



MONTGOMERY VILLAGE FOUNDATION, INC.

10120 APPLE RIDGE ROAD
MONTGOMERY VILLAGE, MARYLAND 20886-1000

(301) 948-0110 FAX (301) 990-7071 www.montgomeryvillage.com

July 31, 2019

MEMORANDUM

TO: Communications Committee

FROM: Mike Conroy, Assistant Executive Vice President

SUBJECT: Communications Committee Meeting

The next meeting of the Communications Committee will be held at **7 p.m. on Wednesday, Aug. 7, 2019** at the MVF Office, 10210 Apple Ridge Road. You can enter the building using the front entrance, we will be in the Training Room.

Attached is an agenda and meeting packet for your review. Please let me know your attendance plans as soon as possible by calling 240-243-2331 or e-mailing mconroy@mvf.org.

MC
Enclosure



MONTGOMERY VILLAGE FOUNDATION, INC.

**10120 APPLE RIDGE ROAD
MONTGOMERY VILLAGE, MARYLAND 20886-1000
(301) 948-0110 FAX (301) 990-7071 www.montgomeryvillage.com**

**MVF COMMUNICATIONS COMMITTEE
Wednesday, Aug. 7, 2019
7 p.m.
Montgomery Village Foundation
10120 Apple Ridge Road, Training Room**

AGENDA

- I. Residents Time
- II. Call to Order
- III. Approval of Minutes for May 2, 2019 (Attachment 1)
- IV. Communications Policy Review (Attachment 2)
 - a. Letters to the Editor Policy
 - b. VN Advertising Agreement
 - c. VN Collections Policy
 - d. VN Editorial Policy
 - e. Privacy Policy
 - f. Web Presence Policy
 - g. Website Rules & Regulations
 - h. Website Terms of Use
- V. *Village News* email subscription update
- VI. Follow-up on items from May 2, 2019 meeting
- VII. Adjourn

MVF Communications Committee

May 2, 2019

A regular meeting of the Montgomery Village Foundation Communications Committee was held at 7:00 p.m. on Thursday, May 2, 2019 at the Montgomery Village Foundation Administration Facility, Montgomery Village, Maryland.

Members Present

Andrew Bird, MVF Board Liaison
Edna Miller
John Llewellyn
Christine Scott
Jeannie Pizzonia
Bryan Price

Members Absent

Melanie O'Brien, Chairperson

Others Present

Mike Conroy, MVF Assistant Executive Vice President
Cynthia Bangali, Recording Secretary
1 resident

1. Residents' Time

The comments of residents are recorded separately.

2. Call Meeting to Order

Mr. Conroy, MVF Assistant Executive, called the meeting to order at 7:09 p.m.

3. Approve Minutes of the February 6, 2019 Meeting

Ms. Pizzonia moved to accept the minutes of the February 6, 2019 meeting. The motion was seconded and passed unanimously.

4. Elect Committee Chair

Mr. Conroy introduced Mr. Bird, MVF Board Liaison to the committee and welcomed him. Mr. Bird shared with the committee about his background in communications which includes social media marketing.

Mr. Conroy reminded the committee of the Committee Chair re-election process. There was consensus amongst the committee members to re-elect Ms. O'Brien. Mr. Conroy noted that Ms. O'Brien had indicated in previous communication that she would be open to re-election.

Ms. Scott moved to re-elect Ms. O'Brien as Committee Chair. The motion was seconded and passed unanimously.

5. Propose/discuss enhancements to MVF website

Mr. Conroy reminded the committee of the previous discussions regarding overall communication efforts from the last meeting and asked for suggestions of enhancements specific to the website. He shared that the website receives about 20,000 - 25,000 hits a month from about 7,000 – 8,000 visitors. Mr. Conroy emphasized that their goal is for continual and steady growth. He emphasized that the MVF website is the primary vehicle of information for residents and welcomed the committee to make suggestions and as well as provide feedback.

Ms. Scott suggested adding a feature for viewers that would allow them to read the MV Village News digital version in a print format. She noted that it may be appealing to some residents and referenced the Washington Post digital version as an example. Mr. Conroy commented that they currently provide a PDF of the Village News and that an interactive version could be costly. However, staff could explore an interactive PDF.

Ms. Miller wondered if Snapchat would be a viable option for outreach to the community. Mr. Conroy noted that one of the Recreation Department supervisors uses it to communicate with staff, but didn't think it was appropriate for MVF as a business tool. Mr. Price added that Snapchat is more for social conversational purposes versus informational. The committee also discussed the potential use of Instagram imbedded in the MVF Twitter feed as a way to promote events.

Mr. Llewellyn inquired about the status of the email subscription initiative. He noted that it is another way to engage with residents and encourage use of the website. Mr. Conroy shared that staff is meeting with the web developer to discuss challenges with the multiple web

platforms MVF uses for the website. He also informed the committee that there are currently 4,800 accounts on the website, and that they are working on how to transition them to subscribers for email updates. He is hopeful to have this up and running later this year.

Ms. Pizzonia inquired about the option of setting up Facebook pages for organizations. Mr. Conroy noted that the Foundation doesn't have the manpower to manage these pages for organizations. He emphasized that there is a Seniors In Actions page already on the MVF website. Links to outside organization pages or shares/follows of organization social media could be added easily, but MVF will not manage the content on those external pages/sites.

