

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 made available on the CMSC website. Clubs are notified via Mail Chimp when the *Sitzmark* is posted to the CMSC website.

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, 2017
NOVEMBER ISSUE (NOV/DEC)	OCTOBER 15, 2017
MID-SEASON ISSUE (JAN/FEB/MAR)	JANUARY 9, 2018
SKI SEMINAR/WRAP-UP ISSUE (APRIL)	MARCH 10, 2018

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 and put your Club name in the Subject Line.
- Faxed to 216-371-5440. Call Frank at 216-371-5750 to be sure the article was received.
- Mail to: Carl Lillis and Associates, 720 Radford Dr., Richmond Heights OH 44143
- 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, Mike Neibecker that you have submitted an article or photo so that submissions can be accurately tracked. Email is preferred except pictures (cmscmike@roadrunner.com).

SITZMARK FAQs

CAN I RUN A CLASSIFIED AD IN THE *SITZMARK*?

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

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 (cmscmike@roadrunner.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, Mike Neibecker 440/537-7127 or email at cmscmike@roadrunner.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*.

SITZMARK DISTRIBUTION

The *Sitzmark* is no longer delivered by your mail carrier. Each *Sitzmark* edition is posted on the CMSC website. We also notify your clubs President, Secretary, and News Letter Editor (if you have one) (or other person identified by your club and listed on your club's blue list) by Mail Chimp and link to the CMSC website to view the posted *Sitzmark*. Your Club has the responsibility is to inform their club members the *Sitzmark* addition is now posted on the CMSC website.

EVENTHOUGH I AM NOT ON MY CLUB'S OFFICIAL LIST TO BE NOTIFIED WHEN THE *SITZMARK* IS POSTED TO THE CMSC WEBSITE CAN I BE NOTIFIED WHEN THE *SITZMARK* IS POSTED ON THE CMSC WEBSITE IS VIA MAILCHIMP?

Yes. Just send me your email address and club to cmscmike@roadrunner.com and I will add you to list notified by Mail Chimp when the *Sitzmark* addition is posted on the CMSC website.