to the Governor's (Ohio) Council on Electronic Commerce. Waivers are available for this rule, but they must be presented to the deputy director of IT policy. Acknowledgements are not included in this moratorium and may be used as long as they are made discreetly and subtly, not linked to any external websites, and are accompanied by a disclaimer that the acknowledgement does not constitute endorsement. The policy includes a definitions section for what the state sees as advertisements, sponsorships, acknowledgements, or endorsements.

Montana (appendix C.iv.) has a policy on advertisements that will not allow banner ads and delineates reasons for this. The state will allow links to organizations and citizen or business websites as long as conditions are met that have been established by the state.

The Florida Department of Highway Safety and Motor Vehicles (appendix C.v.) is renting web "real estate" on their websites in a manner analogous to signage along interstate highways. A column along the right-hand side of web pages is set aside as rental space for advertisements from companies that include automobile insurance providers and auto parts stores.

The Nevada Information Technology Operations Committee (NITOC) has established a technology standard (appendix C.vi.) that prohibits all advertisements, sponsorships or endorsements on state-controlled websites.

Los Angeles County publishes a disclaimer (appendix C.vii.) at the top of its website informing citizens that the county does not endorse or support any advertising found through links from their website.

In meeting minutes from the IOWAccess Advisory Council Meeting on November 28, 2000 (appendix C.viii.) the council neither endorsed nor advocated sponsorship of state web pages.

In short, the variety of approaches in other states cannot be seen as an authoritative set of data that should be used to guide policy in Virginia. It is clear, though, that a formal policy should be developed for the Commonwealth in light of the current evolution of logos and links that are already a part of our state agency websites. The potential for abuse and for conflicts of interest is too obvious to allow state agencies to move unfettered in this direction in a quest for scarce dollars.

Recommendations:

- 1) Pop-up and banner advertising should not be allowed under any circumstances because they may slow down the performance of the page and are highly likely to annoy many citizens.
- 2) Logos, in the few instances where they might be appropriate for acknowledging sponsorship dollars, should never present a distraction for the citizen using the site and should not slow the transaction time.
- 3) Such sponsorships should only be allowed where related to special events or projects, not for the development of routine citizen services on the web.

SENATE JOINT RESOLUTION NO. 82

Offered January 9, 2002

Prefiled January 9, 2002

Requesting the Secretary of Technology, in consultation with the Joint Commission on Technology and Science, to study and develop guidelines for advertising on government websites.

Patron-- Newman

Referred to Committee on Rules

WHEREAS, electronic government puts government directly into the hands of the public; and

WHEREAS, electronic government is a high priority for the Commonwealth because it provides a means for citizens, businesses, educational institutions, and government to work effectively and efficiently together; and

WHEREAS, virtually all of the Commonwealth's agencies have websites to make government available through electronic means and support the further development of electronic government; and

WHEREAS, advertising has become a means for governmental agencies of other states to finance their electronic government initiatives and can become a means for governmental agencies in the Commonwealth to finance their electronic government initiatives without undue burden on the citizens of the Commonwealth; and

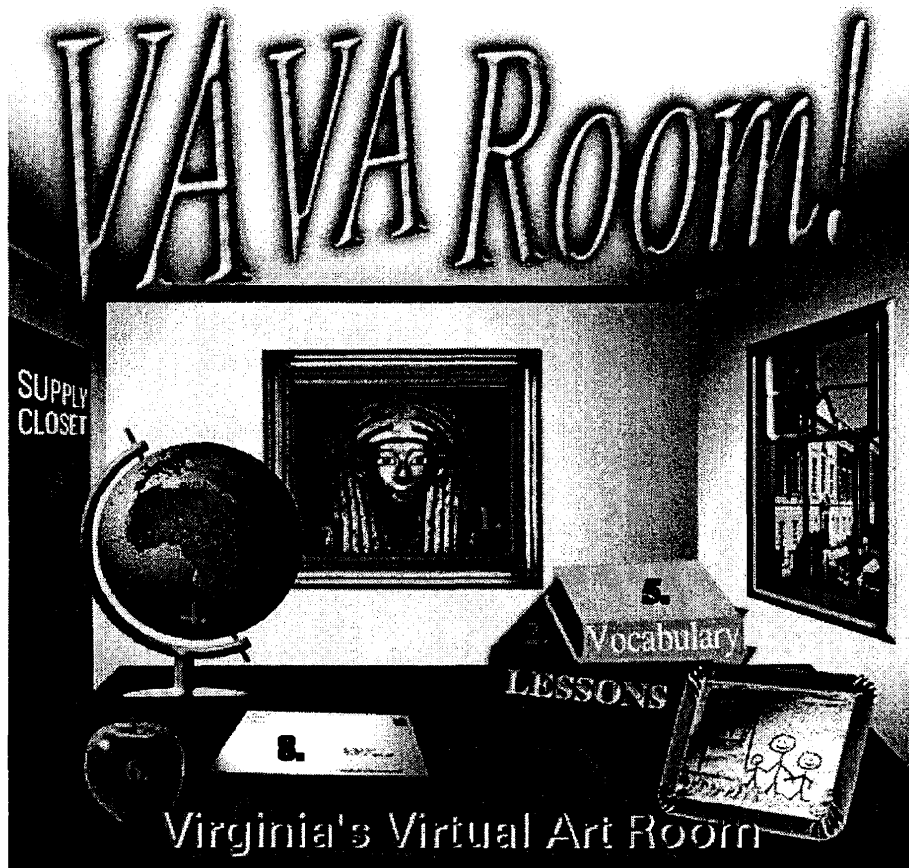
WHEREAS, there exist no statewide policies in the Commonwealth regarding advertising on government websites; now, therefore, be it

RESOLVED by the Senate, the House of Delegates concurring, that the Secretary of Technology, in consultation with the Joint Commission on Technology and Science, be requested to study and develop guidelines for advertising on government websites.

All agencies of the Commonwealth shall provide assistance to the Secretary of Technology for this study, upon request.

The Secretary of Technology shall complete his work by November 30, 2002, and submit his findings and written recommendations to the Governor and the 2003 Session of the General Assembly as provided in the procedures of the Division of Legislative Automated Systems for the processing of legislative documents.

- Gallery
- Lessons
- Supply Closet
- Maps
- Vocabulary
- Teacher Lounge
- Family Room
- Reply



Virginia's Virtual Art Room was created with generous support from the following

NEA

FIRST UNION

George Mason University

VCU

Virginia Commonwealth University

Virginia Museum of Fine Arts

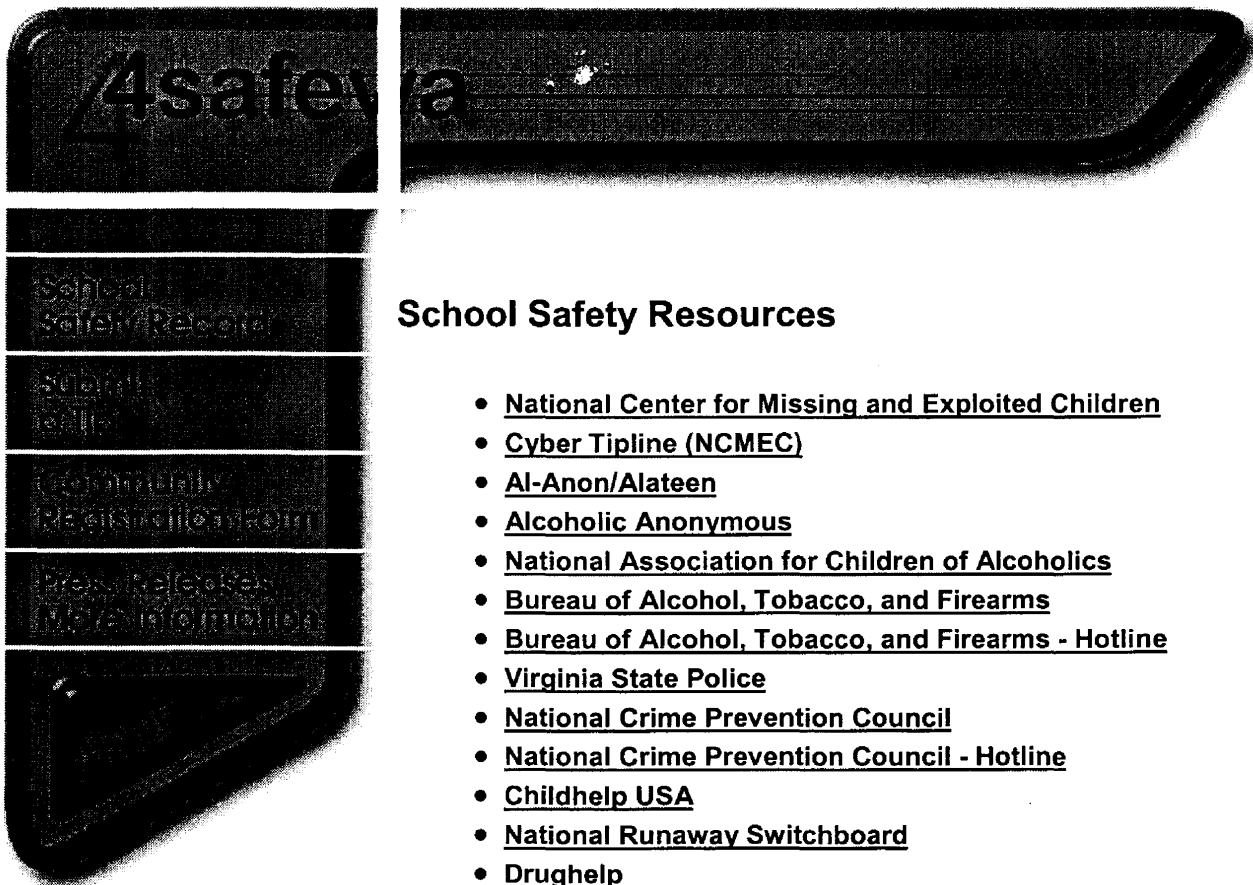
Please set your monitor to 800x600 or larger for best view.

