

# **Municipal E-Communication**

## **E-Mail, Messaging & Spam**

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# Municipal E-Communication

- **What is E-Communication?**
- **What are the most popular configurations?**
- **What to do about Spam?**

## What is E-Communication

- Municipal e-communication is an electronic exchange of text, graphics and attachments between:
  - municipal employees
  - residents
  - other governmental entities
  - vendors
  - others

# What is E-Communication

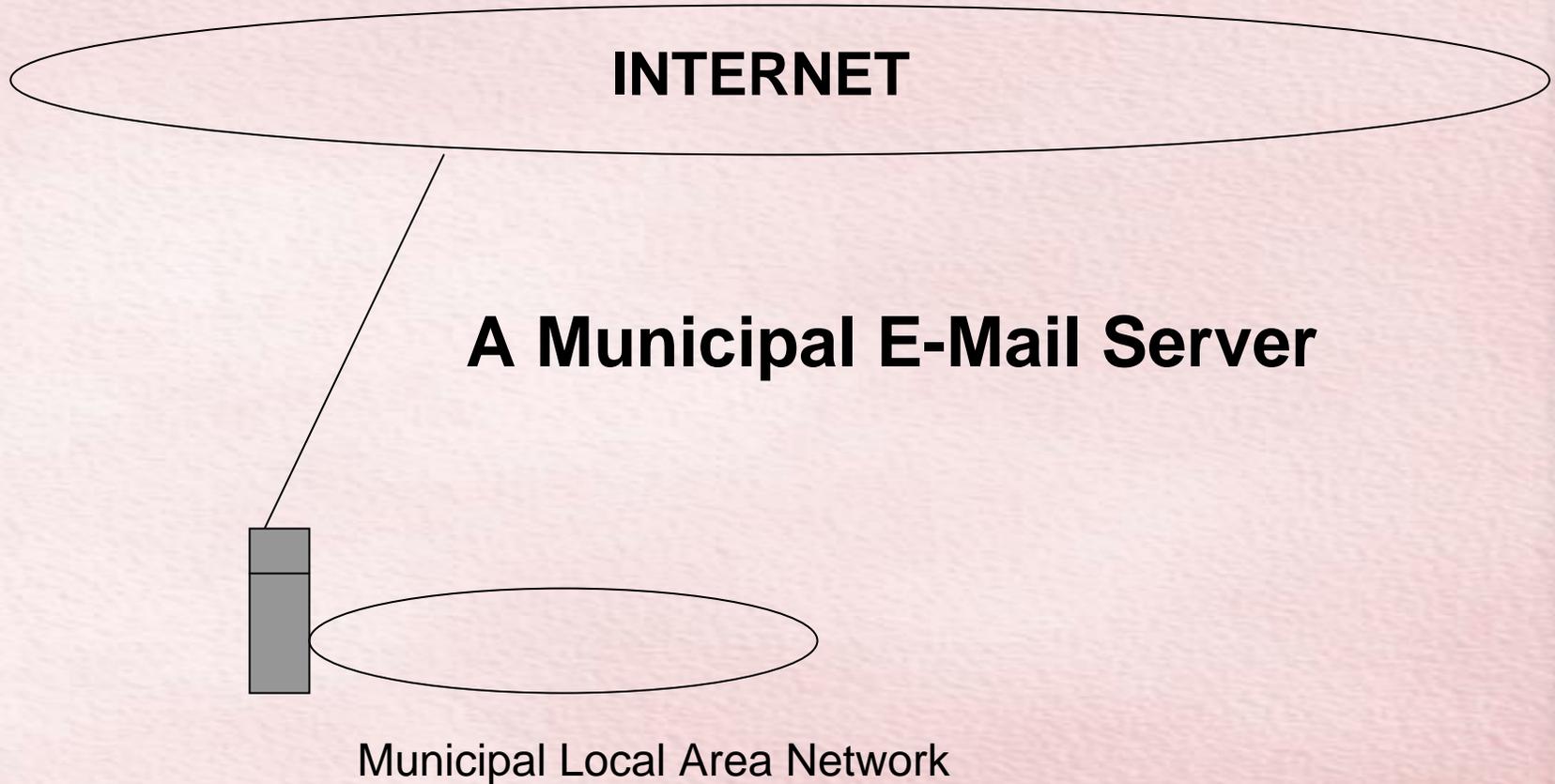
- E-Mail
- Chat Rooms
- Message Boards
- Instant Messaging

