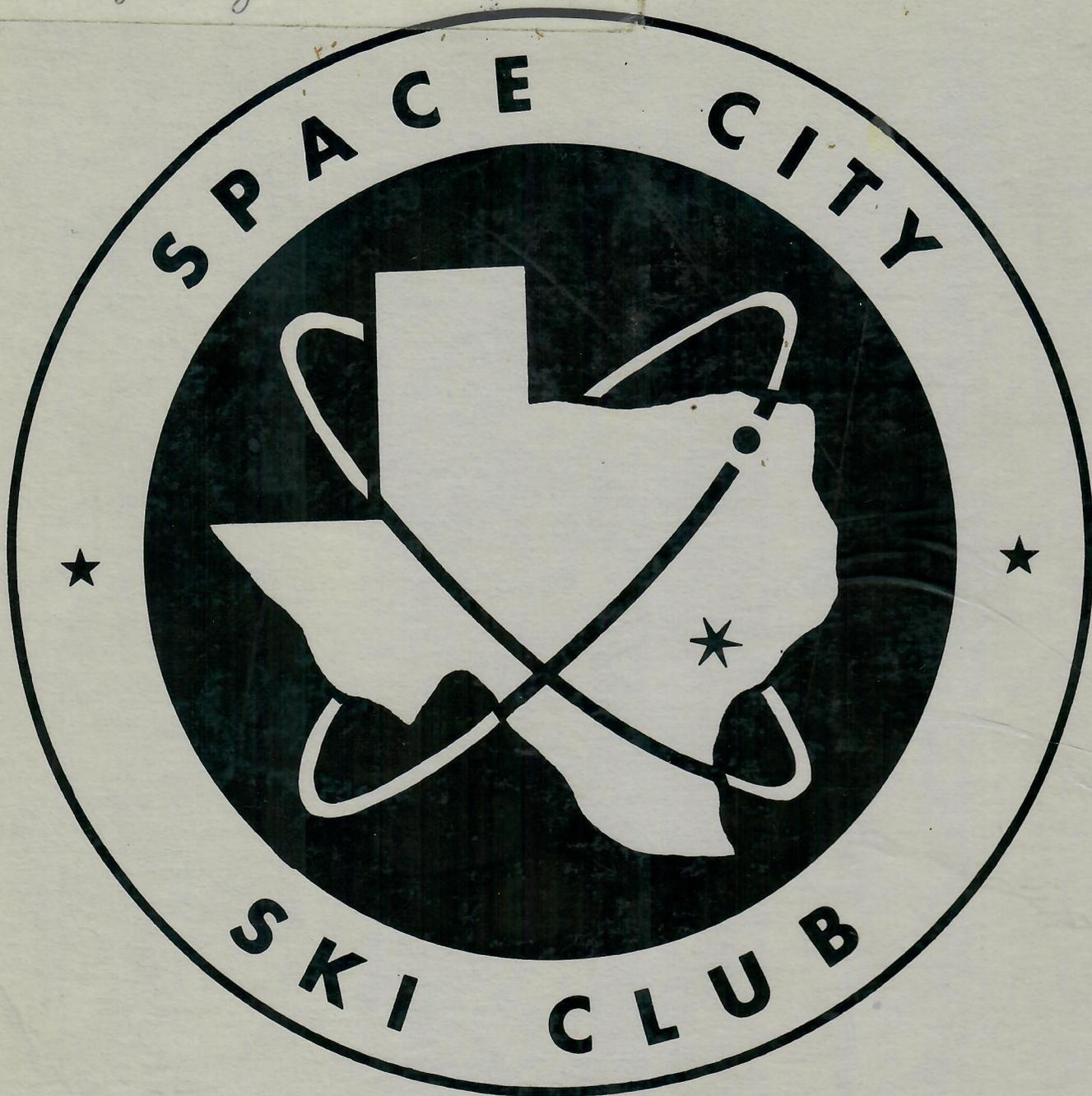


Contest Entry - 1985
by Kaye Adams



sitzmarke

1985

THE SITZMARKE

SPACE CITY SKI CLUB
Houston, Texas

Entry for

OUTSTANDING CLUB PUBLICATION AWARD

United States Recreational Ski Association

CLASS AAA

at the
Nation's Ski Week
Sun Valley, Idaho
January 18:20, 1986

President
1985-1986 / Ron Smith
1984-1985 / Tom Mercer

Vice President of Publications
1985-1985 / Layna Adams
1984-1985 / Charla Merrel

THE SITZMARKE is published each of the twelve months during Space City Ski Club's May 1st through April 31st fiscal year by an elected volunteer. Publication cost is between \$1,500-\$2,000 per month.

Please return entry to: Layna Adams, 5610 Duxbury, Houston, Texas 77035.