Web-site Acknowledgments

- On-line Project Coordinator: Andrea Wagner, Virginia Museum of Fine Arts
- On-line Exhibition and Curriculum: Marni Morris-Wishart, Master of Arts, Art History/Museum Studies, Virginia Commonwealth University; Youth and Family Programs, Office of School and Family Programs, Division of Education & Outreach, Virginia Museum of Fine Arts
- On-line Text Editor: Monica Rumsey, Editor-in-Chief, Office of Publications, Division of Communications & Marketing, Virginia Museum of Fine Arts
- Webmaster: Les Smith, Coordinator of Educational Technology, Office of Statewide Partnerships, Division of Education & Outreach, Virginia Museum of Fine Arts
- Web Administrator: Martin K. Wright, George Mason University
- Graphic Artist: Greg Stein, George Mason University
- Designer: Thomas McGuire, George Mason University
- Thesis Advisor: Dr. Ann Glenn Crowe, Department of Art History, Virginia Commonwealth University
- Thesis Reader: Bruce Koplin, Department of Art History, Virginia Commonwealth University



<http://www.vmfa.state.va.us/gmuvava/>



School Safety Resources

- National Center for Missing and Exploited Children
- Cyber Tipline (NCMEC)
- Al-Anon/Alateen
- Alcoholic Anonymous
- National Association for Children of Alcoholics
- Bureau of Alcohol, Tobacco, and Firearms
- Bureau of Alcohol, Tobacco, and Firearms - Hotline
- Virginia State Police
- National Crime Prevention Council
- National Crime Prevention Council - Hotline
- Childhelp USA
- National Runaway Switchboard
- Drughelp
- U.S. Department of Education, Publication of Early Warning, Timely Response: - See action steps for students
- GetNetWise

A COMMONWEALTH OF KNOWLEDGE

***** VIRGINIA'S SITE for EDUCATORS



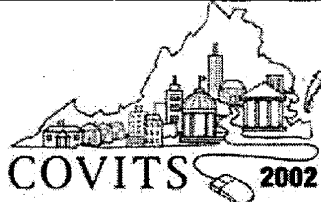
The Commonwealth of Virginia has partnered with the Virginia Information Providers Network (VIPNet), GTE Virginia, and Bell Atlantic Virginia to create the 4 Safe Va Program. GTE Virginia and Bell Atlantic Virginia are the co-sponsors of the toll free hotline, 1-877-4-SAFE-VA. VIPNet is hosting this Internet site. We gratefully acknowledge their contribution toward the safety of the school children of Virginia.

<http://www.4safeva.org/links.htm>

4th Annual Commonwealth of Virginia Information
Technology Symposium

September 24 - 26, 2002

Virginia Military Institute
Lexington, Virginia



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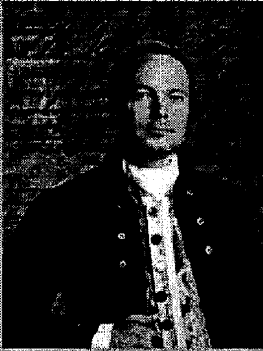
Experts to lead breakout sessions on these crucial topics:

- Web Services
- Information Security
- E-Government Anytime, Anywhere, for Anyone: E-Services for Wireless and Handheld Devices
- Broadband Deployment Models for Localities
- Project Risk Management
- What is WAI and P3P and Why Should I Care? Accessibility and Privacy Issues Update
- Where Virginia Stands
- Benefits of Strategic IT Planning and Enterprise Architectures and
- How to Do Even More with Even Less
- Virginia Base Mapping

Keynote Speakers include:

Governor of Virginia,
Vice-Chairman of EDS,
Former CIO of California,
CIO of National Information Consortium,
Virginia's Secretary of Technology

Attend the First
COVITS Kick-Off Reception!



Tuesday, September 24,
6:30 - 10:00 PM
Cameron Hall
Enjoy dinner, music, and networking
Hear from "Thomas Jefferson"
Sponsored by Verizon and CISCO

Visit Booths in Two Exhibit Halls

Play
Techno Trek
Visit 30 of 100 exhibitors and earn the chance to win
digital cameras and other nice prizes.

Hosted By
Virginia Secretary of Technology George C. Newstrom
in partnership with
Virginia Military Institute Research Laboratories

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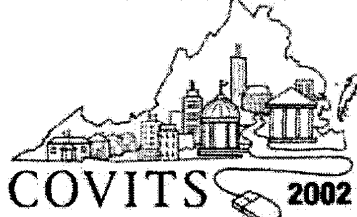


Global Digital Economy: Old Dominion or Bold Dominion?

4th Annual Commonwealth of Virginia Information
Technology Symposium

September 24 - 26, 2002

Virginia Military Institute
Lexington, Virginia



[Golf Tournament](#)

[Register](#)

[HOME](#)

[Who's Regi](#)

Agenda

Tuesday, September 24, 2002

- 12:00 - 5PM **GIS/GPS Workshop**
- 12:00 - 5PM **IT Project Management**
- 1 - 4 PM **Joint Meeting:
Council on Technology Services & CID Advisory Board**
- 6:00 - 7:30 PM **Sponsors Reception (*By Invitation Only*)
(Sponsored by KPMG Consulting & LeClair Ryan, LLP)**
- 6:30 PM - 10 PM **Kick Off Reception
(Sponsored by CISCO & Verizon)**
- 8 PM **Appearance by Thomas Jefferson (Clay Jenkinson)**

Wednesday, September 25, 2002

- 7:30 - 8:30 AM **State Agency Breakfast
(Sponsored by Oracle)**
- 8 AM **Breakfast for Attendees**
- 8 AM - 1 PM **Cameron Hall Exhibit Booths Open**
- 8 AM - 7 PM **Cocke Hall Exhibit Booths Open**
- 9 AM **Opening Ceremonies**
- 9:10 AM **Opening Session**
- P.K. Agarwal
Chief Information Officer & Executive Vice President
National Information Consortium**
- Steve Kolodney
American Management Systems
(former CID of Washington State and California)**
- "Global Digital Economy: Old Dominion or Bold Dominion"
The Honorable Mark R. Warner
Governor
Commonwealth of Virginia**
- Introduction of Mr. Chiapparone by
Dr. Ronald E. Carrier
President Emeritus
James Madison University**
- Paul Chiapparone
Vice Chairman
EDS**
- "Virginia in the Global Digital Economy: Highlights of the Technology Strategic Plan"
The Honorable George C. Newstrom
Secretary of Technology
Commonwealth of Virginia**
- 12 PM **Buffet Lunch**

1:30 PM	<u>Breakout Sessions</u>	VMI Post
	<ul style="list-style-type: none"> • Web Services • Information Security • E-Government Anytime, Anywhere, for Anyone: E-Services for Wireless and Handheld Devices • Broadband Deployment: Models for Localities 	
3:30 PM	<u>Breakout Sessions</u>	VMI Post
	<ul style="list-style-type: none"> • Project Risk Management • Web Services • What is WAI and P3P and Why Should I Care? Accessibility and Privacy Issues Update • eLearning 	
5:30 PM	Governor's Technology Awards Reception <i>(Sponsored by Hewlett-Packard)</i>	Cocke Hall
7:00 PM	<u>Governor's Technology Awards Banquet</u> <i>(Sponsored by American Management Systems)</i>	Crozet Hall

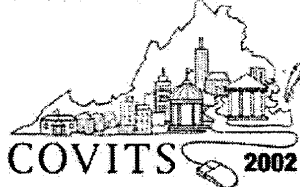
Thursday, September 26, 2002

7:30 - 8:50 AM	<u>Paper Session</u>	Moody Hall, 2nd Floor
7:30 - 8:30 AM	Local Government Breakfast <i>(Sponsored by Gateway)</i>	Moody Hall, First Floor
8 AM	Breakfast for Attendees	Cameron Hall
8 AM - 1 PM	Cameron Hall Exhibit Booths Open	Cameron Hall
9 AM	<u>Breakout Sessions</u>	VMI Post
	<ul style="list-style-type: none"> • Where Virginia Stands • Benefits of Strategic IT Planning and Enterprise Architecture • How to Do Even More with Even Less • Virginia Base Mapping 	
10:30 AM	Closing Session	Cameron Hall
	<p>"Digital Government 2.0: Collaboration, Competitiveness & the Citizen" <u>Paul Taylor</u> Chief Strategy Officer Center for Digital Government</p> <p>"Yes...BUT" <u>Hugh F. Gouldthorpe, Jr.</u> Vice President Owens&Minor</p>	
12 PM	Buffet Lunch <i>Drawing for Prizes</i>	Cameron Hall
12:30 PM	Adjournment	Cameron Hall
1 PM	<u>Golf Tournament</u>	Lexington Golf & Country Club

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2002 Governor's Technology Awards

Call for Nominations

The Honorable George C. Newstrom, Secretary of Technology, will present the Fourth Annual Governor's Technology Awards at the Commonwealth of Virginia Information Technology Symposium (COVITS) 2002. The Awards program honors outstanding achievements and recognizes successful technology and economic development initiatives in the public and private sectors throughout the Commonwealth of Virginia.

CONTEXT

Virginia Governor Mark R. Warner has challenged all entities in the state—government, education, and business—to think beyond the traditional borders of the state and the nation, and recognize the new digital global economy. Governor Warner has laid out his vision for technology in the state to make Virginia a leader in the digital global economy, to ensure all regions of the state benefit from the prosperity of the new economy, and to provide excellent services to citizens and businesses through exemplary management of the Commonwealth's information technology resources. Thus, it is important to recognize technology initiatives and economic development efforts that support the Governor's vision and serve as models for innovation and growth.

COVITS is widely regarded as the leading state conference for Virginia leaders and IT executives from state and local government, higher education, K-12 education, private sector business partners, regional technology councils and associations. The theme of this year's COVITS is "The Global Digital Economy: Old Dominion or Bold Dominion?" The conference will explore the importance of Virginia competing in a global market, the high stakes for our future workforce, and the role of government in the new economy.