## E-MAIL - Configurations

### Where Is Your Mailbox?

- Your Own Municipal E-Mail Server
- With Your Web Site
- Public E-Mail  
(Hotmail, Yahoo E-Mail, Mail.com, etc)
- Private Accounts  
(AOL, MSN, Earthlink, Comcast, etc)

# E-MAIL - Configurations



# E-MAIL - Configurations

## Your Own Municipal E-Mail Server

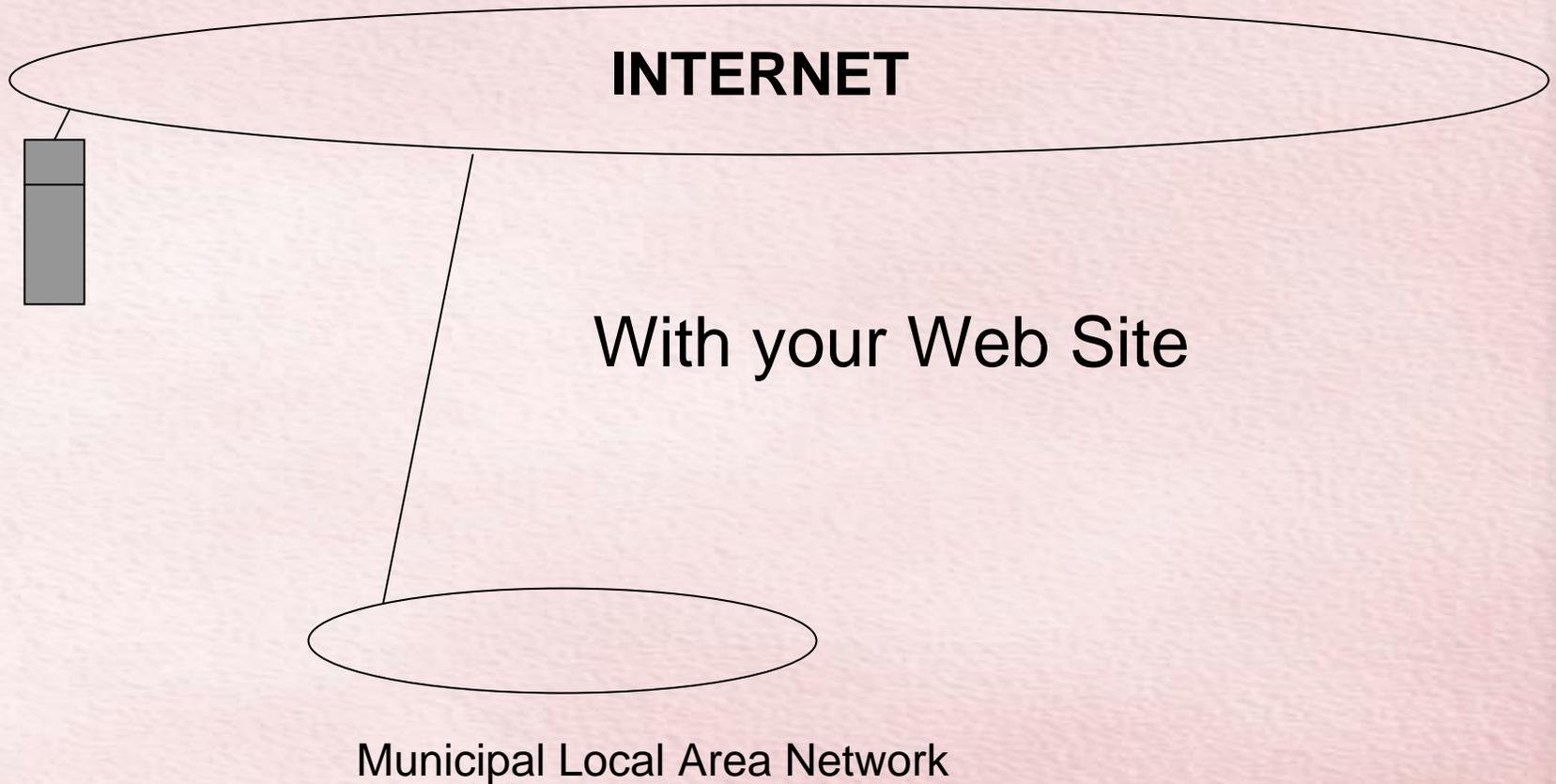
### Advantages

- Cost Effective for Medium to Large Municipalities (100 or more mailboxes)
- Easier for interoffice communications
- Security
- Spam Control