Mr. Bird made several suggestions after reviewing the website. He suggested that the Montgomery Village YouTube page name be changed to a more effective search term that will enhance its algorithm. Mr. Bird shared that by creating a brief weekly feature such as "Montgomery Village Minute" hosted on the YouTube page it could also increase visibility. He also suggested that it could be hosted by a teen and inquired about the process to have a student committee member or Montgomery College student as an intern to support this endeavor.

Mr. Bird shared with the committee that there is extensive research about the preferences of social media type by demographics: women tend to use and follow Facebook more and men tend to use and follow LinkedIn more. He suggested creating a group within LinkedIn as well. Mr. Bird also talked about the potential of creating a FAQ page on the website that would provide clarity on things such as the differences between the homes corporation boards and the MVF Board. Mr. Conroy asked for feedback from the committee as to what types of subjects would be important to cover. Suggestions included Activity Cards; parking; architectural violations; and information for new residents.

6. Adjournment of Meeting

Ms. Miller moved to adjourn the meeting at 8:21 p.m. The motion was seconded and passed unanimously.

There being no further business, the meeting was adjourned at 8:21 p.m. The reports, authorizations, and other documents presented at the meeting have been initialed for identification and attached hereto or filed in the offices of the Montgomery Village Foundation

Approved: _____
MVF Communications Committee Chairperson

_____/s/_____
Cynthia Bangali
Recording Secretary

Communications Committee

Motion List

May 2, 2019

1. Ms. Pizzonia moved to accept the minutes of the February 6, 2019 meeting. The motion was seconded and passed unanimously.
2. Ms. Scott moved to re-elect Ms. O'Brien as Committee Chair. The motion was seconded and passed unanimously.
3. Ms. Miller moved to adjourn the meeting at 8:21 p.m. The motion was seconded and passed unanimously.

MONTGOMERY VILLAGE FOUNDATION, INC.
MONTGOMERY VILLAGE NEWS
LETTERS TO THE EDITOR POLICY

1. The *Montgomery Village News* Letters to the Editor section is a community forum for Montgomery Village residents and/or property owners in the printed version of the *Village News*. In addition, at the Editor's discretion, the *Montgomery Village News* may print letters of appropriate interest to residents from others, including representatives of local schools, governments and businesses. Campaign letters are prohibited, except for Montgomery Village Foundation and Village homes corporation elections. The views expressed in the Letters to the Editor section are those of the authors of the letters and not necessarily those of the Montgomery Village Foundation (MVF) or its Board of Directors.
2. The *Montgomery Village News* will make every effort to publish all letters received during the weeks prior to publication that meet the criteria of this policy.
3. All letters (typed, handwritten or e-mailed) must be received no later than 5 p.m. on the Monday prior to publication and distribution. When a holiday occurs on a deadline Monday, Letters to the Editor must be received no later than noon on the subsequent Tuesday prior to the Friday publication and distribution.
4. Letters must bear the writer's name, address and telephone number for verification purposes. E-mailed letters should contain the subject line "Letter to the Editor." The sole use of pen names, initials or the complete omission of a signature will eliminate a letter from consideration from publication. A request from the author to withhold the name or mark the letter anonymous will eliminate the letter from consideration.
5. All letters are subject to condensation or deferral to the next issue by the editor for space considerations, if absolutely necessary. Editor is to so indicate any condensations.
6. All letters may not exceed 350 words. Longer letters will be eliminated from consideration for publication in the *Village News*. As time permits, the writers may be notified and given the opportunity to shorten the letter for future publication.
7. The *Village News* respects the privacy of individuals and residents; letters should not contain references to specific persons, except when endorsing candidates for MVF or Village homes corporation elections or referencing a previously published article with a byline.
8. Letters submitted by an author regarding the same topic must present new information or opinions; repetitive submissions and/or form letters submissions will only be printed once.
9. Letters should be in reference to or contain information about topics relatable to all Montgomery Village residents. Letters addressed to or specifically about homes corporation or condominium association business and affairs will not be printed and may be directed to those association boards of directors when appropriate.
10. The Letters to the Editor section is not a forum for extensive debates; MVF encourages residents to use other avenues such as Facebook and Twitter for timely discussion.

11. MVF retains the right to respond to letters to the editor addressing specific issues involving it in the form of editor's notes or other methods at its discretion.

12. The Director of Communications, in his/her sole discretion, reserves the right to withhold from publication of inflammatory, slanderous, libelous, or lewd material, or material which may be an invasion of privacy, material deemed in bad taste and inconsistent with *Montgomery Village News* editorial policy, or other language which opens MVF to potential legal liability, and limit the number of letters on a given subject when the number is so large it presents a problem.

December 6, 1983.

Approved as revised by MVF Board of Directors - June 25, 1992

Approved as revised by MVF Board of Directors - October 23, 1997

Approved as revised by MVF Board of Directors - September 23, 1999

Approved as revised by MVF Board of Directors – May 26, 2005

Approved as revised by MVF Board of Directors – December 8, 2010

Approved as revised by MVF Board of Directors – December 14, 2012

Approved as revised by MVF Board of Directors – February 22, 2018

Approved as revised by MVF Board of Directors – August 23, 2018


Montgomery Village Foundation, Inc.

10120 Apple Ridge Road
 Montgomery Village, MD 20886-1000
 301-948-0110 240-243-2302 (secure fax)
 www.montgomeryvillage.com

Advertising Agreement

Date:
 Account #:
 Salesperson:
 Contract #:

ADVERTISER NAME

The *Montgomery Village News* ("Village News") is published in print and online by the Montgomery Village Foundation, Inc., ("MVF") Board of Directors, accepts paid advertising, is used to announce news, programs and activities occurring in and around Montgomery Village, and provides other such material determined appropriate or relevant to the operation of MVF.