NEW AWARDS

To recognize efforts to make Virginia a leader in the digital global economy, the 2002 Governor's Technology Awards program has been expanded to include four new awards:

1. The **Public/Private Partnership Award** recognizes the public/private partnership that best demonstrates a mutually beneficial relationship in which cost effective, innovative technology solutions leverage industry investment and result in enhanced service delivery to the citizens of the Commonwealth of Virginia.
2. The **Innovation in Technology Award** recognizes Virginia institutions of higher education and the private sector organization that best demonstrates the creation of a new innovative technology, or a significant improvement to an existing technology, or its application, through research and development efforts, that has the potential to greatly alter how business is done in a particular industry.
3. The **Entrepreneur Award** recognizes two (2) businesses that exemplify the Virginia entrepreneurial spirit through use of technology to grow into new markets, to markedly increase jobs inside the Commonwealth of Virginia, and/or participate in local or regional business associations or activities (e.g., Chambers of Commerce or Regional Technology Councils).
4. The **One Virginia Award** recognizes top Virginia-based companies that have reached out to traditionally underserved regions of the Commonwealth by creating jobs in Virginia beyond their home region.

The **Government Service Awards**, awarded since 1999, will recognize public sector entities that use information technology in their service to the citizens of Virginia.

APPLYING FOR A GOVERNOR'S TECHNOLOGY AWARD

The criteria and judging information for each of the five (5) categories of Governor's Technology Awards follows. Organizations are invited to nominate multiple initiatives, but must limit nominations to one category per initiative. (An initiative nominated for the Public/Private Partnership Award, for example, cannot be considered for a Government Service Award.)

Government Service Awards

WHO CAN APPLY

Awards will be presented in the following sub-categories: State Agency, Higher Education, K-12 Education, and Local Government. Private education institutions may apply within the Higher Education and K-12 Education sub-categories as appropriate. Initiatives that involve partnerships from more than one sub-category are strongly encouraged to apply. In the transmittal letter, indicate which sub-category you are applying for.

Winners of last year's Governor's Technology Awards and agencies and divisions of the Technology Secretariat are not eligible to apply for the 2002 Governor's Technology Awards.

JUDGING PROCESS AND CRITERIA

Nominations will be reviewed by a panel of judges, and will be judged against the following four (4) criteria:

1. Enhances the manner in which the organization provides services to its customers.
2. Results in a return on investment (cost savings, cost avoidance, etc.) for the organization.
3. Improves the overall efficiency of the organizations' operations.
4. Involves an innovative use of or approach to technology.

Equal weight will be given to each criterion. Please be sure to address each criterion in the nomination and cite how each is measured or benchmarked.

Public/Private Partnership Award

WHO CAN APPLY

All major public sector and private sector partners in a formal public/private partnership agreement are eligible for recognition. The initiative must be operational.

JUDGING PROCESS AND CRITERIA

Nominations will be reviewed by a panel of judges, and will be judged against the following three (3) criteria:

1. Creative or innovative approach or concept.
2. Enhanced service delivery to public customers and significant improvements to products.
3. Return on investment (cost savings, cost avoidance, etc.).

Innovation in Technology Award

WHO CAN APPLY

There are two sub-categories for the Innovation in Technology Award:

1. Public and private sector institutions of higher education (or any research team that is university-based) in Virginia are encouraged to apply. The award recognizes any innovative technology product, process, software, or service that has been successful in the commercial marketplace or shows promise for commercialization. For products that have not been commercialized, the research must have been published in a peer-reviewed journal since January 1998.
2. Private sector organizations that have developed one or more unique technology products, processes, software, or services and have enjoyed success in the commercial marketplace are encouraged to apply.

JUDGING PROCESS AND CRITERIA

Nominations will be reviewed by a panel of judges, and will be judged against the following three (3) criteria:

1. Technological merit and supplying a solution for an outstanding need or problem that currently does not exist.
2. Products should be unique, energy-efficient, innovative, and cost-effective.
3. Value to society and the marketplace, and the success in attaining business goals and objectives.

The nomination should include a general, technical description; an explanation of the value to society; information on testing and trial deployments; evidence or findings illustrating the initial impact on industry; and complete citations of published articles.

Entrepreneur Award

WHO CAN APPLY

Private sector companies headquartered in Virginia who exemplify the Commonwealth's entrepreneurial spirit are encouraged to apply. Awards will be presented to a small enterprise and a large enterprise:

- Small Enterprise is defined as an organization with fewer than 50 full-time employees or less than \$20 million in revenue.
- Large Enterprise is defined as an organization with at least 50 full-time employees or \$20 million or more in revenue.

JUDGING PROCESS AND CRITERIA

Nominations will be reviewed by a panel of judges, and will be judged against the following five (5) criteria:

1. Growth in number of employees.
2. Increase in sales and/or unit volume.
3. Current and past financial statements (all financial information submitted will remain confidential).
4. Innovative products or services.
5. Community service and impact on local economy.

One Virginia Award

WHO CAN APPLY

Companies headquartered in Virginia that reach out to traditionally underserved Virginia communities to ensure all of Virginia benefits from the global digital economy are encouraged to apply.

JUDGING PROCESS AND CRITERIA

Nominations will be reviewed by a panel of judges, and will be judged against the following two (2) criteria:

1. Outreach to underserved areas in Virginia through job creation.
2. Increased access to technology and related skills among underserved populations.

FORMAT

In addition to the specific requirements for the Governor's Technology Awards category, each submission shall include a letter or e-mail message of transmittal, an executive summary, and a description of the initiative.

Transmittal

Please include the following information in your transmittal letter or e-mail message:

- Organization
- Contact Person(s) and Title(s)
- E-Mail Address
- Mailing Address
- Telephone and Fax Numbers
- Awards Category (only one category per initiative)

Executive Summary

Please provide an Executive Summary of your initiative that is suitable for posting to the COVITS web site (limit 400 words).

Length

Nominations must be kept to ten (10) pages or fewer, including supplementary materials. The suggested length is five (5) pages (not including the Executive Summary).

Initiative Description

Please be sure to describe your initiative, including information on duration, the aspects that make it innovative, and the business need(s) or problem(s) it was designed to address. Include goals and objectives, and the metrics used to measure success.

DEADLINE

All nominations must be received by August 26, 2002. Submissions can be sent electronically to sectec@gov.state.va.us. For large electronic files, send a disk or CD-Rom to:

Governor's Technology Awards
C/O Office of the Secretary of Technology
202 N. Ninth Street, Suite 506
Richmond, VA 23219

Materials will not be returned unless requested by the nominee. Please do not send hard copies of materials.

AWARDS PRESENTATION

The winners of the 2002 Governor's Technology Awards will be announced during the 2002 Governor's Technology Awards Banquet, which will take place at COVITS 2002 on the evening of Wednesday, September 25, Virginia Military Institute, Lexington, Virginia.

Contacts

Jenny Hunter, Council on Technology Services, Executive Director, at (804) 786-9579 x. 3804 or jhunter@gov.state.va.us.

Media inquiries only, contact Judy Napier, Assistant Secretary of Technology, at (804) 786-9579 or jnapier@gov.state.va.us.

1999 GTA Winners

2000 GTA Winners

2001 GTA Winners

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CACI

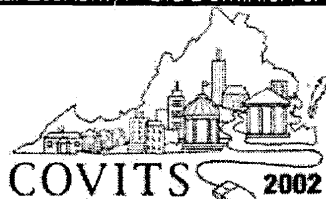
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Global Digital Economy: Old Dominion or Bold Dominion?

4th Annual Commonwealth of Virginia Information
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Virginia Military Institute
Lexington, Virginia



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Background

The Commonwealth of Virginia Information Technology (COVITS) began in 1999. The purpose, stated in the first announcement, is to, "bring together information technology representatives from state agencies, institutions of higher education, educational infrastructure, local governments, and the private sector to discuss pertinent technology issues concerning the design, integration, and management of the Commonwealth's information systems."

COVITS 2001

[Agenda](#)
[Sponsors](#)
[Exhibitors](#)
[Attendees](#)
[Webcast of Event](#)
[Electrical Report](#)
[Survey Results](#)

COVITS 2000

[Agenda](#)
[Sponsors](#)
[Exhibitors](#)

COVITS 1999

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SCT
Serenic Software, Inc.
Software AG, Inc.
Source4
Sun Microsystems, Inc.
Sun Microsystems, Inc. CTBR payment
System Automation Corporation
TANDBERG
Terralogic, Inc.
The Whitlock Group
TranTech Inc.
VCCS - Institute of Excellence for Information Technology
VERITAS Software
Verity, Inc
Vignette Corporation Public Sector
Virginia Dept. of General Services, Purchases & Supply
Virginia Review
Virginia's Center for Innovative Technology
Wire One Technologies, Inc.
Wireless Data and Design
WPI
Xerox Corporation-XConect

0

Click on the exhibitor's name to visit its Web site.

Hosted By
Virginia Secretary of Technology George C. Newstrom
in partnership with
Virginia Military Institute Research Laboratories

Contact Us



Integration Software

Some selected examples of analogies already in place in Virginia:

COVITS

<http://www.covits.com/>

Virginia Museum

<http://www.vmfa.state.va.us/>

<http://www.vmfa.state.va.us/gmuvava/>

Environment Virginia

<http://www.environmentva.org>

First Lady's Commonwealth of Knowledge

<http://www.knowledge.state.va.us/welcome.htm>



Minnesota Senate

[House](#) | [Senate](#) | [Legislation & Bill Status](#) | [Laws, Statutes & Rules](#) | [Joint Depts. & Commissions](#)

KEY: ~~stricken~~ = old language to be removed
underscored = new language to be added

NOTE: If you cannot see any difference in the key above, you need to change the display of stricken and/or underscored language.