### Disadvantages

- Costly for smaller municipalities
- Requires dedicated computer and technical support
- If not firewalled, can present an opening to hackers to Municipal LAN

# E-MAIL - Configurations



# E-MAIL - Configurations

## As Part of Your Web Site

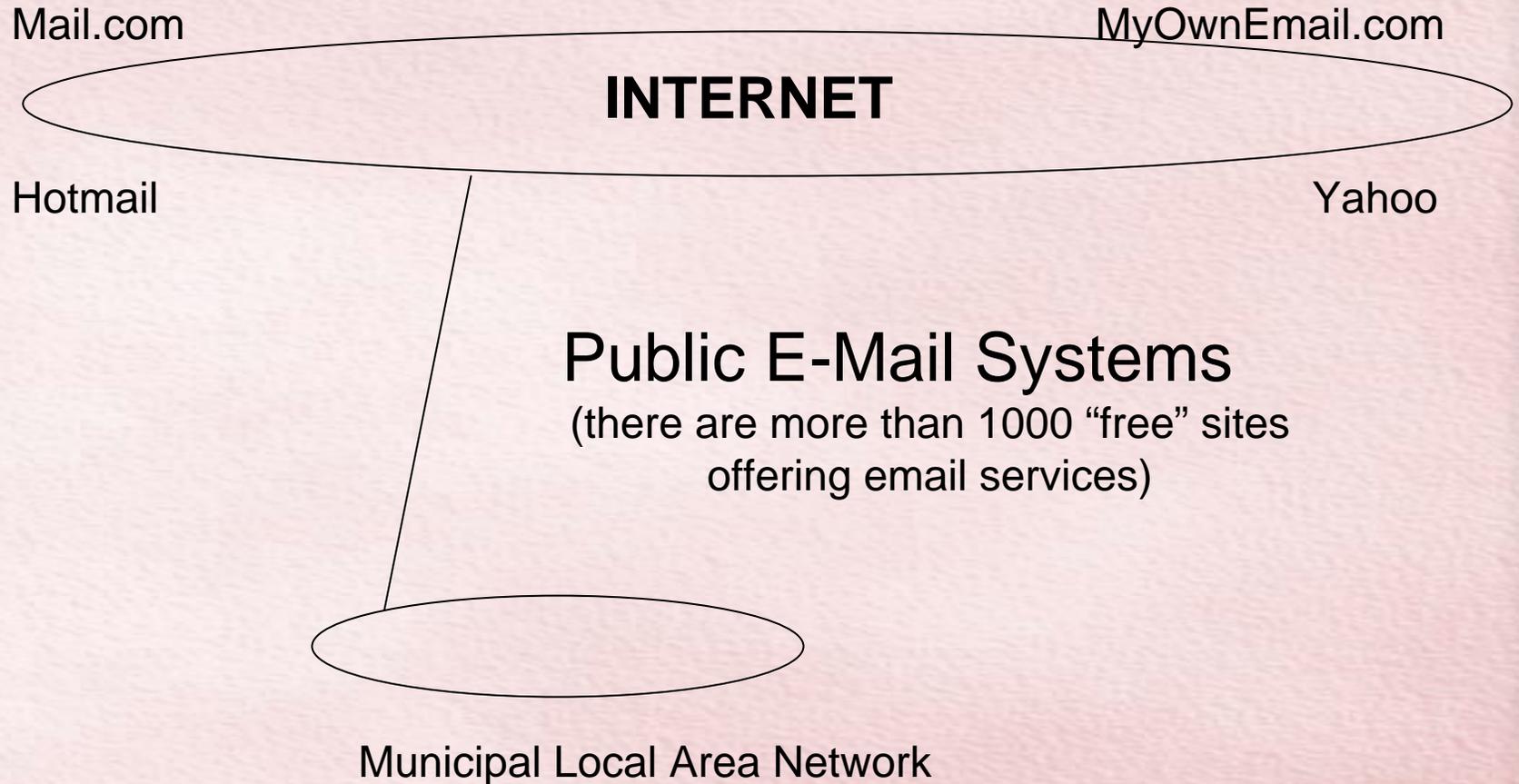
### Advantages

- Cost effective for smaller municipalities
- Security - Completely separate from municipal LAN
- Spam Control – varies with vendor
- No additional cost for hardware and technical support

### Disadvantages

- Costly for medium to large municipalities
- If vendor goes out of business without notification, your e-mail is gone.