The undersigned ("Advertiser") agrees to advertise in the *Montgomery Village News* (*Village News*) and agrees to all terms and conditions described herein.

1. MVF reserves the right to:
 - A. Reject advertisements that do not adhere to local, county, state and federal laws.
 - B. Reject advertisements that compete directly with MVF programs, events, classes, products and services.
 - C. Reject advertisements that are inflammatory, slanderous, libelous, lewd or include other language deemed inconsistent with the MVF's mission and policies.
2. Advertisers are advised to carefully check their advertisements each time they are published in print or online and to immediately report any errors in writing as the *Village News* will not be responsible for more than one incorrect print insertion and never for more than the actual cost of the space occupied by the original incorrect print insertion or duration of online timeframe purchased. If an advertisement with an error is published:
 - A. Credit will only be issued in the form of an advertisement of equal value of the original paid advertisement. Claims for credit adjustments must be made within 30 days after publication of the original incorrect publication.
 - B. The *Village News* will not issue any additional refund or credit beyond the first incorrect advertisement placed in print or beyond 30 days of publishing online.
3. The *Village News* will not be liable for any additional damages resulting from the recurring insertions or continued online use of the original incorrect advertisement if the error has not been reported to the *Village News* in writing by the advertiser within 30 days after publication of the original incorrect insertion. Every effort will be made to afford advertising position requested. Failure to comply with position request will not result in make-good or refund of payment.
4. Neither MVF nor the *Village News* assumes any liability if for any reason it becomes necessary to omit an advertisement.
5. The *Village News* may terminate this agreement without notice if the advertiser becomes insolvent, makes an assignment for the benefit of creditors, or is adjudged bankrupt or a receiver of the property is appointed, or copy submitted is not deemed acceptable.
6. MVF is not liable for delays in delivery and/or non-delivery or website downtime in the event of natural disaster, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publications, delivery or website activity in any manner. Timely delivery of the *Village News* shall be defined as by 5 p.m. of the Monday immediately following the Friday publication date.
7. Advertising resembling editorial may be marked "advertisement" by the *Village News*.
8. Advertiser will indemnify MVF against any and all liability, loss or expense from claims for libel, unfair competition, infringements of trademarks, copyrights and other proprietary right, violations of rights of privacy and other claims arising including but not limited to: liability for content including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter, or advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. MVF reserves the right to reject, discontinue or omit any advertising or any part thereof at any time. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
9. Acceptance of this contract grants MVF permission to fax or e-mail transmissions to the parties documented within this contract.
10. When the *Village News* provides a proof by e-mail or fax, review and correction of the text are the sole responsibility of the advertiser.

11. At the editor's discretion, proofs that have not been approved in sufficient time by the advertiser facsimile, e-mail, in writing or in person, prior to publication, will not be published in the scheduled issue of the publication or online.
12. Cancellations must be submitted in writing and received by the submission deadline for the issue in which the advertisement is scheduled to be published. **No verbal cancellations will be accepted.** Advertising cancelled after the submission deadline, as published in each issue of the *Village News* (the Friday before publication), will be billed at the appropriate rate. Online advertising cancellations must be received in writing and will be honored within 5 business days of receipt; cancellations will be billed at an appropriate rate to the end of the current month.
13. Advertisement rates are subject to change. The *Village News* will notify contract advertisers in writing 30 days prior to changes, at which time the advertiser may either accept the new rate for the remainder of the contract or cancel without penalty.
14. The *Village News* reserves the right to hold advertiser severally liable for such monies as are due and payable to the *Village News*.
15. Release of all advertising artwork prepared by the *Village News* is subject to a fee of 50% of the total cost of the advertisement according to the current rate sheet.
16. Any advertisement already composed, if cancelled after the publication deadline, as indicated in each issue of the *Montgomery Village News*, is subject to a composition charge equal to 75% of the value of the ad if not scheduled for future insertion in the *Montgomery Village News* issue following that of the original intended insertion date.
17. Contracts containing a 6-issue (or more) discount that are cancelled before the completion of the contract are subject to reimbursement of the discount per issue for number of advertisements printed.
18. Payment is due within 30 days of the invoice date. After 30 days, the account is considered delinquent and further advertising may be suspended until such account is paid in full. Interest charges of 2% per month will be applied on delinquent account balances. The advertiser will be subject to all remedies for breach of contract, including but not limited to, payment of all collection costs, attorney fees and costs of litigation. Returning delinquent advertisers will not be extended credit terms; all advertisements must be paid in full before publishing.
19. Contracts for 6 months or more of online advertising and/or 6 print insertions or more require a 50% prepayment at the time the *Village News* receives the signed contract, with the balance due at 90 days. All other print advertisements must be paid in full prior to the publication deadline as indicated in each issue of the *Village News*. All other online advertisement balances must be paid in full before advertisement is published.
20. Payments will be accepted via cash, check or credit card. All returned checks will be charged a \$35 processing fee.
21. This contract supersedes all previous contracts and agreements.

