

## **Oklahoma Bar Association Policies and Procedures for the Website**

The policies and procedures of the website for the Oklahoma Bar Association are specified herein.

### **1. Identification and Ownership of Website.**

- 1.1 **Identification.** The Universal Resource Locator (URL) for the website of the Oklahoma Bar Association is [www.okbar.org](http://www.okbar.org).
- 1.2 **Ownership.** The website is owned by the Oklahoma Bar Association. The address for the Oklahoma Bar Association is 1901 N. Lincoln Blvd., P.O. Box 53036, Oklahoma City, Oklahoma 73152-3036. The telephone numbers are voice: (405) 416-7000 and fax: (405) 416-7001.

### **2. Purposes of the Website.**

- 2.1 **Purposes.** The purposes of the website are to serve the members of the Oklahoma Bar Association and the general public. Priority in publication will be given to content that meets the following objectives:
- 2.2 **OBA Member Services.** Provide services to OBA members by:
  - (b) The creation and maintenance of a website to assist lawyers in their practices and in the development of relationships with fellow colleagues and members of the public;
  - (c) The creation of access to information about the OBA and current professional issues; and,
  - (d) The enhancement of electronic access for the legal community to the Internet.
- 2.3 **General Public Services.** Provide services to the general public by:
  - (a) The creation and maintenance of a web site to assist the general public in learning about the law and the legal system.
  - (b) The increase of access to the OBA by the general public.
  - (c) The increase of public understanding of lawyers and the legal profession.

### **3. Administration and Site Management.**

- 3.1 **Administration.** The OBA website shall be the responsibility of the Director of Public Information with technical assistance from the Manager of

Information Systems. The Public Information Committee and the Website Subcommittee shall assist the Director of Public Information and the Manager of Information Systems in the development of the website, the review of content for the website, and the monitoring of Internet technology and trends. The duties of the Public Information Committee and the Website Subcommittee shall be as defined by the Director of Public Information, the Manager of Information Systems, and the committee members and shall adapt as necessary for the development and maintenance of the website.

- 3.2 **Location of Webpages.** The location of any web pages for OBA departments, sections, committees, and other appropriate entities shall be on the OBA web server.
- 3.3 **Site Management.** All content of the OBA web site is subject to the editorial and technical standards as established by the Director of Public Information and the Manager of Information Systems. After prior approval of conformance with these standards, all content subject to upload to the OBA website shall be installed to the host server by either the Director of Public Information, Public Information departmental staff, or the Manager of Information Systems.
- 3.4 **Content of Website.** OBA departments, sections, committees, and other appropriate entities may provide content for the OBA website. Such content shall comply with the editorial standards as established by the Director of Public Information. Such content shall also comply with the technical standards as established by the Manager of Information Systems. The editorial and technical standards shall be published in an OBA Website Guidebook and shall be subject to modification as necessary.
- 3.5 **Standard for Content Maintenance.** The individual, department or entity submitting content is responsible for regular maintenance of the content for accuracy and currency. Material submitted to the OBA website shall generally remain on the site until such time that it is necessary to remove or replace the content. Any content on the website shall comply with the Rules of Professional Conduct.
- 3.6 **Copyrights.** The individual, department, or entity submitting content for publication on the OBA website shall certify copyright ownership of the content. The certification of copyright ownership shall comply with the policy as issued by the Director of Public Information. The website shall give public notice of the copyright ownership of the compiled content of the website. The owner of the compiled content is the Oklahoma Bar Association.
- 3.7 **References to Website.** Any references to information contained within the OBA website shall be to the OBA main or home page exclusively.
- 3.8 **Advertising.** Advertising on the OBA website shall be subject to the standards established by the Board of Governors and the provisions of the host for the site. The initial host for the website, ONENET, prohibits advertising.

- 3.9 **Use of Oklahoma Bar Association Logo.** The Oklahoma Bar Association logo is a registered trademark of the OBA and any use thereof shall reflect registered trademark status under the provisions of Federal trademark law.

#### 4. **Linking.**

- 4.1 **Linking Policy.** It is recognized that linking is an inherent part of all Internet web sites and that appropriate links to and from the web site of the OBA are encouraged. All external links from the web site of the OBA shall be subject to the approval of the Director of Public Information. All links to the web site of the OBA shall be subject to a linking policy that shall be stated on the web site.
- 4.2 **Delegation of Approval Authority.** The Director of Public Information has the authority to delegate responsibilities to such OBA personnel as necessary to implement section 4.01.
- 4.3 **Linking Criteria.** All internal links to departments and divisions of the OBA, including the Oklahoma Bar Foundation are acceptable. No entity shall have the right for an external link on the OBA web site. All external links are subject to the approval of the Director of Public Information, whose approval shall be discretionary and subject to the policies of the OBA in effect at the time, and shall further qualify under one of the following categories:
- (a) Links to web sites of federal, state, or local political subdivisions, agencies, offices, departments, or commissions of the executive, legislative, or judicial branches of government;
  - (b) Links to web sites of international, national, state, local, and practice-specific bar associations;
  - (c) Links to web sites of law schools, law libraries, and law student organizations;
  - (d) Links to web sites of law journals, legal magazines, and other legal publications;
  - (e) Links to web sites containing information, materials, and resources used for legal research;
  - (f) Links to web sites listing opportunities for legal employment;
  - (g) Links to web sites of publishers of legal information or program materials, including books, audio tapes, video tapes, and electronic media;
  - (h) Links to web sites characterized as an Internet search engine or an Internet directory;
  - (i) Links to vendor web sites who are either approved or endorsed by the OBA or who are sponsoring an event or program of the OBA;

- (j) Links to other web sites that contain information that further the goals of the OBA and/or improving the quality of legal services; and,
  - (k) Links to other web sites that are consistent with the goals of the OBA.
- 4.4 **Policy for Linking to OBA Web Site**. Other web sites may link to the OBA web site subject to the express approval of the Director of Public Information. This policy shall be published on the OBA web site. The Director of Public Information is authorized to deny linking authority to any web site or entity that shall be deemed adverse to the best interests of the OBA.
- 4.5 **Revocation of Linking Privileges**. The Director of Public Information is authorized to remove any link previously authorized as an external link on the OBA web site. The Director of Public Information is authorized to rescind any linking privilege granted to link to the OBA web site. The grounds for removal or rescission shall be web site content or actions detrimental to the best interests of the OBA.
- 4.6 **Appeal of Linking Privileges**. If the Director of Public Information denies approval for an external link or for linking privileges; or, removes an existing external link; or, rescinds an existing linking privilege; then, the party subject to said action may appeal the action of the Director of Public Information. The appeal shall be to the Board of Governors of the OBA. The decision of the Board of Governors to either accept or reject consideration of the appeal shall be final.

Issues Reserved at this Time:

1. Advertising
2. Links to OBA member web sites
3. List of OBA members, etc.
4. Compensation for links and/or advertising.

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**FOR REFERENCE ONLY:**

(Approved by BOG September 18, 1998;  
Amended by BOG April 17, 1999, adding Section 4. Linking;  
Amended as to formatting by the BOG December 14, 2001;)