

Cincinnati Ski Club - Communications

CSC has multiple ways to communicate with members. This is done via the Sitzmark, our legacy newsletter, www.cinski.org, our website, CSC Today, our electronic newsletter and plain-text emails.



The Sitzmark

The Sitzmark is published monthly a few days prior to the end of the month. The purpose of the Sitzmark is to convey information concerning club business and club interests to the members of the Cincinnati Ski Club.

The following provides guidelines for Sitzmark content. These guidelines are intended to aid the CSC Board in managing the Sitzmark. The final decision on specific items rests with the Board, or it's appointed representatives.



Sitzmark Articles – Trips and Events

- For trips: articles should include the dates, location, general information about the trip, activities that will take place during the trip or that might be optional during the trip, trip leader(s), trip leader(s) contact information (trip leader contact information will be published only with the stated permission of the trip leader), pricing, pricing options, payment schedule, cancellation date and policy for this trip and the number of participants allowed. Include the meeting date when sign-ups will begin.
- For events: articles should include the date, time, location, general information about the event, trip leader(s), trip leader(s) contact information (trip leader contact information will be published only with the stated permission of the trip leader), cost and number of participants allowed. A payment schedule and cancellation date/policy should be included when applicable. Include the meeting date when sign-ups will begin.
- When the number of participants is fixed for an event or trip, articles need to be updated for each issue regarding the number of openings available and/or wait list status.
- If you are waiting for an approval for an activity or budget, please inform the Sitzmark Editor what aspects are awaiting approval and how you might want it stated in the article or when final confirmation is expected. Send a follow-up with the needed confirmation as soon as you have it.
- If the article is of a "Save the Date" nature, give only the briefest of details. Save your information for when the full article runs.

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Sitzmark Articles – Club Business

- The Sitzmark contains a current list of CSC Board members and Chairs. This is provided for the use of members only.
- The Sitzmark contains a two-month calendar of upcoming activities, trips and social events.
- Meeting news, editorials regarding CSC, rebuttals, opinions, suggestions from CSC members, club financial condition, election news, policies and procedures and Board notes are also published in the Sitzmark.
- The Sitzmark Editor and the CSC Board reserve the right to withhold publication of any submittal to the Sitzmark deemed to be offensive, slanderous, repetitious or irrelevant to the Club.
 - The person who submits an article that is rejected will be notified as to the reason for rejection. That person will have the right to discuss the matter formally before the Board or Board Member so that a revised issue of the article may be resubmitted in a timely fashion.



Sitzmark Articles – Member Announcements

- CSC members may request publication of announcements concerning significant personal events such as engagements, weddings, birthdays, and death notices.



Sitzmark Articles - CSC Friends

- Members only may submit articles to promote non-CSC events of a social nature.
 - These articles may not solicit the sale or promotion of goods or services.
 - CSC Friends events or activities conflicting or competing with CSC events or activities may be rejected.
 - CSC Friends events may run in no more than two issues of the Sitzmark.



Sitzmark Articles - Sitzmarket

- Members only may submit articles to advertise for personal needs or the sale of their personal property items.
 - An ad concerning a personal need or sale item may run in no more than two issues of the Sitzmark within a six month period.

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Sitzmark - Paid Advertising

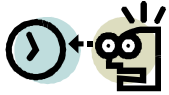
- This service is offered to businesses, members and non members for the promotion of their goods and services to the CSC members through the Sitzmark.
 - Prices for ads are available thru the Sitzmark Editor or the Treasurer.
 - The purchase of an ad does not assume permission to sell goods or services at CSC events or meetings or use of the podium at a CSC meeting.
 - Advertisements for goods or services that compete with CSC sponsored events or activities may be rejected.