Authorized Signature

Date

Company Name

Authorized Signature
Montgomery Village News
Montgomery Village Foundation, Inc.
10120 Apple Ridge Road
Montgomery Village, MD 20886
(301) 948-0110 (240) 243-2302, secure fax
www.montgomeryvillage.com

Date

*Approved by the MVF Board of Directors, August 26, 2004
Revised by the MVF Board of Directors, September 27, 2012
Revised by the MVF Board of Directors, December 3, 2015
Revised by the MVF Board of Directors, August 23, 2018*

MONTGOMERY VILLAGE NEWS ACCEPTANCE, CREDIT AND COLLECTION POLICY

Purpose

The purpose of the *Montgomery Village News* Acceptance, Credit and Collection Policy is to establish the procedures for collecting on advertising accounts, including those that are delinquent, as part of the normal course of Montgomery Village Foundation operations.

1. The Director of Communications will establish credit limits on a customer-by-customer basis to allow flexibility in selling to large customers or to accommodate specific circumstances. These limits will be conveyed to the Sales and Marketing Manager, who may not exceed the established credit limits without prior approval of the Director of Communications.
2. Invoices will be sent by staff following each issue that an advertisement was printed in or immediately after date of publishing advertisement online, after all checks received to that date have been processed and posted. Payment in full is due within 30 days of the invoice date.
3. If payment in full is not received by the first day of the month following the invoice date (30 days), staff will telephone the advertiser requesting payment within 10 days. Any scheduled advertisements will be pulled from future issues of the *Village News* or from the website until payment in full is received.
4. At day 45 from the invoice date, a phone call will be made and a letter will be sent requesting payment and informing the client that all scheduled advertisements will not be published in print or online until payment is received in full within 10 days of the letter. The letter will also note that accounts 60 days past due will be subject to interest at a rate of 2% per month.
5. If payment in full is not received 60 days from the original invoice date and following the letter mailed (Item 4), a second letter will be sent certified mail alerting the client to the potential legal action MVF may take, including a case in small claims court, which would result in their paying both the advertising rate and all related legal fees.
6. After 90 days past the original invoice date, accounts past due will be turned over to a collection agency.
7. Any advertiser who has been 60 days or more late on any advertising agreement is subject to prepaying all future advertisements.
8. Aging schedules of all outstanding accounts will be prepared and reviewed monthly, with the Sales and Marketing Manager or Director of Communications following up on any accounts more than 60 days past due.
9. The Sales and Marketing Manager and Director of Communications will recommend for write-off a list of uncollectible accounts to the MVF Executive Committee.

*Approved by the MVF Board of Directors August 26, 2004
Revised by the MVF Board of Directors September 27, 2012
Revised by the MVF Board of Directors August 23, 2018*

MONTGOMERY VILLAGE FOUNDATION, INC.
VILLAGE NEWS POLICY

Statement of Policy:

The *Village News* is an in-house print and digital communications publication of the Montgomery Village Foundation published for the primary purpose of providing information to the residents of Montgomery Village. It is not intended to be a competitive newspaper or online news source in the sense of general outside news reporting, nor editorial opinion in issues and controversies. In general terms, a greater priority is given to time sensitive events and Village activities, programs and organizations, presented in as interesting a manner as possible. It is supported financially in part by advertising, generally local in nature, and partly by assessment income from all dwelling units in the Village through the annual budget process. Its publication is one of the functions of the MVF Department of Communications, under the direction of the Director of Communications, in accordance with policy guidelines adopted by the MVF Board of Directors.

The *Montgomery Village News* is published by the MVF Board of Directors. Content relating to the MVF Board of Directors, its communities, policies and procedures is under the direction of the MVF Board and its paid staff. All newsletter and online content concerning operation of the MVF will be written and edited by the paid staff or Board Members or committee Chairpersons at the request of the Board. Letters to the Editor column is an open forum in which residents may express opinion, on topics of their own selection.

Columns covering other than official MVF information (such as pets, transportation, education, gardening, etc.) may be included in in print or online as deemed appropriate by the editor and as space permits, following all previously established guidelines. Effort will be made to put all appropriate content both online and in print, as time, space and relevance permits.

General Content:

In keeping with the policy information for the residents of the Village, the *Village News*, in print and online, will, in general, cover the following subjects as to contents this listing being not all inclusive or prioritized, but generally typical.

1. Homes Corporations and Condominiums. Homes Corporations and Condominiums may submit an article for each issue of the *Village News* or without deadline for posting online detailing news of their own Board of Directors, committee meetings or other information representing official communication from their Board. Publishers of the *Village News* reserve the right to edit all copy.
2. News releases and announcements for the MVF Department of Recreation and Parks relative to programs, classes, pool operation, etc.