[Authors and Status](#) ■ [List versions](#)

S.F No. 1895, as introduced: 82nd Legislative Session (2001-2002) Posted on Mar 20, 2001

1.1 A bill for an act
1.2 relating to state government; permitting the office
of
1.3 technology to solicit and accept advertising revenue;
1.4 proposing coding for new law in Minnesota Statutes,
1.5 chapter 16E.
1.6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
1.7 Section 1. [16E.09] [ADVERTISING.]
1.8 The commissioner of administration may solicit and accept
1.9 advertising revenue for paper or electronic publications, media
1.10 productions, and promotional or other informational materials
1.11 including the state Web portal.
1.12 Revenues received by the commissioner for advertising must
1.13 be used to defray costs associated with production and
promotion
1.14 of advertising activities and are otherwise appropriated and
1.15 allocated to the commissioner for technology investments.



State Notes

TOPICS OF LEGISLATIVE INTEREST

March/April 2002

WWW.MICHIGAN.GOV

by Jessica Runnels, Fiscal Analyst

The e-Michigan Office was established on May 1, 2000, in Executive Order 2000-6 with the primary responsibility of maintaining the State's website, www.michigan.gov. The purpose of the e-Michigan Office is to fulfill "an identified need for the state to focus on and become active in the development and implementation of electronic government". The website is organized into five different theme areas, has links to all State department and agency websites, and offers selected State services online.

The e-Michigan Office

The e-Michigan Office originally was authorized for operation for only two years and housed within the Executive Office. It provides all State departments and agencies with assistance for e-commerce activities. Executive Order 2002-2 continues the e-Michigan Office as a Type I Agency and transfers it to the new Department of Information Technology, which was created in Executive Order 2001-3. A five-person advisory council consisting of the Governor and four members appointed by the Governor advises the director of the e-Michigan Office on issues and trends in e-commerce and implementation of initiatives.

The jurisdiction of the e-Michigan Office goes beyond the central State website. The policies adopted by the Office also apply to all executive State departments and agencies. The departments create their own websites, but must adhere to the policies set by the e-Michigan Office, such as for advertising and Internet privacy. The e-Michigan Office controls the design and e-government activities on State department websites, and those departments determine the content and language used on the website. Legislative and judicial agencies are not bound by the e-Michigan Office. They may choose to follow the policies adopted by the e-Michigan office, but legislative and judicial agencies function independently of the executive agencies and each other.

In addition to three e-Michigan employees, three employees from the Department of Management and Budget (DMB), and 10 employees of contracted vendors, the e-Michigan Office borrows staff from other departments for special projects. The employee-borrowing process is designed to assist the Office in creating a website and policies that complement department websites. The originating departments pay the salary of their employees working on the special projects, while the e-Michigan Office pays the salaries of its own employees and those borrowed from the DMB.



State Notes

TOPICS OF LEGISLATIVE INTEREST

March/April 2002

The Website

The new website became active on July 10, 2001. It is arranged into theme areas rather than by department and agency. This arrangement was chosen in an effort to provide services in a consumer-friendly method. The e-Michigan Office believes that visitors to the website will find theme areas easier to navigate compared with a department-by-department organization. The five theme areas are Business Services, Education, Licensing, Family Health and Wellness, and Travel and Recreation.

The website was designed in cooperation with IBM Corp., in accordance with a \$3.6 million contract signed in April 2001 for provision of the Internet portal and necessary technology services. Additional contracts have been signed for specific projects, including consulting services for the e-Michigan Program Management Office, development of an online direct billing system, business process re-engineering, and provision of external hosting services. Expenditures for contract services total approximately \$14.2 million.

Appropriations and Expenditures

The first two appropriations to the e-Michigan Office were included in supplemental appropriation bills, emphasizing the original temporary nature of the office. Table 1 displays the appropriations by year and fund source. The e-Michigan Office has been appropriated a total of \$25.2 million in (FY) 1999-2000 and FY 2000-01. The amount shown below for Fiscal Year (FY) 2002-03 was proposed by the Governor in House Bill 5646 and has not been enacted. No appropriation has been made or proposed for FY 2001-02. The appropriations for the e-Michigan Office were placed in a work project account from which they may be spent in fiscal years beyond the year of appropriation.

Table 1

Appropriations to the e-Michigan Office				
Fiscal Year	GF/GP	Restricted	Federal	Total
FY 1999-2000	\$21,200,000	\$2,000,000	\$0	\$23,200,000
FY 2000-2001	0	1,900,000	100,000	2,000,000
FY 2002-2003*	9,300,000	0	0	9,300,000
Total	\$30,500,000	\$3,900,000	\$100,000	\$34,500,000

* As recommended by the Governor in HB 5646.

Source: e-Michigan Office

Gary S. Olson, Director - Lansing, Michigan - (517) 373-2768 - TDD (517) 373-0543
 Internet Address: <http://www.senate.state.mi.us/sta/>



State Notes

TOPICS OF LEGISLATIVE INTEREST

March/April 2002

No specific restricted fund source is designated in the appropriation bills. The restricted funds may come from a variety of sources depending on the project. For example, the e-Michigan Office could receive Medicaid funds to implement an online prescreening eligibility system and online applications for the MICHild and Healthy Kids program. Specific Federal fund sources have not been identified.

The e-Michigan Office has identified the amount of funding each project within each theme area will receive. In addition to the five theme areas on the website, there is a sixth development area called Enterprise Wide that primarily handles the administration of technology. Table 2 displays the Office's anticipated expenditure schedule.

Table 2

e-Michigan Office Anticipated Expenditure Schedule			
	FY 2000-01	FY 2001-02	Total
Enterprise Wide	\$9,299,508	\$12,134,745	\$21,434,253
Business Services	92,580	587,750	680,330
Education	93,170	842,960	936,130
Licensing	61,230	652,870	714,100
Family Health and Wellness	61,230	939,000	1,000,230
Travel and Recreation	61,230	340,000	401,230
Total	\$9,668,948	\$15,497,325	\$25,166,273

Source: e-Michigan Office

Actual expenditures started slowly as the Office established itself and planned an approach. As contracts have been signed and the website completed, expenditures have increased. Focus initially was concentrated on activities related to the Enterprise Wide area. The development of services in the five theme areas will account for the bulk of the remaining expenditures. As of April 2002, the e-Michigan Office had spent approximately \$15.7 million of the FY 1999-2000 General Fund/General Purpose (GF/GP) appropriation and another \$5.2 million GF/GP is encumbered. None of the restricted funds have been spent, nor has any of the appropriation from FY 2000-01 been spent.

Advertising Policy

Language included in the FY 2001-02 General Government appropriation bill (Public Act 83 of 2001) authorizes the e-Michigan Office to accept advertising for placement on the website, with the revenue benefitting operations of the Office. The central website is not

Gary S. Olson, Director - Lansing, Michigan - (517) 373-2768 - TDD (517) 373-0543

Internet Address: <http://www.senate.state.mi.us/sfa/>



State Notes

TOPICS OF LEGISLATIVE INTEREST

March/April 2002

the only one that may contain advertising. Since the jurisdiction of the e-Michigan Office includes all executive departments, these individual department websites also may receive advertising. Advertising revenue to the Office was limited to a total of \$250,000 with any additional funds benefitting the General Fund. The language also allows the e-Michigan Office to accept gifts, donations, contributions, bequests, and grants of money for its operations, and allows the source to receive recognition on the website.

At this time, no advertising has been placed on a State website and no contract has been signed with a vendor to design or coordinate the placement of advertising on State websites. The e-Michigan Office stated that it will review each advertisement before accepting it to determine acceptability for an audience of any age. The Office also will make an effort to place advertisements on department websites with related topics.

Privacy Policy

The privacy policy adopted by the e-Michigan Office applies to all executive department websites. Cookies, or small bits of data stored by a website on a visitor's computer, may be long-term or temporary. Temporary or session-specific cookies are used unless a visitor chooses to personalize his or her view of the website. If this option is chosen, then long-term cookies are used in order to remember the visitor's preferences from session to session.

A subsection included in the FY 2001-02 General Government appropriation act requires the privacy policy adopted by the e-Michigan Office to inform visitors how to view and delete cookies from their computer. This information was included in the privacy policy when the e-Michigan website became operational in July 2001. The e-Michigan website also describes a linking policy, an accessibility policy, and a security policy for online transactions.

Conclusion

The e-Michigan Office will be transferred to the Department of Information Technology as soon as is practicable following the effective date of Executive Order 2002-2, April 23, 2002. The Office intends to divide the recommended appropriation for FY 2002-03 between maintaining existing projects and developing new initiatives.

No. 83

Public Acts of 2001

Approved by the Governor

July 25, 2001

Filed with the Secretary of State

July 25, 2001

EFFECTIVE DATE: July 25, 2001

STATE OF MICHIGAN

91ST LEGISLATURE

REGULAR SESSION OF 2001

Introduced by Senators Schwarz, Johnson, Gougeon, Smith, Stille and McManus

ENROLLED SENATE BILL No. 234

AN ACT to make appropriations for the departments of attorney general, civil rights, civil service, management and budget, state, and treasury, the executive office, and the legislative branch for the fiscal year ending September 30, 2002; to provide for the expenditure of these appropriations; to provide for the funding of certain work projects; to provide for the imposition of certain fees; to establish or continue certain funds, programs, and categories; to transfer certain funds; to prescribe certain requirements for bidding on state contracts; to provide for disposition of year-end balances for the fiscal year ending September 30, 2002; to prescribe the powers and duties of certain principal executive departments and state agencies, officials, and employees; and to provide for the disposition of fees and other income received by the various principal executive departments and state agencies.

The People of the State of Michigan enact:

Sec. 715. (1) The e-Michigan office may sell and accept paid advertising for placement on any state website under its jurisdiction. The office shall review and approve the content of each advertisement. The office may refuse to accept advertising from any person or organization or require modification to advertisements based upon criteria determined by the office. Revenue received under this subsection will be used for operating costs of the office and for future technology enhancements to state of Michigan e-government initiatives. Funds received under this subsection shall be limited to \$250,000.00. Any funds in excess of \$250,000.00 shall be deposited in the state general fund.