Sitzmark - Submitting articles

- Articles must be submitted to the Sitzmark Editor, either at a general club meeting or by email. Anything submitted for publication must include the name and membership number of the author. It is preferred that articles be submitted via email.
- Articles can be submitted directly to the Editor's inbox. The Editor's email address is always listed in the current Sitzmark. If you have lost your copy of the Sitzmark, go to www.cinski.org/newsletter/ and check the most recent issue for the Editor's email address.
- You can also submit an article through the CSC website. Go to www.cinski.org/newsletter/, click on 'Submit Article'. These items are directed to the Editor.
- Articles should be brief and to the point. Articles longer than 350 words require Board or Editor approval.
- Articles running in consecutive Sitzmarks should be modified to make them current.
- The Sitzmark Editor has the right to omit articles that are not time sensitive due to space constrictions for an issue.

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Deadline for submission of articles:

- The deadline for submission of articles is always the 20th of the month for the next month's issue. Articles are due to the Editor by the deadline. Trip and event updates (number of openings, wait list status) must be submitted to the Editor by the deadline. Trip and event updates received after the deadline will be included as long as the issue is still under development.
- Submit your articles no later than this deadline. For articles submitted after the deadline, every effort will be made to accommodate the article; however, there is no guarantee that your article will be included in the Sitzmark if it is submitted after the deadline. Articles that are submitted after the deadline will be included in the Sitzmark at the discretion of the Editor. Time sensitive and emergency items will be handled on a case by case basis.
- Whenever possible, submit articles early. Early submission of articles allows for good planning of article placement and overall aesthetics of the Sitzmark.

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WWW.CINSKI.ORG

CSC maintains an up-to-date website. The purpose of the website is to provide easy access to club social and business news and club documents. Club social and business news is maintained on the public access area. Club documents are maintained in a members only access area.

The website is organized by subject matter. Calendar and news items are tagged to appear in these subject areas as well as in the news and calendar sections.

Members may post photo galleries for the enjoyment of all who visit the CSC website.



Website maintenance

- Information submitted for the Sitzmark is automatically posted to the website.
 - Events and trips are posted as calendar events with full details.
 - Other articles are posted as news items.
- There is the ability to post an ALERT on the home page. Generally, meeting information is listed here. If there is a last minute cancellation for a trip, this area can be used to "advertise" for a replacement.

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CSC Today

CSC Today is an html-rendered newsletter delivered directly to your email inbox. The newsletter contains links that will take the reader directly to our website. It is created as a reminder of CSC events and activities between publications of the Sitzmark.

Members and non-members may subscribe to CSC Today. The email list for CSC Today may not be used for any other purpose or by any other person or organization.

Cincinnati Ski Club Today newsletters are created directly from website content using calendar events, news articles and member photo galleries.

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Email Blasts

CSC has subscribed to an email blaster service. In the event of an emergency, for example, someone has cancelled from a trip at the last minute and a replacement is needed, a plain text email can be created and sent.

Members and non-members may subscribe to receive these special emails. This email list may not be used for any other purpose or by any other person or organization.

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CSC Board Responsibilities

- Create club calendar for meeting dates, Sitzmark publications and Sitzmark deadlines.
- Submit articles for the Sitzmark.
- Review Sitzmark drafts.
- Submit calendar events for the Sitzmark that are not events/activities noted in a full article (for example TGIFs).
- Provide guidelines to Trip Leaders for submitting communications.



Trip Leader Responsibilities

- Submit articles for your trip.
- Keep your articles updated with current information and status of openings.
- Utilize other club communication vehicles – email notifications and website – to advertise special circumstances for your trip – for example, a late cancellation that needs filling.



Sitzmark Editor/Web Content Manager Responsibilities

- Create Sitzmark utilizing submitted articles and calendar events.
- Post all activities as calendar events on the website with complete information attached to the calendar event.
- Post news articles on the website.
- Post ALERTS on the website for upcoming meetings or as needed for special circumstances.
- Create and email CSC Today Newsletters between Sitzmark issues.
- Create and send special emails as requested.
- Maintain website as needed.