



# United States Department of the Interior

BUREAU OF LAND MANAGEMENT

Oregon State Office

P.O. Box 2965

Portland, Oregon 97208



**In Reply Refer to:**

1230 (OR-912) P

August 28, 2006

EMS TRANSMISSION 09/01/2006

Instruction Memorandum No. OR-2006-060

Expires: 9/30/2007

To: DMs, DSDs, Staff and Branch Chiefs

From: State Director, Oregon/Washington

Subject: Interim Oregon/Washington (OR/WA) Internet Posting Policy DD: 09/15/06

**Program Area:** Internet guidance

**Purpose:** To provide guidance on uploading documents for posting to Oregon/Washington's internet site and to detail steps to ensuring priority documents are posted in a timely manner.

**Policy/Action:** Transfer and clearance of documents for posting on [www.blm.gov/or](http://www.blm.gov/or) will follow the guidelines in this Instruction Memorandum (IM).

**Timeframe:** Effective immediately. Please provide your District or Division content approver contact by September 15, 2006, to Jody Weil, Deputy State Director for Communications.

**Budget Impact:** None

**Background:**

The Bureau of Land Management (BLM) has committed to manage its internet sites to deliver a BLM-wide common look and feel design. To provide this common web look and feel, to achieve hardware and software efficiencies, and to address the Inspector General's 2003 report "Moving to a Customer-Centered Web Presence", the BLM is planning to implement a standard web software product and to provide design templates to the field.

To prepare for this initiative, OR/WA has incorporated the BLM standard web templates into its current site [www.blm.gov/or](http://www.blm.gov/or) and has developed an interim web posting system to meet current public needs for an Oregon and Washington BLM website until a national content management system is in place. This IM will provide the following guidance: (1) how to upload documents and other materials for posting, (2) designation web posting clearance at the District level, and (3) outline priorities and the process for identifying priorities for web posting on the Oregon State Office (OSO) and District web sites.

OSO, Information Resource Management, has developed a Web Services Team web page at <http://stg.or.blm.gov/webservices/> to facilitate Oregon/Washington's reconnection and ongoing web development. District web contacts and public affairs officers are encouraged to participate in the weekly Wednesday, 8:30 A.M., OR/WA Public Affairs conference calls. The status of the web reconnect will be a weekly agenda item on the call. Please contact Teddi Duling, Division of Communications at (503) 808-6027 for additional details about the conference call line.

### **Uploading Information for Posting on the Web**

Web Services has developed an online web content update form that can be found at <http://stg.or.blm.gov/webservices/webupdate.htm> and will facilitate posting changes to existing web sites. Emailing updates is less efficient, may overload network systems, and could lead to priority material not getting posted in timely manner. During this interim period, please use the web content update form.

Additionally, to upload a large number of files, or files larger than 4 MB, Web Services has developed a web content server. The process for uploading larger files can be found at the Web Services site at <http://stg.or.blm.gov/webservices/fileupload.htm>.

In order to facilitate posting files, please make sure your documents are Section 508 compliant. If you have questions about Section 508 compliancy and the BLM's web pages, please go to <http://www.doi.gov/accessibility.html> or contact the Web Services Team. If you have any questions regarding the Web Services Team, please contact David Haney, Web Services Team Leader, at (503) 808-6429.

### **Designation of District Point of Contact for Web Clearance**

The Washington Office distributed IM 2005-010 "Internet Clearance Policy" to provide guidance on the level of clearance needed for posting BLM public web sites. For example, brochures, planning documents, and other materials that have already gone through customary clearance process for written communications, may be posted without additional clearance. IM 2005-010 provides a foundation for rules to clear material to be posted to BLM public web sites.

In order to facilitate posting materials on OR/WA public internet sites during this interim period, District Managers may designate their Public Affairs Officer or alternate for clearing material (ensuring written material is consistent with Bureau policy, mission, and direction, and meets standard grammatical and design standards). Deputy State Directors should also designate a content approver. In order to provide consistent web posting clearance procedures, and to make sure time-sensitive District and Division materials (news releases, planning documents, upcoming events, etc.) are posted in a priority manner, please provide your District or Division content approver contact to Jody Weil, Deputy State Director, OSO Division of Communications, at (503) 808-6027 **by September 15, 2006**. Once material is submitted to the Web Services Team carrying the content approver's authorization designated on the drop-down form (found at <http://stg.or.blm.gov/webservices/webupdate.htm>), the material will be publicly posted.

### **Priorities for Web Posting**

The Web Services Team and the Division of Communications worked with the Districts to identify priorities for reconnecting OR/WA information to the web. This process identified

priorities for existing material, and provided an agreed upon ranking for reconnecting the web. However, an additional process is needed for identifying time-sensitive material (news releases, planning documents, etc.) and to ensure that this material is posted to meet BLM and public expectations.

To facilitate posting time-sensitive material, the following steps are provided:

- 1) News Releases (especially fire or emergency related) and other time-sensitive documents, should be posted by the Web Services Team on a same day basis. To facilitate posting these priority materials, please upload your information by noon or earlier on the day you want it posted. This is not a guarantee that it will be publicly posted that day as National Information Resource Management Center's Web Team has the responsibility to publish BLM's public web sites.
- 2) The Web Services Team has incorporated a Priority Status marker in the Web Content Update form that will identify time-sensitive material for posting. Please indicate whether your document is high, medium, or low priority for posting.

The goal of the Web Services Team and the Division of Communications is to meet Bureau-wide look and feel standards, while providing timely information about BLM OR/WA. Please feel free to contact either office if you have additional questions.

**Manual/Handbook Sections Affected:** None

**Coordination:**

This policy has been coordinated with the Web Services Team (OR-955) and the Division of Communications (OR-912).

**Contact:** Jody Weil, Deputy State Director for Communications, 503-808-6027.

**Districts with Unions** are reminded to notify their unions of this Instruction Memorandum and satisfy any bargaining obligations before implementation. Your servicing Human Resources Office or Labor Relations Specialist can provide you assistance in this matter.

Signed by  
Jody L. Weil  
Acting Associate State Director

Authenticated by  
Mary O'Leary  
Management Assistant

Distribution:  
WO-600