

August 28, 2008

## Village Trustee Launches Blog

**BROCKPORT**— one village official is expanding Brockport's online presence, and inviting community members to participate. Trustee Hal Legg announced the launch of "Hal's Trustee Blog" at the Aug. 18 meeting of the village's board of trustees.

"Blog" is a contraction of "Web log," which is a popular form of online journal, in this case one that deals with matters that come before the Brockport Village Board and items of general interest to the community. Hal's Trustee Blog is accessible through the village's website, or at <http://halstrusteeblog.blogspot.com>

While Legg lays no claim to coming up with the idea of a village official blogging—in fact, former Village Manager Ian Coyle administered a blog during his tenure—the trustee is excited about its potential to connect with people.

"So often there just isn't enough time to focus in on a particular item or event or bit of village news—at least in an official forum like a village board meeting, which is, I think, appropriately business-like," says Legg. "My goal for the blog is to present a more personal viewpoint about what's going on in Brockport, and then to let others share their thoughts."

Readers will be able to add comments by using functionality called "posting," which allows written responses to be published as content on the blog. "The interactivity of posting is one of things that I love about this technology," says Legg. "Blogs make sharing incredibly easy and fast in a way that other media doesn't. With a click of the mouse, you can begin contributing to a conversation."

Since creating the blog August 5, Legg has written about Brockport's farmers' market, National Night Out, and the crosswalk signs recently installed on Main Street. Although he has no schedule in place, Legg plans to update the blog routinely. Says Legg, "Although I'm coming to the end of only my second month as trustee, it doesn't appear that there will be a shortage of blog topics anytime soon. With a public hearing on the village's proposed code changes imminent, and with Main Street reconstruction approaching, for example, there's a lot people could talk about. And I hope they will."

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