

SITZMARK – THE VOICE OF THE CLEVELAND METRO SKI COUNCIL
FACT SHEET
HOW TO SUBMIT ARTICLES AND FAQs

NEWS YOU CAN USE

The *Sitzmark*, CMSC's newspaper, is used by CMSC and its member clubs to publicize their news. Published four times a year, the *Sitzmark* is distributed to ski shops in Northeast Ohio and to the homes of over 5,000 members of CMSC.

DEADLINES

We all have them, so does the *Sitzmark*. All articles must be submitted no later than 5 p.m. on the following dates:

PRE-SEASON ISSUE (AUG/SEPT/OCT)	AUGUST 12, 2011
NOVEMBER ISSUE (NOV/DEC)	SEPTEMBER 30, 2011
MID-SEASON ISSUE (JAN/FEB/MAR)	JANUARY 6, 2012
SKI SEMINAR/WRAP-UP ISSUE (APRIL)	MARCH 9, 2012

INFO YOU NEED TO SUBMIT ARTICLES OR PHOTOS:

The *Sitzmark* is your paper, and CMSC encourages your club to submit articles or photos on a regular basis. You may use a photo instead of an article for the "Club News" section.

PHOTOS: All pictures must be submitted with captions that are attached to the photo and contain the following information. It may be clear to you who is in the photo, but it isn't clear to us!!!

- WHO is in the photo (names, club)
- WHAT are they doing
- WHERE is the action taking place
- WHY is it happening (picnic, etc.)
- WHEN did it happen

HOW TO SUBMIT ARTICLES OR PHOTOS: Articles and photos may be submitted in three ways to Frank at Carl Lillis and Associates:

- e-mailed to frank@midamericaboating.com Please use Microsoft Word or put into the text of your email.
- Faxed to 216-371-5440. Call Frank at 216-371-5750 to be sure the article was received.
- Mail to: Carl Lillis and Associates, 3091 Mayfield Road, #315, Cleveland Heights OH 44118
- Do not wait until 5 p.m. on the deadline date to submit articles.
- CMSC reserves the right to edit articles.

IMPORTANT: Inform CMSC Sitzmark Chairperson, Geri Weis that you have submitted an article or photo so that submissions can be accurately tracked. Email is preferred except pictures (cmscsitzmark@yahoo.com).
(Frequently Asked Questions on Reverse side)

SITZMARK FAQs

CAN I RUN A CLASSIFIED IN THE SITZMARK?

- Yes! CMSC Members can run an Classified 30 words or less (no photo) for \$20 per issue. There will be a border around the ad.

WHY DON'T I RECEIVE MY SITZMARK?

- The *Sitzmark* is delivered by U.S. Mail, bulk mail. This means that delivery is at your letter carrier's discretion. Sometimes they choose not to deliver it.
- Your name and address was not timely received by the CMSC membership chair on your club's updated membership list. It is the responsibility of your ski club's membership chair (or other designated person) to submit your name and address to CMSC on your club's CMSC membership list. This is done two times a year. *Sitzmark* mailing labels are printed from this list.

IF I DON'T RECEIVE MY SITZMARK, WHAT SHOULD I DO?

- If you do not receive one issue, don't panic. Your club membership chair and CMSC need time to process your mailing address. It is important that you keep your membership chair informed of your new address, so they will have the info when it's time to update the CMSC membership list.
- If, after a few issues, you still are not receiving your *Sitzmark*, contact your club membership chair and contact your local post office.

I SUBMITTED AN ARTICLE. WHY WASN'T IT IN THE SITZMARK?

- All ski club articles that appear under the heading "Club News" go into the *Sitzmark*. Sometimes ski clubs submit extra articles and photos. These extra articles/photos appear in the *Sitzmark* at the discretion of the CMSC President and are only used when space permits. Articles for the "Club News" section and CMSC news take priority.
- Sometimes faxes or emails containing club articles/photos (for either "Club News" or for extra articles/photos) do not reach the offices of the publisher. We are asking that clubs notify the CMSC Sitzmark Chairperson via e-mail (cmscsitzmark@yahoo.com) or phone that an article has been submitted for Club News or extra news/photos, so that submissions can be accurately tracked.
- Other questions can be directed to the Sitzmark Chairperson, Geri Weis at 440.498.1608 or email at cmscsitzmark@yahoo.com.

Please remember that there is no charge to submit an article for your club and clubs events. If you see a date for submission that is later than the dates on this flyer please remember those people probably pay for putting something in the Sitzmark.