(2) The e-Michigan office may accept gifts, donations, contributions, bequests, and grants of money from any public or private source to assist with the underwriting or sponsorship of state web pages or services

offered on those web pages. A private or public funding source may receive recognition in the web page. The office may reject a gift, donation, contribution, bequest, or grant.

(3) The e-Michigan office may enter into agreements to supply services to other principal executive departments and agencies. The e-Michigan office may receive and expend funds in addition to those authorized in 2000 PA 291 for providing such services. The e-Michigan office may expend amounts received for salaries, supplies, services, and equipment necessary to provide e-Michigan services.

(4) Funds accepted by the e-Michigan office under subsections (1), (2), and (3) are appropriated and allotted when received and may be expended upon receipt.

(5) Any unexpended revenue received under this section shall not lapse to the general fund and shall be available for future appropriations.

(6) The e-Michigan office shall develop a search function of all state departments and agencies. This search function shall be easily accessible to visitors on the front page of the state's website.

(7) The privacy policy adopted by the e-Michigan office shall include the following provisions:

(a) Instruction on how visitors can set their browsers to be warned before each cookie is written to a visitor's computer.

(b) The e-Michigan office will also include instructions for visitors to inform them how to view and remove cookies on their personal computers.

(8) By April 1, the e-Michigan office shall report to the senate and house of representatives standing committees on appropriations and the senate and house fiscal agencies all of the following information:

(a) The amount of gifts, donations, contributions, bequests, and grants of money received by the office under this section for the prior fiscal year.

(b) A listing of the expenditures made from the amounts received by the office as reported in subdivision (a).

(c) A listing of any gift, donation, contribution, bequest, or grant of property other than funding received by the office under this section for the prior year.

(d) The total revenue received from the sale of paid advertising accepted under this section and a statement of the total number of advertising transactions.



Moratorium on the Use of Advertisements, Endorsements, And Sponsorships on State-Controlled Web sites	NO:	ITP F.35
	Effective:	10/23/2000
	Issued By: Gregory S. Jackson Assistant Director Department of Administrative Services Chief Information Officer, State of Ohio Published By: Office of Statewide IT Policy	

1.0 Purpose

As the state makes services and information more available via the Internet, new challenges emerge. One of these challenges is advertising on state-controlled websites or creating partnerships with advertising companies to host an agency's website. From a funding aspect, this opportunity looks very attractive. However, there are numerous legal and policy issues that surface when considering advertising on state-controlled websites. Until the issues surrounding web advertisements on state-controlled websites have been fully studied and presented to the Governor's Council on Electronic Commerce for review, agencies shall not allow advertisements, sponsorships or endorsements on state-controlled websites including vendor-hosted websites. The details of this moratorium are stated below in the Policy section.

2.0 Scope

All Agency Directors, Agency IT Managers and Agency Chief Legal Counsels.

3.0 References

This moratorium replaces all previously released memoranda regarding this topic.

4.0 Policy

Until the issues surrounding web advertisements on state-controlled websites have been fully studied and presented to the Governor's Council on Electronic Commerce for review, agencies shall not allow advertisements, sponsorships or endorsements on state-controlled websites including vendor-hosted websites. This moratorium is effective immediately and will remain in effect until the Department of Administrative Services in consultation with the Governor's Council on Electronic Commerce issues a final statewide policy. Agencies with explicit statutory authority regarding advertisements may request a waiver of this moratorium through Mary Carroll, deputy director of IT policy, at 614.995.1057 or mary.carroll@das.state.oh.us.



4.1 Acknowledgements

State agencies may include acknowledgements on their websites as long as the acknowledgement is:

- 4.1.1 Made discreetly and subtly;
- 4.1.2 Not linked to any external websites; and
- 4.1.3 Accompanied by a disclaimer that the acknowledgement does not constitute endorsement.

4.2 Directories

A web directory is a listing of external websites that might serve as a source of additional information for website visitors. An agency who offers a web directory with links to external websites on a state-controlled website, must define a class of entities that may be listed in the directory, allow anyone within that class to be linked, disclose on the website the criteria and procedures for requesting a link and disclaim endorsement. The criteria that the agency uses for determining if an entity to be linked via a directory falls within the class must be approved by the agency's director and then submitted to DAS along with the director's approval. The criteria should be sent to Mary Carroll, deputy director of IT policy, at mary.carroll@das.state.oh.us.

4.3 Required Software

Whenever an agency website requires the use of particular software that the website visitor may need to download (e.g., .PDF formatted files require the Adobe Acrobat Reader software), the link to the download site may be included. The link should be accompanied by a statement that the particular software is required.

5.0 **Procedures**

None.

6.0 **Background**

The Internet has become one of the state's most important resources for providing easy access to information, both internally and to our citizens and customers. There are many challenges such as funding of web-based initiatives, appropriate use of the Internet, security and privacy that need to be addressed as the state moves toward providing an increasing number of services on the Internet. One such challenge is the issue of placing advertisements on state-controlled websites in order to ease funding pressures. However, there are complex legal and policy issues that arise regarding advertising on state-controlled websites. Because of their importance, the chief information officer in consultation with the Governor's Council on Electronic Commerce must carefully research and consider these issues in order for the state to progress in a uniform manner in this area since the actions of individual agencies may set a precedence that impacts the entire state. Examples of these issues include:

- 6.1 Legal implications such as the legal authority under Ohio law including the Ohio Constitutional Lending Aid and Credit Clause, the potential for legal liability and U.S. First Amendment implications for agency control and content guidelines;
- 6.2 Potential privacy abuses when a user accesses web advertisements – since advertisers may track the visitors linking to their site, there is a loss of a level of privacy control, and while some privacy requirements could be placed on advertisers, those requirements need to be clearly and comprehensively defined;
- 6.3 Lack of accepted public-sector standards and guidelines regarding "best practices" in web advertising – few states, if any, have adopted policies on advertising on state websites.
- 6.4 Impact on performance – without clear standards, there is a danger that advertisements will degrade website performance or create confusing websites, and as such, those standards need to be comprehensively defined;
- 6.5 Impact on public perception and customer confidence – website visitors may perceive that the state service or information delivered is controlled by or associated with the advertiser either directly or indirectly;
- 6.6 Appearance of endorsement by the State of Ohio – potential consequences are the appearance of favoritism, public or media scrutiny of a state agency promoting a certain businesses, products, etc., as well as potentially implicating liability issues;
- 6.7 Control of downstream navigation and content – with the ability of websites to re-direct their visitors to other websites, the state may lose control of providing a means for visitors to return to the state website, and, furthermore, there is a danger that the visitors may very quickly be directed to problematic websites;
- 6.8 Impact on revenue allocation – this new funding source needs to be carefully examined for its impact on funding overall, including the implications to agencies receiving federal funds; and
- 6.9 Risk of litigation – apart from any of the legal implications described above, web advertisements may entail a high-risk of litigation, the cost of which must be considered.

7.0 Revision History

Date	Description of Change
10/23/2000	Original Policy. This Policy replaces all previously released memoranda regarding this topic.
09/26/2001	ITP policy ITP F.35 supersedes ITP policy OPP-035: A new numbering system and a new policy format have been introduced.
10/03/2001	Updated policy to reflect office name change from the Office of IT Policy and Planning (OPP) to the Office of Statewide IT Policy (ITP).
10/31/2001	Modified URL references to reflect the new address for the IT Policy home page.

Ohio **DAS**

8.0 Definitions

- 8.1 Acknowledgement. A statement, which may include a logo, graphic or text, that identifies but does not promote an individual business, person or any other non-governmental entity as the source of work, material, equipment or services for a project.
- 8.2 Advertisements. A logo, graphic, text, sound, video or any other means of promoting the commercial, political or other activities of an individual business, person or non-governmental entity.
- 8.3 Endorsement. A statement of approval of a product, service or individual business, person or any other non-governmental entity.
- 8.4 Sponsorship. A logo, graphic, text, sound, video, or any other means of recognizing an individual business, person or any other non-governmental entity in exchange for underwriting a project.

9.0 Related Resources

None.

10.0 Inquiries

Direct inquiries about this policy to:

Office of Statewide IT Policy
Computer Services Division
Department of Administrative Services
30 E. Broad Street, 39th Floor
Columbus, Ohio 43215

Voice: 614-644-9352
FAX: 614-644-9152
Email: OPP.policy.mgr@das.state.oh.us

ITP policies can be found on the Internet at:
<http://www.state.oh.us/ITP/>

11.0 Attachments

None.

Established for: **State** of **Montana** Information Technology Enterprise

Scott Darkenwald, Director

Date

Department of Administration

Brian Wolf, CIO

Date

Department of Administration

Policy - Requirements

SCOPE

This policy applies to all **state** computers, including the **state** university system, **state** networks, and **state** maintained or owned **web** pages, websites, and **web** applications.

PURPOSE

The Internet has become one of the **state**'s most important resources to provide easy access to information and services, both internally and to the citizens and customers of the **state**. However, the tool presents many challenges in dealing with acceptable/appropriate use and privacy concerns. Some agencies have been requested to allow linking to private organizations, **web** banner **advertising** on **state** websites or creating partnerships with **advertising** companies to host an

agency's website and subsidize the costs of operation with revenues from vendor posted **web** advertisements. Others have been offered software at no charge in exchange for displaying the company's icon or link on their site. These opportunities may appear desirable on the surface. There are, however, complex policy issues that arise that this policy is intended to address.