3. News releases relative to the corporation, such as annual meetings, special meetings of the members, regular board meetings, committee meetings, and special community projects such as spring cleanup.
4. Calendar of events - recreation, board meetings, etc.
5. Publication of adopted rules and regulations of each of the corporations as they occur, and as requested by the Board of Directors.
6. Announcements of interest from the Board of Directors relative to new projects and facilities under construction or proposed for the Village.
7. Announcements of special local interest relative to adoption of regulation, capital projects, budgets or ordinances by local governments affecting the Village such as Animal Control Law, smoke detector requirements, traffic controls, public projects (library, fire station, bike paths), etc.
8. Architectural Control actions and information.
9. Columns relative to local organizations such as the Woman's Club, Sports Association, Senior Citizens, Churches, Scouts, etc.
10. Special local news reports of events and activities in the Village of interest or involving residents such as art shows, crafts, displays, programs, individual projects, etc. submitted by participants, volunteer reporters or staff.
11. Letters to the Editor, subject to the Letters to the Editor Policy, shall be from Montgomery Village residents and signed by the writer. They shall be addressed to the Editor and not public figures or third parties, not inflammatory nor contain objectionable words or language, (per #10 in Letters Policy) and shall be subject to editing or condensation prior to printing. Where appropriate, the Editor should comment on letters in the same issue, after consultation with other MVF officials if the subject falls within their area of responsibility.
12. By-lines are provided for regular contributors unless they desire otherwise.
13. Advertising. To include display, political (subject to Political Advertising Policy), specialty listings and classified advertisements. Advertising will not appear on the front page of the *Village News*, and only in designated areas of the website. All advertisements are subject to space availability and the *Montgomery Village News* Advertising Agreement.
14. To the extent that the above listed subjects do not provide the desired space and balance between advertising and copy as dictated by MVF budget, the *Village News* may publish special articles of local interest, such as biographical sketches of Village residents of unusual talent or accomplishment; information relative to the documentary structure of the various corporations as reminders and information: non-endorsing items of new facilities and opportunities available to residents; announcements of programs offered in the area by county recreation, college, etc. The *Village News* should not, in general, carry news of more than local interest or scope.

Approved by MVF Board of Directors, 4/22/77

Approved as revised at the MVF Board of Directors meeting – June 28, 1984; June 25, 1992; June 26, 2008;
September 27, 2012; February 27, 2014; August 23, 2018

MONTGOMERY VILLAGE FOUNDATION, INC.

***MONTGOMERY VILLAGE NEWS* EDITORIAL AND SUBMISSIONS POLICY**

Purpose

The *Montgomery Village News* Editorial and Submissions Policy is designed to provide fair and equal space in print and online for information contributed by individuals, organizations and the general public, as well as Montgomery Village homes corporations and condominium associations to publicize their business and activities, including elections and annual draft budgets as required by their governing documents. Concurrently, the policy structure is designed to manage the *Montgomery Village News* expenses within the Board-approved budget and increase readership.

Editorial Policy

1. The *Montgomery Village News* Editor, under the supervision of the Director of Communications, reserves the right to withhold or edit all copy submitted for inclusion online or in print issues of the *Montgomery Village News* without notice. Submissions will be edited for grammar, syntax and length in conjunction with space availability and all MVF Board approved policies, making every effort to edit material in a way that the intended message remains intact.
2. Also reserved is the right to withhold or edit submissions of inflammatory, slanderous, libelous, lewd or other language deemed inconsistent with *Montgomery Village News* and MVF's mission and policies.
3. The department staff will not provide a proof to the author prior to publishing the *Montgomery Village News*.
4. Submissions received after the publication deadline, as indicated in each issue of *Montgomery Village News*, will not be published in that edition. Submissions posted online will be published in the following print edition, as appropriate for time, space and relevance, per the discretion of the Editor and/or Director of Communications.

Submissions Procedures

1. All print submissions must include the name of the organization, business, individual, homes corporation or condominium association, author's full name, address, telephone numbers and e-mail addresses, in accordance with the publication deadlines indicated in each issue of the *Montgomery Village News*. Online submissions must contain the same identifying information and will be considered for publishing as they are received.
2. Photographs submitted for inclusion in print or online may be accepted and are subject to space availability and appropriate subject matter. Submitter is responsible for receiving permission to publish photo both from the subjects in the photo and from the photographer.

Homes Corporation/Condominium Associations

1. Homes corporation and condominium association boards of directors or their approved representatives may submit an article or information serving as an article not to exceed 750 words for each issue of *Montgomery Village News*, and/or at any time for publication online.. Content of the articles shall contain information pertinent to corporation business, community activities sponsored by the corporation or association board of directors and news relative to the individual communities. General information regarding clubs, social activities or sporting events will be included in other areas of the publication and shall be submitted separately.
2. The following items may be submitted in lieu of Item 1, and may not exceed 750 words (except when the annual message is submitted):
 - A. Homes corporation and condominium association policy updates, election rules, guidelines and similar information;
 - B. The annual message written by a homes corporation or condominium association board of directors president or approved representative (not to exceed 900 words without charts or graphs; or not to exceed one-half page if charts or graphs are included);
 - C. Requests for residents' cooperation regarding issues related to their communities; and
 - D. Written summaries, without charts and graphs, of the homes corporations' and condominium associations' annual budgets.
3. Submissions outlined in Items 1 or 2 exceeding 750 words will be subject to one of the following considerations:
 - A. If proper time allows author to resubmit article before a deadline, the author will be contacted and given the opportunity to shorten his or her article.
 - B. The *Village News* Editor, under supervision of the Director of Communications, will edit the submission for length in conjunction with all MVF Board approved policies, making every effort to edit material in a way that the intended message remains intact.
 - C. The homes corporation or condominium association board of directors will be billed a flat rate of \$100 for space up to one page of the *Montgomery Village News*. Articles exceeding one full printed page will be subject to additional charges.
4. Homes corporation and condominium association board of directors election candidates' statements submitted for publication in *Montgomery Village News* shall be no more than 200 words per candidate and shall be published in place of regularly submitted articles as described in Item 1. A statement introducing the candidates, written by or on behalf of the homes corporation or condominium board, can be included with the candidates' statements and shall not exceed 100 words.
5. Photographs for board of directors election candidates shall be published only when all candidates from a contributing homes corporation or condominium association have been provided ample opportunity to submit a photo or arrange for a photo to be taken by MVF staff.