# E-MAIL - Configurations



# E-MAIL - Configurations

## Public E-Mail Systems

### Advantages

- Security - Completely separate from Municipal LAN
- Spam Control
- No additional cost for hardware and technical support

### Disadvantages

- Costly for medium to large municipalities
- If vendor goes out of business without notification, your e-mail is gone.
- No local control of environment
- Can contain advertising
- Small mailboxes cannot accept large attachments
- Cannot shut down mailbox when employees leave

### Resource

- Free E-mail Providers Guide - [www.fepg.net](http://www.fepg.net)

# E-MAIL - Configurations

## Private E-Mail Accounts

(AOL, MSN, Earthlink, Comcast, Optimum Online)

### Advantages

- Not Recommended – This is similar to having employees keep paper records in their home

### Disadvantages

- Person owns the account, not the municipality
- No municipal control of environment
- Questionable security
- Small mailboxes cannot accept large attachments
- Cannot shut down mailbox when employees leave

## **E-MAIL – The Spam Problem**

- **Just how big is the problem?**
- **What is being sent?**
- **How do we stop it (or at least slow it down)?**

# What To Do About Spam?

## How Big is the Problem:

• Email considered Spam	40% of all email
• Daily Spam emails sent	12.4 billion
• Daily Spam received per person	6
• Annual Spam received per person	2,200
• Spam costs to all non-corp Internet Users	\$255 million
• Spam costs to US corporations in 2002	\$8.9 billion
• States with Anti-Spam Laws	26
• Email address changes due to Spam	16%
• Estimated Spam Increase by 2007	63%
• Users who reply to Spam email	28%
• Users who purchased from Spam email	8%

# What To Do About Spam?

## What kind of Spam is being sent?

• <b>Products</b>	<b>25%</b>
• <b>Financial</b>	<b>20%</b>
• <b>Adult</b>	<b>19%</b>
• <b>Scams</b>	<b>9%</b>
• <b>Health</b>	<b>7%</b>
• <b>Internet</b>	<b>7%</b>
• <b>Leisure</b>	<b>6%</b>
• <b>Spiritual</b>	<b>4%</b>
• <b>Other</b>	<b>3%</b>

# What To Do About Spam?

## How Do We Stop Spam?

- **At the Internet level**
- **At the server level**
- **At the PC level**
- **Actions you should take (or not take)**

# What To Do About Spam?

## Stopping Spam at the Internet Level – Not Likely

- Legislation is not the answer. Spammers will move offshore.
- Redesign of the Internet and UseNet is years away.

# What To Do About Spam?

## Stopping Spam at the Server Level The First Line of Defense

- Accept only specifically addressed mail, reject all other email
- Set server for “Reverse DNS Lookup”
- Install Filtering Software
  - Spam Assassin
  - MailShield
  - IronMail
  - MailFrontier
  - Sophos

# What To Do About Spam?

## Stopping Spam at the PC Level The Second Line of Defense

- Accept only specifically addressed mail
- Install Filtering Software
  - McAfee SpamKiller
  - EmailProtect
  - SpamEater
  - SpamAgent
  - iHateSpam
  - SpamBayes

# What To Do About Spam?

## The Final Line of Defense **YOU**

- Never Reply to Spam – Even from reputable companies
- Turn off automatic acknowledgements
- Never select option to be removed from list
- Don't bother using Outlook to filter, too many possibilities
- Never make purchases from unsolicited email
- Avoid using the preview function in your email software
- Use BCC when sending email to groups so spammers cannot harvest addresses
- Set up secondary e-mail address for websites, newsgroups or other online public forums
- Set email software to receive messages in text format