REQUIREMENTS

1. The **state** will not accept banner ads and vendor hosted website **advertising** for the following reasons:
 - The **state** is unable to exercise full control over banner advertisement redirects that may result in unintended consequences to the user and/or the **state** agency. Individuals "clicking" on a banner advertisement have little or no control of the redirect options to return the user to the original website. Re-routed **advertising** links can result in the user being linked to questionable or problematic websites, including those currently prohibited for **state** access (see ENT-SEC-120), which will negatively impact the **state**'s image.
 - Privacy violations may occur when a user accesses **web** advertisements. Some websites record information about users by automatically depositing a piece of information in the "cookie" file on the user's computer. The cookie helps track information communicated between the user's browser and the server (see ENT-INT-030).
 - **Advertising** for products and/or services may be perceived by the user as being fully endorsed by the **state** of **Montana** and may increase the risk of perceived discrimination.
 - The lack of accepted industry standards and guidelines regarding "best practices" in **web advertising** make it questionable as to how to best use this media feature to benefit the **state** and its citizens.
 - The lack of published guidelines and specific criteria make it difficult to determine what criteria might be used to evaluate acceptable **web advertising** versus unacceptable **advertising** for the **state**.
2. All links from any **state web** page are at the sole discretion of the **state** through the agencies. The **state** will not link to organization, citizen or business websites unless one of the following conditions is met:
 - The link adds appropriate value to the **state** site, is in the **state**'s best interest, does not discriminate against like sites, and is relevant in content.

- The **state** has an active contract with the organization, the link adds appropriate value to the **state** site, is in the **state**'s best interest, and is relevant in content.
- The link provides access to a website which contains software that is necessary or enhances the operation of the **state** site (e.g. Adobe Acrobat).

Background – History on the creation of or changes to this policy

This policy was requested by the Information Technology Services Division and reviewed by the Electronic Government Advisory Council prior to adoption to address **web advertising** in **state** government.

Guidelines - Recommendations, not requirements

No guidelines as implementation of **web** banner ads and **web advertising** is prohibited. Guidelines for linked sites are contained within the Requirements.

References - Laws, rules, standard operating procedures and applicable policies

2-17-512, MCA; 2-17-534, MCA; and 2-17-550 through 2-17-553, MCA; Internet Acceptable Use Policy, ENT-INT-011



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- Renew your license plate and change your address.
- Renew your mobile home or vessel.
- Renew your mobile home or vessel and change your address.
- Renew your disabled parking placard.
- Renew your disabled parking placard and change your address.

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State of Nevada
*Nevada Information Technology
Operations Committee (NITOC)*

Interim Technical Standard

Control No.	Rev.	Title	Effective	Terminate	Page
2.06	A	Web Style Guide	3/27/02	^S 6/27/02	1 of 7

1 PURPOSE

This document defines the Nevada state policies and standards for Internet website design and presentation. The intent is to allow Nevada state executive branch organizations to develop sites that reflect their entity's unique character while:

- Maximizing services to citizens
- Providing consistency among all state websites
- Minimizing barriers to accessibility
- Adhering to commonly accepted best practices and guidelines

2 SCOPE

All Nevada state executive branch organizations must adhere to the policies and standards in this document to the extent of the governor's authority. This policy applies to all state Internet sites but does not apply to state Intranet sites.

3 POLICY

3.1 Accessibility

The State of Nevada is committed to providing broad based access to state websites. Every Executive Branch website must therefore be designed to reasonably accommodate visitors with disabilities. At a minimum, all pages within an Executive Branch website must comply with the current version of Priority 1 Guidelines established by the World Wide Web Consortium's Web Content Accessibility Guidelines.

A text-only version of the entire website is highly desirable.

3.2 Required Material

3.2.1 Identification

The following information must be clearly stated on the **homepage** of all Executive Branch websites:

- Name of the Nevada state executive branch organization
- Mailing address
- Main reception or information phone number, fax number and email address
- Link to State of Nevada homepage <http://www.silver.state.nv.us/>
- Seal of the State of Nevada



State of Nevada
*Nevada Information Technology
 Operations Committee (NITOC)*

Interim Technical Standard

Control No.	Rev.	Title	Effective	Terminate s	Page
2.06	A	Web Style Guide	3/27/02	6/27/02	2 of 7

- Link to State of Nevada Web Privacy Policy. Any additional security and/or privacy disclaimers that are specific to the entity must also be posted on the agency's homepage. All pages that collect personally identifiable data from visitors must include a link to the Privacy Policy.

All pages within a site shall contain the following items and information:

- Identification as a state site either using the state seal or text.
- A link back to the entity's home page.

3.2.2 Charter

All Executive Branch websites should contain the charter which allows the entity to operate as a government entity. This should include:

- Legislative document (NRS, Executive Order etc.) that allows the entity to operate
- Function the entity is responsible for
- Who the entity reports to
- Identification of entities that operate directly above and below this one is desirable

3.2.3 Forms

Per Executive Order, all forms used by the public must be available through the SilverSource Forms Clearinghouse, either through a link or by having the form reside in the SilverSource database.

3.2.4 Sitemap

A sitemap is highly desirable.

3.3 Prohibited Material

3.3.1 Offensive Material

Web content shall respect the dignity of all people and shall not contain materials that may be considered offensive. Examples of such content include, but are not limited to, sexual comments or images, racial slurs, derogatory gender-specific comments or any information that would offend someone on the basis of age, sexual orientation, religious belief, political belief, national origin or physical attributes.

3.3.2 Political or Religious Material

State websites shall not advocate, support or oppose any political candidate, party or ballot measure at any level of government. State websites shall not promote or discredit any religious belief.



State of Nevada
*Nevada Information Technology
Operations Committee (NITOC)*

Interim Technical Standard

Control No.	Rev.	Title	Effective	Terminate	Page
2.06	A	Web Style Guide	3/27/02	^s 6/27/02	3 of 7

3.3.3 Embedded Codes

State websites shall not contain codes, passwords, links or other items and information which might allow unauthorized access to the State of Nevada communications and/or computer facilities or to prohibited links.

3.3.4 Advertising

Advertisements, sponsorships or endorsements on state-controlled websites, regardless of where they are hosted, shall not be allowed.

3.4 Intellectual Property Compliance

Although the content of Executive Branch websites is available to the public, certain information may be copyrighted, service marked or otherwise protected as the state agency's intellectual property. All agency content is protected by federal copyright laws.

Use of any intellectual property that was not created by Nevada state employees, or by contract for Nevada state use, must be in accordance with federal and state law. Appropriate credit or legal release from the content owner or copyright holder must be clearly visible. Examples of copyrighted content include news articles, graphics, photographs, copyrighted web page design, animation and sound, etc. For more information on copyrights visit the United States Copyright Office website.

3.5 Links

External links (links to websites not hosted or supported by the State of Nevada) must meet the following criteria:

- The site must be relevant and add value to the State site containing the link
- The site must not violate the Prohibited Material section of this Policy

The State of Nevada does not accept responsibility for the content of links from a state site and reserves the right to refuse or delete any link.

Users should not be able to exit an interactive application or secure site using the "back" button or arrow. In this situation clicking on the "back" button or arrow should generate a security message asking the user to confirm that they really want to exit the application or secure site.

3.6 Supported Technologies

3.6.1 Browser

Every page must be successfully tested using the most recent production releases of Internet Explorer and Netscape. Support for other browsers is desirable but not required.



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3.6.2 Animation and Sound

Motion and sound should be used with extreme discretion and is highly discouraged. Any motion or sound must be integral to the content of the site. An option for the user to turn off motion and sound must be clearly posted on the page where it is initiated. Examples of motion include animated graphics, blinking text, and scrolling banners.

3.6.3 Frames

The State of Nevada homepage may not be framed into an agency web page. In general, frames are strongly discouraged on state websites because:

- People with cognitive disabilities and visual disabilities often have difficulty interpreting pages built with frames
- Frames are difficult to print
- Most search engines do not index sites using frames

3.6.4 Scripts & Components

Only secure scripts and components are allowed.

3.6.5 Specialized Technologies

Sites requiring specialized technologies (plug-ins, Adobe Acrobat reader etc.) must supply a link to acquire the technology, which must be acquirable at no charge to the person browsing the site.

3.7 Website Maintenance

3.7.1 Content

Sites must be reviewed on a monthly basis (at a minimum) to ensure that all content is current. Outdated announcements and information that is obsolete not only provide visitors with incorrect information, but they also reflect poorly on the executive branch organization and the State.

3.7.2 Forms

Executive branch organizations that maintain forms on the SilverSource database are responsible for providing current copies to the State Webmaster.



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3.7.3 Links

The page owner must check the validity of all links, both internal and external, on a monthly basis. Broken or outdated links must be removed.

4 RESPONSIBILITIES

4.1.1 Website Design and Content

Executive branch organizations are responsible for the design and content of their websites, including those developed and/or maintained by vendors, contractors or other entities within the government of the State of Nevada.

4.1.2 Portal Design and Content

A statewide web portal working group is responsible for developing a comprehensive portal strategy and supporting policies and procedures for the State. In addition to the State Webmaster, members of this group come from Executive branch organizations. This working group reports to the e-government Steering Committee, which is under the umbrella of the Governor's IT Oversight Committee.

4.1.3 Website Design Review Team

A website Design Review Team is responsible for reviewing and approving executive branch organization websites prior to their release into production and again at every major revision. This working group reports to the e-government Steering Committee, which is under the umbrella of the Governor's IT Oversight Committee. Members of this group will be selected by the Chair and Co-chair of the e-government Steering Committee.

5 RELATED DOCUMENTS

State of Nevada Web Privacy Policy (http://psp.state.nv.us/IEM_POL_5.7.htm)

State of Nevada Internet Security Policies (http://nitoc.state.nv.us/document_index.htm - Security)

State of Nevada Webmaster Information (<http://webmaster.state.nv.us>)

World Wide Web Consortium (WC3) Accessibility Guidelines (<http://www.w3.org/TR/WAI-WEBCONTENT/>)

United States Copyright Office (<http://lcweb.loc.gov/copyright>)

United States Patent and Trademark Office (<http://www.uspto.gov/>)



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6 REQUIREMENT FOR URGENCY

State websites that do not have a professional, high quality image reflect poorly on Nevada state government as a whole. Additionally, issues such as accessibility for visitors with disabilities and prohibition/moratorium on advertising, have been addressed in this policy. This Interim Technical Standard addresses the most critical issues of web presentation and content and thus provides the basis to quickly bring all state websites into compliance.