. THE SITZMARKE

I. CONTENT

A. Club News

1. Meetings

a. General Meetings

1) Pre-Event Publicity

Program Previews	May, p13; Oct., p15
Spring Follies	May <i>p13</i>
Meeting Location Change	July, p2; Aug., p2,12
	Sept. p1,2,3,8,17,18
Photo Contest	Feb. p11
Meeting Date Change	Jan. '86, p2,18
Ski Gear & Swap Sale	<i>Oct p15</i>
Style Show	Jan. '86, p4,6
Nomination of New Officers	Mar. p6-7
Nomination Preview	Mar. p6-7

2) Post-Event Articles

Scenes from April Meeting	June p14
Scenes from May Meeting (Follies)	June p8-9
Scenes from Sept. Meeting (Trip Sign-up)	Oct. p1
Scene from Oct Meeting	Nov. p7
Photo Contest Winners	May p7

(b) Executive Committee Meetings
Notice of Date

Inside back page
May '85-Jan '86

(c) Board of Directors Meetings
Notice of Date

Inside back page
May '85-Jan '86

2. Fitness, Exercise, Information

Note: Most events are published two months consecutive
Happy Hours are published monthly. Dates are not complete.

(a) Pre-Event Publicity

Tennis Tournament	July p3
Racquetball Tournament	Jan '85, p7; Feb p11
Warm Up on Oshman's Ski Deck	Jan '85, p11
Bike Ride	
Golf Tournament	March p15
Windsurfing	July p4
Fun Run	Sept p12, Nov p16

(b) Post Event Articles

Tennis Tournament	Sept. p4
Racquetball Tournament	<i>April p12</i>
Warm Up on Oshman's Ski Deck	Jan '86, p9
Bike Ride	<i>Oct, p5</i>
Golf Tournament	<i>July p8,9</i>
Windsurfing	Sept. p 16
Fun Run	Dec p4

3. Non-Ski Activities
 (a) Pre-Event Publicity

Happy Hour	Inside Last page May '85-Jan '86
Phone Directory Contest	Aug p3
Nassau in the Bahamas	April p5 & May p16
Volunteer Appreciation Party	May p10
Guadalupe River Canoeing	Feb p11
Bluegrass Festival at Miller	Aug. p3
Beach Ball	Aug. p3
Summer Bash	May p5 & June p11
Casino Party	Sept. p12, Oct. p5
Windmill Dinner Theatre	June p7, July p3
Swinging Door BBQ & Dance	Aug. p12
Campout-9th Annual at Mercer's	Sept p 14
Wine Safari in California	Aug. p10
Renaissance Festival	Sept. p13, Oct p16
Shrimp Boil	Aug, p10, Sept. p17
Christmas Party	Oct. p 12, Nov. p5
Rodeo Night	Feb. p3
Gimmick Road Rally	Feb. p5
Transportation & Lubrication Tour	Jan '86, p15
Breaux Bridge Crawfish Festival	Jan. '86, p15

(b) Post-Event Article

Happy Hour with Santa	Feb p 4
Gimmick Road Rally	June p5
Thanks to SCSC Volunteers	<i>June p4</i>
Golf	July p8-9
Guadalupe Canoeing	Aug p8-9
Summer Bash	Sept p6-7
Casino Party	Jan'86, p3; Dec 12
Campout 9th Non-Annual at Mercer's	Dec p10&14
Texas Renaissance Festival	Nov p12-13
Cozumel for 2nd Annual Scuba Trip	Jan'86, p6
Blue Grass Festival	Oct p14
Beach Ball	Oct p7&14
Shrimp Boil	Dec p7 <i>Nov p3</i>
Wine Safari in California	<i>Dec p7</i>
Swining Door	Oct p8
Directory Contest Winners	Nov p7

4. Community Relation Events

(a) Pre-Event Publicity

Community Relations	July p3
KIKK/MDA Cooffoff	May p7
US Ski Team Fund Raising	Aug p4, Sept p3 Oct p12
Trash Fest	Sept p7
Food Bank	Sept p7, Oct p2

(b) Post-Event Publicity

KIKK/MDA Cookoff	July p5
Farm & Ranch Club	Aug p5
US Ski Team Dinner & Auction	Dec p6

5. Ski Trips

(a) Pre-Event Publicity

News from the Ski Desk
Trip Schedule
Special Insert
Request for Trip Leaders
Trip Previews

July p11
Jan '85, p7; Oct p11
Sept
Feb p3
Aug p6-7, Sept 8-11
Oct p9, Nov p8-9
Dec p3

