

CCMD COMMUNICATIONS MEDIA POLICY

The purpose of this policy is to provide guidelines for the use of the HOA's newsletter, website, coming events sign and Neighborhood Directory.

In general, these means of communication are primarily to benefit members of the Association and their families. However, since the Country Club of Mount Dora is a part of the larger Mount Dora and Lake County communities, events considered of interest to residents may be announced, reported on, or supported. Strictly commercial undertakings, with the exception of the privately owned Country Club of Mount Dora, will not be given free space in HOA media, nor may HOA media be used for commercial purposes (e.g., solicitation).

Events that are open to or involve a large portion of residents of CCMD may be announced in HOA media. Examples include (but are not limited to) the Community Development District, CCMD Women's Club, community service organizations and charity groups, clubs of various kinds, Club events sponsored by members of the community open to all, City-sponsored events, events sponsored by groups or individuals authorized to use the CCMD Community Center and events sponsored by the HOA and committees of the HOA (e.g., blood drives, golf tournaments, theater nights, candidates' nights, etc.). In general, the coming events sign will be used only for major events or urgent matters requiring widespread notification. All listings will be at the discretion of the editors or sign coordinator.

In the event of conflicts, HOA events will take precedence. In the case of conflicts needing resolution, final decisions will be made by the Communications Committee Chairman or – in his/her unavailability – the Vice Chair or Acting Chair.

Only Happenings may accept paid advertising. The Happenings staff may solicit paid advertising for legitimate products and services considered appropriate for residents of the community. The HOA reserves the right to refuse any advertising it considers inappropriate for the publication or the community. The HOA does not endorse or approve any products and services, but every effort will be made to exclude any advertising that might be offensive to the community. Responsibility for the content of all advertising remains with the advertiser, not with the Happenings or the Homeowners' Association. No political advertising will be accepted. Since advertising space may be limited, advertising may be refused because there is not room for it when received. Any substantive change in the amount of advertising and its price will be approved by the Communications Committee. The Publishers and Editor of Happenings will make decisions on the acceptability of advertising, referring any unresolved matters to the Communications Committee Chairman. The advertising policy will be included in every issue of Happenings.

This supersedes the policy approved on November 16, 2006.

Approved by the HOA Board: March 25, 2010.