7 EXCEPTIONS/OTHER ISSUES

Any exception to this policy must be approved by organization management, the e-government Steering Committee and by the Nevada State CIO or his designee.

8 DEFINITIONS/BACKGROUND

Base URL String - Also known as the root URL or Domain Name. The nomenclature, which identifies the address of a web site. The base string means the root URL. Example: www.microsoft.com is a root or base URL that takes a user to the first page of Microsoft's web site.

Executive Branch Organizations – Includes departments, divisions, agencies, units, commissions, boards or institutions.

Home Page - The first page a user will encounter when visiting a web site for the first time through the base URL string.

Internet – Worldwide network of networks and computers that are interconnected to communicate with each other through web pages, e-mail and many other services.

Links - Also known as hyper-links. Used to connect one web page to another web page via some form of Hyper-Text Markup Language, whether graphical or text in nature.

Intranet – An internal, restricted private network in which access is restricted to those within a company or organization. Intranets provide many of the same services as the Internet including websites and e-mail, but access is allowed only to approved individuals within an organization.

URL – Universal Resource Locator

Web Page – Any page located on a web site

Web Site - Public set of documents, called pages, developed using some form of Hyper-Text Markup Language (HTML).



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<i>Approved By</i>		
Title	Signature	Date
CIO	Signature on File	3/26/02
NITOC Review Completed		
Governor's Office Review Completed		

<i>Document History</i>		
Revision	Date	Change
(A)	02/27/2002	Initial release.

[Advanced Search](#)**L.A. county**
ONLINE[General Information](#)[Services](#)[Business](#)[Directory of Services](#)

OTHER GOVERNMENT LINKS

Disclaimer: Please be advised that clicking on some of the links below will take you to web sites that are not maintained by the County of Los Angeles and may contain commercial advertising. The County of Los Angeles does not endorse or support any of the advertising that may be contained on these sites

[Back to Top](#)

City/County Websites

- [Telephone Numbers For 58 Counties](#)
 - [Los Angeles County Cities and Communities](#)
 - [California Institute for County Government](#)
 - [California State Association of Counties](#)
 - [Gateway Cities Council of Governments](#)
 - [League of California Cities](#)
 - [National Association of Counties](#)
 - [San Gabriel Valley Council of Governments](#)
 - [South Bay Cities Council of Governments](#)
 - [Southern California Association of Governments](#)
-

IOWAccess Advisory Council Meeting
Minutes of November 28, 2000

Final

- Present: Carol French-Johnson, Marsha Ternus, Greg Stevens, Marsha Carter, Kelly Hayworth, Richard Varn, Corlis Moody, Quent Boyken, Jane Ginapp, Richard Neri, Herb Strentz, Gail Flagel
- Absent: Libby Jacobs, Bob Dvorsky, Craig Hiemstra, Bob Skow, John Wellman, Steve King, Julie Shomshor
- Guests: Dan Combs, Diane Van Zante, Bill Haigh, Anissa Cowley

Carol French-Johnson opened the meeting by asking everyone to introduce him or herself, provide a bit of background, and identify the sector they represent on the council.

Once introductions had been made, the council moved on to the meeting agenda.

- 1) 1) Administrative Rules on Web Sponsorship (handout) - Rich Varn explained why this matter was being brought to the council's attention. Legislation states that any rule affecting IOWAccess must first pass through the IOWAccess Advisory Council for review and recommendation, prior to review and approval by the Information Technology Council. Income potential for IOWAccess is focused on three areas: a) fee for service, b) selling data, and c) sponsorship/advertising on state websites.

Dan Combs and Rich gave a PowerPoint presentation highlighting some of the other entities that utilize website sponsorship:

- • Iowa basketball sites (UNI, ISU, and U of I)
- • UNI accounting page
- • Iowa tourism site
- • IPTV (they receive support from a variety of sources and this is posted on their website)
- • Cabela (Cabela pulls information from state DNR sites)

Dan mentioned that sponsorships/advertising are commonly found in the following areas:

sports teams, trains, buses, airports, bus stops, beverage concessions, holiday displays,

book covers, buildings, newspapers, software, score boards, yearbooks, scholarships, inaugurations, and many others.

Marsha Ternus said that some state government bodies (includes the Judicial Branch, probably such agencies as Civil Rights) will not want to participate in sponsorship as they are not permitted to receive money of any kind and there cannot be an appearance of any sort of impropriety/partiality. There should be no sponsorship of any government entity that has an adjudicatory responsibility.

Corlis Moody suggested that we would also need to address the issue of some entities trying to make a statement by placing an ad on a particular website. She gave the example of organizations who might want to place an ad on the Civil Rights website, simply because they oppose the concept of civil rights. Rich said state law does limit what we can do with state property, so we believe we can limit sponsorship to commercial entities only. The RFP puts the burden on the vendor to determine how to submit advertising consistent with the first amendment, as well as securing advertising that generates revenue.

Herb Strentz also mentioned the potential for advertisers to favor some websites and not others that may be considered less popular (such as those offering services to lower socio-economic or disadvantaged citizens).

Rich suggested that council members write down their comments and pass them on to the Information Technology Council.

Quent Boyken made a motion, seconded by Greg Stevens, that we accept the administrative rule as written and deal with the sticky issues through policy decisions.

Quent mentioned the possibility of having the RFP vendor make recommendations to each agency about advertising for their agency (as this would need to be approved by the individual agency). Rich stated that this was not currently what was envisioned. The only location that we are considering opening to sponsorship is the state portal site, not individual state agency sites.

All revenue generated by sponsorship would go to the IOWAccess revolving fund. Herb asked whether this could create a problem as a department might feel that they have the right to the money. It was noted that any department would have the right to choose not

to participate in sponsorship. Rich mentioned the possibility of signing service agreements with the agencies, indicating that the money could be turned back to the agency.

Corlis feels that the need for revenue drives the whole process. If this is something that the citizens of Iowa want, it is up to the Legislature to determine how to fund it. Quent believes that it should be state appropriated.

Following a robust discussion, the council neither endorsed nor advocated sponsorship of state web pages. The Chair asked for a verbal vote to approve the administrative rule. All those in favor signified with an aye. There were no opposing votes.

- 2) 2) 100% E (handout - appendix labeled I2) - Potential digital government applications include: voting, renewing your driver's license, renewing vehicle registration, professional license renewal, etc. (a more extensive list is found on the handout). The State needs to build an infrastructure (architecture, standards, security, etc.) to support the creation of these applications. There are many more technology projects than the State can actually fund.
- 3) 3) Overview of ROI Projects – The ROI (return on investment) pooled technology summary was distributed to council members. It shows the current list of projects, the Information Technology Council's rankings, and associated dollar amounts. There are additional projects that are not on the list, such as corporate filings. Rich asked which projects found on the I2 appendix, but not listed on the ROI summary, that the council felt still needed to occur in order to improve services to Iowa citizens? The ROI forms filled out by the agencies for each project help us in three ways: a) to understand the project, b) the hard return on investment, and c) the benefits to Iowa and its citizens. What does the council see as essential projects that need to be completed?

Rich identified the projects from the list that are part of the digital government initiative:

- #20 DRF – Enhance Electronic Tax Administration
- #9 IWD – Automate the Unemployment Insurance Services Tax System
- #11 DPD – Emergency Management (Electronic Transaction & Forms Mgmt.)
- #18 IDALS – E-Commerce – Electronic Licensing

Quent feels that we need to prioritize applications that citizens will really use so that citizens become more accustomed to using the Internet and choose to use it more frequently. Increased usage will also affect the problems associated with generating revenue. Quent identified several items from Appendix I2 that he sees as priorities:

- • renew driver's licenses
- • business registration
- • business licensing
- • UCC filings
- • voter registration
- • obtain birth, death & marriage certificates
- • criminal history lookup
- • renew professional licenses
- • personal tax filings
- • pay taxes, receive refunds
- • annual corporate filings
- • obtain information to make park reservations
- • fishing/hunting licenses

Additional comments from the council on other items that should receive priority are welcome.

Dan was asked to compile a list of ongoing projects to be routed to the council so that they know which ones are ongoing and can then recommend others that they would like to see move forward.

- 4) 4) Customer Feedback Mechanisms – Currently, we do not have any formal customer feedback mechanisms, but are looking at creating some. The ITD Help Desk receives questions that do come in. What kind of customer feedback mechanism should we utilize and what do we want to measure? We are considering putting a mechanism at the bottom of every application page that registers the savings realized in time and money by the people who use the online service. Quent suggested a poll asking citizens if they would use the Internet to renew their driver's license, as well as other transactions. This would also be good information for the legislature. It is important to include Internet users as well as non-users. Corlis suggested polling at the place of service, such as asking people at the driver's license station if they would take advantage of the opportunity to renew online. This type of polling might yield a higher rate of return than simply offering a poll on a website. Carol asked Dan to provide a list of options in regard to feedback mechanisms and then the council could make a recommendation.
- 5) 5) FY 99 and 00 Audits – The law requires that we have an audit of the IOWAcess program annually to assure compliance with the law and look for any misappropriation or misuse. This handout highlights the results of the FY99 and FY00 audits. In short, no evidence of misuse or misappropriation was found.

- 6) 6) Iowa Interactive Relocation – Rich announced that the Iowa Interactive group (four individuals who now work under contract for ITD) is moving to another location on SW 7th.
- 7) 7) Wrap-up – Carol identified the items that the council needs to work on prior to the next meeting (previously identified in the minutes). Rich stated that once the Governor approved the 100% E report, it would be shared with the IOWAccess Advisory Council. Diane asked those who wanted to submit travel claims to stop and pick up a form before leaving the meeting.



States, cities test Web advertising waters

May 2001

BY WILSON P. DIZARD III | GCN STAFF

Advertising on state and local Websites is catching on—but quite slowly.