6. Homes corporations and condominium association announcements will be published in a portion of *Montgomery Village News* separate from the regularly submitted articles described in Item 1 in an effort to draw readers' attention and shall not exceed three announcements or 100 words.

Approved by the MVF Board of Directors – May 23, 2002

Revised and approved by MVF Board of Directors - June 28, 2007

Revised and approved by MVF Board of Directors – June 26, 2008

Revised and approved by MVF Board of Directors – September 27, 2012

Revised and approved by MVF Board of Directors – August 23, 2018

MONTGOMERY VILLAGE FOUNDATION, INC.

***VILLAGE NEWS* POLITICAL ADVERTISING AND EDITORIAL POLICY**

In order to give Village residents more opportunity to become better acquainted with choices and candidates in local elections and to provide advertising revenue to the *Village News*, the following political advertising and editorial policy has been adopted by the Montgomery Village Foundation Board of Directors.

1. Paid ads will only be accepted from individuals running for recognized government elections (i.e. State Legislature, County Council, U.S. House of Representatives, U.S. Senate, President of U.S., or School Board).

The *Village News* will offer no editorial coverage of these election races. (No political press releases, campaign event coverage, letters to the editor by or about candidates, or other obvious campaign material will appear in the *Village News* regarding candidates for any election other than Montgomery Village Foundation Board or local board elections.)

2. All paid political ads will carry a printed disclaimer stating that they are paid ads.
3. The *Village News* will not accept paid ads from candidates for Montgomery Village Foundation Board of Directors or local board elections. This ban on Village election advertising is designed to protect volunteer candidates from the pressure of spending campaign money. The *Village News* will continue to cover these races with full editorial support, in accordance with existing policy.
4. Acceptance of ads will be contingent on the approval of the Director of Communications, where matters of taste are concerned, with right of refusal placed with the Director of Communications.
5. Paid political ads from organizations lobbying for issues will not be accepted.
6. There will be no soliciting of paid political ads by the *Village News* advertising staff.

Approved by MVF Board of Directors at the April 22, 1982.
Reaffirmed by MVF Board of Directors on October 24, 1984
Revised and approved by MVF Board of Directors June 26, 2008
Revised and approved by MVF Board of Directors September 27, 2012

MONTGOMERY VILLAGE FOUNDATION, INC. ONLINE PRIVACY POLICY

Purpose

The goal of the Montgomery Village Foundation (MVF) Online Privacy Policy is to outline the philosophy of MVF concerning the privacy of those who visit the MVF website. Specifically, the policy is intended to clarify how MVF utilizes information it gathers related to site users.

Information you provide will be protected as described unless the specific web page says otherwise. Should this privacy policy be modified in the future, this web page will reflect the revised policy.

Policy

It is not necessary to provide personal information to access many parts of the MVF website. However, some portions of the website require you to provide personal information to verify homeowner status. MVF will not sell or give away names, addresses or any information about its site users to any third parties. MVF will not otherwise release such information unless required by law.

We respect the privacy and security of your personally identifiable information that we collect about you online. The following describes our privacy policy and practices with respect to that information. By your registration to use or use of the website, you consent to our collection and use of your personally identifiable information and other information online by us in the manner set forth in this Online Privacy Policy.

Implementation

MVF will implement this policy by placing the following statement in a prominent location on all MVF-owned websites.

Montgomery Village Foundation, Inc. Online Privacy Statement

Thank you for visiting one of Montgomery Village Foundation (MVF)'s websites. We respect your privacy, and we want you to know that during your visit to our site, you may be providing information to MVF in two ways:

1. Anonymous statistics collected as you browse the site, and
2. Personal information you knowingly give us.

We want you to be aware of how we handle this information.

Anonymous Statistics

As you browse the site, MVF's computers collect information about your visit, not about you personally. Using server logs, we monitor anonymous statistics such as:

- How many people visit our site
- Which pages people visit on our site
- Which browsers people use to visit our site

We use these statistics to improve our website, monitor its performance and to make it easier for you and other visitors to use. None of this information is associated with you personally. Please note that you do not give us your identity by visiting our website; however, you do identify yourself by sending us e-mail (see Personal Information, below).

Personal Information

Within this website, you may be asked to give us personal information, such as when you ask a question via e-mail that requires a response, sign up for an online account or perform an e-commerce transaction. This information may include your name, age, address, phone number(s), e-mail address, credit card, or other personal information.

Personally identifiable information about you is used to permit us to verify your identity as a person who is entitled to register to use and to continue to use the Services we provide to you through this website. When you register to use the website, we will ask for certain personally identifiable information to confirm your identity as a person authorized to use the Services. This information is required to be complete and accurate at the time it is given, and to be updated so that it is at all times accurate and complete, as a condition of your continued ability to use the Services.

You may give your credit card number to third party sites in order to pay your association assessments, register for classes or other services. Your credit card information is not retained by MVF. These sites should use encryption to protect your information.

Agents and contractors of MVF who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the services they are performing for us.

We may disclose anonymous, aggregated user statistics to third parties for a variety of purposes. For example, we may disclose how many individuals visited certain areas of our website, or demographic information about our users (see "Anonymous Statistics").

Use of Information

It is not necessary to provide personal information to access the website. In order to gain access to higher level and specific detail on the website, users will be authenticated through a process which requires them to provide personal information. We do not sell your personally identifiable information in the normal course of our business. We may disclose personally identifiable information to any third party if required to do so by law or regulation, or if we believe in good faith that such disclosure is necessary to:

- (a) comply with legal process;

- (b) enforce the Terms of Service;
- (c) respond to claims that any content of any portion of the website violated the rights of third parties; or
- (d) protect the rights, property, or personal safety of us, other Users or the public.