Special Notice to Texas Ski Week
I, II, III ans Aspen

Nov p8

(b) Post-Event Articles

1) 1984-1985 Ski Season
Fall Roundup Results
Vail at Thanksgiving
Texas Ski Week Results
Texas Invades Canadian Rockies
Aspen Traditional
Copper Mountain I
Copper Mountain II
Copper Mountain III
Park City
Brian Head
Steamboat
Taos Depp Freeze Tour

Jan '85, p4
Jan '85 p8
Feb p3
Feb p6
March p8-9
March p10-12
March p13
March p14
April p4
April p7
April p8
April p10

2) 1985-1986 Sitzmarke Issues

Operation Big Sky
Stowe, Vermont
Snowmass
Lake Tahoe
Kaystone at Thanksgiving

May p4
May p8-9
May p11
July p6
Jan '86, p11

B. Feature Articles

1. Personality

Meet Your Trip Directors	July p11
How do you Stay in Shape for Skiing by Michelle Lamb	July p12
Staying in Shape with SCSCer's: Dance Fever by Lynn Danhouser	Aug p9
Biking to Stay in Shape by Bill Kirk	Oct p5
Runners Stay in Shape with Pike Peak & Marathon	Dec p2
Texas Bike Trekking to Stay in Shape by Billie Nowak	Jan '86, p12
Congratulations	Feb p3

2. Instructions and Safety

How to Store your Ski Equipment for the Summer	May p3
Skier's Responsibility Code	Nov p5
Ski Tips for the Beginner	Nov p5
Hints to Foil Ski Thieves	Nov p13
Stop Skiing when Tires	Nov p13
Trip Information & Check List	Nov p14
Traffic Rules	Dec p2
Warning	Dec p15 & 16
Racing Techniques	Jan '86, p3
Responsibility Code	Jan '86, p10
Ski Tips to Load & Unload	Jan '86, p14

3. Information

Communication from the Officers

Close communication and identification of the officers to the 1400 person membership was provided through frequent by-line columns with full-column cut photo of the officer.

"Head of the Liftline" by the President	Sept-Jan '86 p2
"News from the Ski Desk" by VP of Trips	Nov p8, Jan '86, p14
"Program Previews" by VP of Programs	Oct p15, Nov p2,15
Non-Ski Event Calendar by VP of Programs	June p10&15, Aug p3
Director of Trips Presented	July p11
Information Booth	Sept p14

Activities Calendars - In all issues
either inside front or back cover

Director Corrections and Additions	April p15
Logo Items for Sell	Sept p17
Financial Statement	Oct p13,
Nominating Committee	
Application Blank	May Insert
Renewal Notice	July p2

4. Special Feature Articles

In the High Rockies: Explorint were
Prospectors Dreamed (Telluride)
TC's -ATC's Tell it All
July & Too Much Snow in the Swiss Alps

June, p12 & July p6
June p13
Aug p4

C. Organized Skiing

Texas Ski Council

May p3, Aug p11,
Oct p12

USSA Ski Team Benefit

Nastar

The Lite Nastar Ski Club Grand Prix Winners
Racing Technique
Nastar's Unique Handicap System

Dec p8
Jan '86, pe
Jan'86, p6

II. JOURNALISTIC QUALITY

A. Style

Several of the Space City Ski Club members have contributed to the style of the SITZMARKE. These writers have been creative, humorous, serious and succinct in their articles. Particular examples are:

Texas Renaissance Festival by Lynn Danhouer	Nov p12
Party Animals SHot During California Wine Safari by Bob Olsen	Dec p7
July & Too Much Snow in the Swiss Alps by George Hirasiki	Aug p4

B. Layout

1. Page Make-Up

The SITZMARKE continues a magazine format. The pages are printed in column form on 8-1/2x11" enamel glossy offset paper.

2. Headline Legibility

The article titles are set in Helios type. Article copy is set in caps and lowercase, English Time type, using italics or bold face matching type for highlights. The first usage of members name in an article are printed in bold.

3. Covers

Seasonal relationships were considered for each month's cover subject, with some covers being the result of photography on a trip reported on within the particular issues (Aug).

To draw attention to the covers, color in the form of duotones and print-overs was utilized according to the suitability of the cover. Member pictures were incorporated on the cover, of as many issues as possible, for their personal involvement. Full color was eliminated this year to reduce cost.

4. Photographs - Cartoons - Artwork

The publisher has tried to use different forms of artwork as often as space and availability would permit. Ads for club programs and social functions were highlighted with appropriate artwork or photos to draw attention to important dates.

To satisfy a perceived membership preference for photographs to tell the story of an activity, collages of photos were occasionally used, allowing for a greater number to be included in the story, without raising the cost of the issue, by reducing all the photos in one collage at one time, into one negative; this reduced cost.

Most photographs and cartoons were donated by members of the club.

III. FREQUENCY OF PUBLICATION

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