Government officials voiced reluctance at promoting businesses and identified unresolved policy questions. Proponents of Web advertising concede that the medium is unlikely to be a gold mine for cash-strapped state and local governments.

Honolulu, a pioneer in posting paid advertisements on its site, reported no problems with its program. The city has been emblazoning its Website with banner ads since last August.

Courtney Harrington, Honolulu's chief information officer, said the advertising program has not been around "long enough for there to be a trend in advertising sales. I would expect that once all the commercial spots are sold we would see \$100,000 a year" in revenue.

About 892,000 people live in the city and county of Honolulu, the 11th largest U.S. metropolitan area.

The advertising program "has been a success with no downside," Harrington said. "I have not received one phone call or e-mail either for or against this. It has just been accepted."

Harrington said revenue from Web advertising won't cover the cost of maintaining Honolulu's portal, but it lets the city maintain low fees for Web transactions, such as renewing driver's licenses.

Raising eyebrows

There is definitely interest in online advertising among state and city officials. Harrington said he receives two to three calls each week about Honolulu's advertising program.

Honolulu contracts with govAds, a subsidiary of eGovNet Inc. of Columbus, Ohio, to sell the advertising. There are some caveats on the ads Honolulu will accept: no political ads, and no ads for alcohol, tobacco and other products that can't be sold to minors.

The city posts a disclaimer indicating that it does not endorse the products advertised on the site. "That's not generated any concern," Harrington said.

A recent visit to the Honolulu Website, at www.co.honolulu.hi.us, brought up ads for banks, auto insurers, realtors and vehicle manufacturers.

Catching on

Salt Lake City has contracted with govAds to place advertising on www.ci.sl.c.ut.us for the 2002 Summer Olympics. GovAds last month signed a deal with Dade County, Fla., to place advertising on www.co.miami-dade.fl.us.

State officials and industry sources say a handful of state tourism sites have sold advertising, and state universities have moved aggressively into the field.

But opposition to Web advertising runs deep. "I've called a moratorium on advertising," Kentucky CIO Aldona Valicenti said at a discussion of Internet issues held recently at the National Press Club in Washington. "The agencies are not allowed to advertise."

Valicenti, who is president of the National Association of State Information Resource Executives, expressed concern about implied endorsement of advertisers' products.

"Once you do this, you can't go back," she added. "I think citizens will hold states to a higher standard" than they do advertisers. "I think it is a policy issue."

No state government has yet launched a full-scale Internet advertising program, though several have explored the idea or taken initial steps.

Iowa, which is facing a budget shortfall this year of \$285 million or 6 percent of its general fund, has requested proposals for companies to sell advertising. So far, govAds and NIC Inc. of Overland Park, Kan., have responded.

Iowa CIO Richard Varn said Web advertising "wouldn't be my first choice of things to do." He said funding technology is a public responsibility, and public funds should cover a state's expenses. But revenues from Web advertising would help Iowa start new technology programs, he said.

Varn cited various other examples of how governments sell advertising, including stadium names and signs, transit advertising, lottery advertising, public broadcasting and sponsored curricula. "Anything you do in government is considered normal, while anything you do on the Internet is considered new and weird," he said.

The Iowa Newspaper Association has denounced the state's plan to sell Web advertising and mounted a lobbying campaign against it.



"Anything you do in government is considered normal ... anything you do on the Web is considered new and weird."
—IOWA CIO RICHARD VARN

“Our take on it is the government should be in the governing business, and the media should be in the advertising business,” said Bill Monroe, the association’s executive director. “They think they are going to raise a lot of money, and nobody is going to complain. It’s a fallacy.”

Monroe warned that controversial political pressure groups would seek to advertise on Iowa’s Websites. “The Information Technology Services Department says they are going to pick and choose the ads. You can’t do that; it’s unconstitutional,” he said.

Right to choose

Web advertising proponents said governments are on firm legal ground when they bar certain advertisers, as long as they adopt reasonable rules.

A bill pending in the Minnesota Senate, Senate File 1895, would let the state post ads on its Website. But the Minnesota Newspaper Association and the Minnesota Broadcasters Association have balked at the plan, which calls for investing ad revenue in technology.

“We’re opposed to the legislation because this kind of venture would siphon off advertising that normally would be earmarked for broadcast media,” said Jim DuBois, executive director of the broadcasters’ organization.

Advertising industry officials said Web advertising revenue likely would be scanty. Banner advertisements on commercial sites cost anywhere from \$1 to \$60 for every 1,000 viewer impressions. Ads on state and local Websites likely would be priced at about \$33 per thousand impressions, an industry Web advertising executive said.

“That’s 3 cents an ad,” the executive said. “If you think of all the page views, that’s a lot of ads.”

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Washington TECHNOLOGY

Virginia Prepares to Open Door To Advertising on Its Website

01/22/01

*By William Welsh,
Staff Writer*

Virginia Gov. James Gilmore is planning to issue guidelines for advertising on state Websites as part of a major announcement on digital government next month, said officials in the Virginia Office of the Secretary of Technology.

Under the planned guidelines, advertising revenue would be used to pay for improvements to state agencies' information technology infrastructures, said Secretary of Technology Don Upson. In addition, the advertising will be administered by private-sector contractors, not by the state, and multiple vendors likely will be qualified to administer advertising on agency Websites.

Upson said vendor selection would be up to individual agencies and that his office would not interfere once the guidelines are published.

"It should be the agencies' call, and not mine," he said. "All I should have to do is set the rules of the game."

Gilmore's announcement is timed to coincide with the end of the Virginia legislative session Feb. 24, but the announcement might be delayed if the session is extended, according to Upson's office.

At the same time, the Iowa Information Technology Department is getting ready to issue a request for proposals for Web sponsorship later this month, department officials said.

Unlike Internet advertising, which typically allows users to click through to the advertiser's Website, the sponsorships will limit advertisers to displaying their name in exchange for partially subsidizing the site.

Similar to the Virginia approach, the Iowa RFP will seek a vendor that would assist the state in identifying sponsors, said Richard Varn, Iowa's chief information officer.

Although Iowa will issue an RFP, this doesn't mean the state will make an award, according to Varn, who said that a subsequent award would depend on the cost and level of effort it will entail. Once the RFPs are received, technology department officials will confer with the advisory council and governor before proceeding.

Iowa will restrict Web sponsorship to the executive branch because the courts and legislature are not interested in it, Varn said.

Iowa and Virginia are among the first states looking to use online advertising as a way to

raise revenue to fuel digital government initiatives. State CIOs acknowledge that the notion of advertising on government Websites raises tough questions, such as who should be allowed to advertise and does an advertisement imply endorsement.

Because of these kinds of questions, the states have taken three approaches: advance with caution, wait to see what happens in other states, or place a temporary moratorium or permanent ban on advertising.

A guide to digital government, published in December by the National Association of State Information Resource Executives, Lexington, Ky., added some legitimacy to the idea of state government Web advertising and sponsorship.

The guide cites advertising as one of several untapped income sources that would allow states either to return income to the general fund or to reinvest it in other IT projects.

States are delaying advertising or sponsorship on their Websites for many reasons. Kentucky has placed a moratorium on advertising on the state portal while it concentrates on content and design, said Aldona Valicente, Kentucky's CIO.

Washington state is studying public opinion before it makes a final decision, said Steve Kolodney, Washington's CIO. However, there is a clear precedent for Web sponsorship in the state, he said. The precedent was established when the Department of Transportation allowed Recreational Equipment Inc. of Kent, Wash., to sponsor a Web page on snow conditions, Kolodney said.

Pennsylvania has taken a firm stance against advertising and sponsorship on the state's Web portal, called "PA Portal." However, state officials eventually may allow it on Websites for technology councils scattered throughout the state, said Charles Gerhards, Pennsylvania's deputy secretary for information technology.

In the latter case, the state would put a disclaimer on the portal disavowing responsibility for content of other sites linked to the state's main portal, he said.

Companies are proving to be as reluctant to pursue this opportunity as some states are to allow it. The exception is Columbus, Ohio-based eGovNet, which firmly believes it can grow this market at the state and local level.

The company's GovAds division was established last year to assist governments in finding the ways and means to generate new revenue from their Websites, said Timothy Bartlett, eGovNet's president and executive officer.

"We understand the intricacies of Web advertising and how to create a compelling story to advertisers on the high-value properties of government Websites," he said.

Both Upson and Bette Dillehay, Virginia deputy secretary of information technology, mentioned GovAds as a likely bidder on RFPs for advertising or sponsorship on

government Websites. Upson also named PlanetGov of Chantilly, Va., and EzGov Inc. of Atlanta as other possible bidders.

“The minute you put out an RFP, you’ll know who wants the business,” Upson said. PlanetGov and EzGov did not respond to inquiries from Washington Technology in time for this article.

Varn said he expects there will be no shortage of companies willing to handle Web advertising or sponsorship for state governments. “This is a very common thing, and thousands of firms do this,” he said.

EGovNet is providing advertising services on the Web portal it developed for Honolulu. That portal carries advertising from automobile dealers, banks, insurance companies and real estate companies.

Bartlett said advertising is suitable for a number of different categories of services that government might provide citizens, including vehicle registration, travel and tourism and professional regulation. EgovNet allows only products and services that can be purchased by consumers and excludes political or religious-oriented advertising, according to its marketing literature.

Although traditional advertisers might want to get into the space, IT companies are better suited to provide the type of advertising and sponsorship solutions that state officials are talking about, Bartlett said.

“It is imperative that the advertising or sponsorship solutions provider in an online environment provide the highest levels of integrity through secure means for advertising,” he said.

One of the technical issues involved, for example, is that government Websites must be “tagged” for acceptance of advertising or sponsorship on Websites and pages, Bartlett said. Tagging involves inserting commands that transfer the advertisement from the contractor’s server to the government Web page.

“This may seem easy, but it is a detailed issue that must be worked through,” he said. “Traditional advertisers do not have this expertise.”