Data Security

We have put in place safeguards to help prevent unauthorized access and maintain data security.

Updating Information

MVF maintains a database on each property in Montgomery Village, including personal information on each homeowner. The database is accessed for specific services found on the website. Authorized users may update personal information or inaccuracies by contacting MVF. Information will be changed after verification by MVF staff.

Children's Privacy

We believe that it is especially important to protect children's privacy online. This website may be searched or used by minors, but MVF will not knowingly collect any personal information from minors.

E-Commerce

To participate in any third party e-commerce transaction accessed on this website, it will be necessary for you to provide personal details, such as addresses, telephone numbers and credit card information. We will not knowingly sell or give away names, addresses or any information about our site users to any third parties. We will not otherwise release such information unless required by law.

Security for these transactions is provided through private Internet Service Providers that specialize in secure electronic transactions. These providers use data encryption systems that converts data sent from your browser to an unreadable form while it is in transit to a secure server.

Advertising Disclaimer

While the advertisements on this site are brought to you by MVF, the advertisements are not an endorsement by MVF of any business or individual.

Internet Disclaimer

MVF assumes responsibility only for the information it provides on its website. As a convenience to you, there are links throughout this site that will allow you to leave MVF's site. You should be aware that any sites linked here are not under the control of MVF. As such, we can make no representation to you concerning the content of these sites, nor does the fact that MVF has provided a link to a site serve as an endorsement by MVF of any of these sites. You should also be aware that the privacy protections afforded by the MVF site may not be afforded by sites linked to MVF.

Cookies

To enhance your experience with our website, we may use “cookies.” Cookies are text files placed in your computer’s browser to store your preferences. We may use cookies to understand site usage and to improve the content and offerings on our site.

You may adjust your browser to reject cookies from us or from any other website. Please consult the “Help” section of your browser for more information. However, certain areas of our site may be accessed only in conjunction with cookies or similar devices and you should be aware that disabling cookies or similar devices might prevent you from accessing some of our content.

Questions

If you have any questions about your privacy and the Montgomery Village Foundation, please e-mail us at webmaster@mvf.org, or call 301-948-0110. For more information on privacy issues in general, visit the Federal Trade Commission website at www.ftc.gov.

Approved by MVF Board of Directors – May 25, 2000
Revised by MVF Board of Directors - February 22, 2001
Approved by MVF Board of Directors – March 24, 2005
Revised by MVF Board of Directors – September 27, 2012
Revised by MVF Board of Directors – September 24, 2015

MONTGOMERY VILLAGE FOUNDATION, INC.

WEB PRESENCE POLICY

Purpose

Montgomery Village Foundation, Inc. (MVF) publishes several websites and uses social media tools for the dual purpose of providing information and enhanced services to its users.

Policy

The MVF-owned websites www.montgomeryvillage.com, www.mvf.org, www.mvfarmersmarket.com and www.mvnews.online are communication operations of MVF. MVF uses these websites and other social media and networking sites such as Linked In, YouTube, Twitter and Facebook for the primary purposes of providing community information and services to the residents of Montgomery Village and for those outside the Village seeking information about the community.

The MVF-owned websites are published by MVF and its paid staff, who write and edit the content. Website additions, deletions, content decisions and social media updates are made by MVF, based on Board, community, committee and staff input, consistent with MVF Board policies and approved budget guidelines.

Where appropriate, advertising (subject to the conditions set forth in the Advertising Agreement and approval by the Director of Communications) may be displayed on MVF-owned websites. Paid advertisements are not and should not be considered an endorsement for services by MVF or the Board of Directors.

Approved by MVF Board of Directors – March 24, 2011
Reaffirmed by MVF Board of Directors – September 27, 2012
Changes approved by MVF Board of Directors – February 27, 2014
Changes approved by MVF Board of Directors – August 23, 2018

**MONTGOMERY VILLAGE FOUNDATION, INC.
WEBSITE USER ACCOUNT RULES AND REGULATIONS**

These Rules are intended to explain the obligations of Users of the Services, as to their conduct while using the Montgomery Village Foundation website ("website"). Failure of any User to comply with these Rules may be a breach of the Terms of Use and may result in, among other things, the termination of any or all of the Services, the denial of access to one or more of the Services, the refusal to post or transmit, or the alteration or removal of material from a website or other area. The Rules are subject to change as provided in the Terms of Use.

Terms of Use. Users must comply with the Terms of Use posted on and for this website.

No Spam. Users are prohibited from uploading, sending or posting unsolicited or unauthorized junk mail, "spam," advertising, promotions, chain letters, or any other form of solicitation.

Unlawful Use. Users are prohibited from uploading, transmitting or posting any material, or engaging in any other use of the website that violates any law, rule or regulation, infringes any other person's rights, including, without limitation, any intellectual property or privacy rights, or otherwise could impose civil or criminal liability. We reserve the right to notify any governmental entity, law enforcement authority, or any other party that we deem appropriate in our sole discretion, of any such activity. Uploading, posting or transmitting any content that infringes any patent, trademark, trade secret, copyright, publicity or proprietary right of any person or entity will be grounds for immediate termination of the user's right to use the website.

Defamatory or Abusive Material. Users are prohibited from sending or posting defamatory, obscene, profane, vulgar, threatening, offensive, abusive, inaccurate or illegal material.

Destructive Acts. Users are prohibited from distributing any Internet viruses, trojan horses, time bombs, cancelbots, worms, or other programming routines or engage in other destructive activities that are designed to damage, interfere with, or intercept data or the operation of computers, networks or other equipment or systems. Users are prohibited from accessing, or attempting to access, another person's or entity's accounts, web sites, networks, servers, equipment or systems without proper authorization to do so, or attempt to disrupt or interfere with the website in any manner.

Other Activities. Users are prohibited from engaging in any other activity, in addition to these listed above, that we determine in our sole discretion may be harmful to other users or the website.

**MONTGOMERY VILLAGE FOUNDATION, INC.
WEBSITE USER TERMS OF USE**

PLEASE READ THESE TERMS OF USE CAREFULLY BEFORE USING THIS WEBSITE.

Welcome to the Montgomery Village Foundation, Inc. (MVF) website ("**Site**"). This site is presented to you by MVF. MVF maintains this Site to provide general information to visitors and residents, as well as specific homeowner information. All use of this Site is subject to the following terms and conditions ("**Terms of Use**"). MVF reserves the right to update these Terms of Use at any time. By accessing and browsing this Site, you agree to be bound by the MVF Website User Account Rules and Regulations and these Terms of Use.

Certain Features Subject to Other Terms. Some of the features offered through this Site may be subject to terms of use, rules and policies in addition to or in lieu of these Terms of Use. If you choose to use any of those features, you agree that your use thereof will be subject to such additional or separate terms of use, rules and/or policies, as applicable.

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Registration. In order to access certain features of this Site you may be required to register and obtain a unique username and password. In connection with any such registration, you agree to: (a) provide true, accurate, current and complete information about yourself as prompted by the registration form; and (b) maintain and promptly update such information to keep it true, accurate, current and complete. If you provide any information that is untrue, inaccurate, not

current or incomplete, MVF reserves the right to suspend or terminate your account and refuse any and all current and future use of this Site or any portion hereof.

You are solely responsible for maintaining the strict confidentiality of your username and password and for any charges, costs, expenses, damages, liabilities and losses you or MVF may incur or suffer as a result of your failure to do so. Furthermore, you are entirely responsible for any and all activities that occur under your username and password and for ensuring that use of your account complies fully with these Terms of Use. To reduce the risk that others will gain unauthorized access to your account, you must ensure that you "log out" from your account at the end of each session. You further agree to immediately notify MVF of any unauthorized use of your account or any other breach of security. You may not use anyone else's account, at any time, without the permission of the account holder.

No Rendering of Advice or Endorsement. The information contained in or made available through this Site is provided for informational purposes only and should not be construed as rendering professional advice or endorsement of any kind. Your use of this Site does not give rise to a client, advisory, fiduciary or professional services relationship between you and MVF.

Accuracy of Information. While MVF uses reasonable efforts to furnish accurate and up-to-date information, we do not warrant that any information contained in or made available through this Site (including, without limitation, any information provided directly by representatives of MVF or periodically through our newsletters) is accurate, complete, reliable, current or error-free. The Montgomery Village Foundation assumes no liability or responsibility for any errors or omissions in the content of this Site or such other materials or communications.

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Feedback and Other Submissions. All comments, feedback, suggestions, ideas and similar submissions furnished to MVF in connection with your use of this Site shall be deemed assigned to and shall remain the property of MVF. No such submissions shall be subject to any obligation of confidence on the part of MVF, and MVF shall be entitled to unrestricted use and disclosure of such submissions throughout the world for any purpose whatsoever, commercial or otherwise, without any obligation to compensate you for such use or disclosure. You represent that you have the lawful right to furnish such submissions to MVF and agree that you will not submit any information unless you are legally entitled to do so.

Termination or Suspension of Access. The Montgomery Village Foundation reserves the right to terminate, suspend or otherwise restrict your access to this Site, or any portion hereof, with or without notice at any time for any reason whatsoever including, but not limited to, your violation of these Terms of Use or any inappropriate or unlawful behavior on your part. The Montgomery Village Foundation shall not be liable to you or any third party for any such termination, suspension, restriction, modification or discontinuance.

Indemnification. You agree to indemnify and hold harmless MVF, its affiliates and suppliers, and each of their respective directors, officers, employees and agents, from any claim or demand (including but not limited to reasonable attorneys' fees) made by any third party due to or arising out of or in connection with any materials you submit, post, transmit or make available through the Site, your use of the Site, your violation of these Terms of Use, your violation of any rights of another or any use of your account. For purposes of these Terms of Use, "suppliers" means all parties retained by MVF to provide or maintain any portion of the Site, including but not limited to any third party content providers.

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Modifications. The Montgomery Village Foundation reserves the right to modify these Terms of Use at any time upon posting. By continuing to use this Site after any changes are posted, you acknowledge your acceptance of the revised terms and conditions. Please visit this page regularly to review the then-current terms and conditions to which you are bound, which shall be effective as of the date set forth in the then-current terms and conditions.

Consent to Electronic Delivery of Notices. To the extent MVF is required to provide you with any notices, agreements or other information regarding the Site, you agree that MVF may deliver such information electronically, including without limitation, posting notices on the home

page of the Site. To withdraw your consent to receive notices electronically, you must give notice to MVF and discontinue your use of the Site.

Privacy. Please review our Privacy Policy, which also governs your visit to the Site and is incorporated herein by reference, to understand our practices.

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