

1973-74



1973-1974



ROCKY MOUNTAIN DIVISION

Entry For

OUTSTANDING CLUB PUBLICATION "USSA"  
("United States Ski Association")

CLASS A

*Harry Gaston*  
President  
SPACE CITY SKI CLUB  
10, 150 Eddystone Drive  
Houston, Texas 77043

## I. CONTENT

### A. Club News

#### 1. General

Publication Award - Annual RMD Convention . . . . .	June, Page 5
Publication Award - Annual USSA Convention . . . . .	August Cover and Page 2

#### 2. General Meetings

##### Pre-Event Publicity

Program . . . . .	October-April, page 2
Style Show, 1973 . . . . .	October, Page 2
Proposed Bylaw Changes . . . . .	November Flyer
Nomination New Officers - 1974-1975 . . . . .	February, Page 7
Spring Follies, 1974 . . . . .	April, Page 2

##### Post-Event Articles

Spring Follies, 1973 . . . . .	May, Page 5
Style Show, 1973 . . . . .	December, Page 4
Vote on Bylaws Changes . . . . .	March, Page 2
Nominees 1974 - 1975 . . . . .	March, Pages 6, 7

#### 3. Flatland Activities

##### Pre-Event Publicity

Booth Stomp . . . . .	May, Page 3
Lafayette Horse Races . . . . .	May, Page 7
Lafayette Horse Races . . . . .	June, Page 3
Annual Barbeque . . . . .	June, Page 3
Annual Barbeque . . . . .	July, Page 3
Luau . . . . .	July, Page 3
Luau . . . . .	August, Page 3
Second Lafayette Trip (cancelled) . . . . .	July, Page 3
Second Lafayette Trip (cancelled) . . . . .	August, Page 3
Canoe Trip . . . . .	September, Page 4
Wurstfest Trip . . . . .	October, Page 4
Ice Skating Party . . . . .	January, Page 2
Ice Skating Party . . . . .	February, Page 2
Bicycle Tour . . . . .	March, Page 2
Volunteer Party . . . . .	March, Page 2

##### Post-Event Articles

Booth Stomp . . . . .	July, Page 7
Lafayette Horse Races . . . . .	July, Page 6
Lift Liner Party . . . . .	August, Page 7
Annual Barbeque . . . . .	September, Page 12
Luau . . . . .	October, Page 15
Canoe Trip . . . . .	November, Page 13
Wurstfest Trip . . . . .	December, Page 14
Ice Skating Party . . . . .	April, Page 5



#### 4. Ski Trips

##### Pre-Event Publicity

Schedule of 1973-1974 Ski Trips . . . . .	July, Page 5
Description 1973-1974 Ski Trip Schedule . . . . .	August, Page 5
Presentation of Trip Chairman . . . . .	September, Page 5
Trip Chairman's Description of Trip . . . . .	September - March
Pre and Post Trip Parties (see Notices) . . . . .	November, Page 6
Pre and Post Trip Parties (see Notices) . . . . .	December - March

##### Post Event Articles

Snowbird . . . . .	January, Page 8
Steamboat Springs . . . . .	February, Pages 10 & 11
Sun Valley . . . . .	February, Pages 12 & 13
Aspen A . . . . .	March, Page 10 & 11
Vail Texas Ski Week . . . . .	March, Pages 12 & 13
Breckenridge - Copper Mountain - Keystone . . . . .	April, Page 7
Aspen B . . . . .	April, Pages 8 & 9
Banff . . . . .	April, Pages 10 & 11

#### B. Feature Articles

##### 1. Personality

###### Marke Makers by Janet Pickell

*A feature article on outstanding members of Space City Ski Club who have interesting professions or hobbies other than skiing . . .* May - April

###### What's Happening by Connie Hinshaw, Sally Riggs, and Nancy Winslow

*A gossip column to keep all Space City Ski Club members in touch with "what's happening" to other club members. . . . .* May - April

##### 2. Instruction and Safety

###### Ski Tips by Ed Williams

*A certified instructor of RMISA and PSIA gives helpful instruction on Skiing Methods . . . . .* May - April

###### Eyes by Warren Cross

*A medical doctor gives safety instruction on eye protection for skiers . . . . .* April, Page 4

##### 3. Information

###### About Houston by Jeanne Neu

*A monthly calendar of Houston events, Space City Ski Club's general meetings, and ski trips . . . . .* May - April

###### Notices

*A summary of the pertinent Space City Ski Club's dates, activities, or information for immediate reference . . . . .* August - April

###### Swap Shop

*A column for Space City Ski Club members to advertise their ski equipment or accommodations . . . . .* August - April



### Lift Liners

*An article to introduce the 1973-1974 Lift Liners - a special committee of Space City Ski Club members who welcome newcomers into the Club . . . . .* October, Page 11

### New Members

*A column to introduce the new members . . . . .* June - April

## 4. Special Feature Articles

Water Skiing for Fun . . . . . August, Page 8  
Take Your Brownie -- Klick . . . . . October, Page 13  
Take Your Brownie -- Klick (continued) . . . . . December, Page 13  
The Well Equipped Ski Trip . . . . . November, Page 7  
The First of Everything . . . . . December, Page 15  
The Mountain . . . . . March, Page 5

## C. Organized Skiing

### Texas Ski Council

Workshop . . . . . September, Page 4  
Texas Ski Week - Vail Trip . . . . . March, Pages 12 & 13

### RMD

Membership Application . . . . . June, Page 6  
Membership Application . . . . . July - September  
(Flyer)  
Winter Wake and Summary SCSC Membership - 1973-1974 . . April, Page 5

### USSA

USSA Ski Association Convention . . . . . June, Page 2  
USSA Ski Week (Movie - General Meeting) . . . . . December, Page 2  
USSA Ski Week 1973-1974 - Sun Valley . . . . . October, Page 8  
USSA Ski Week 1973-1974 - Sun Valley . . . . . November, Page 9  
USSA Ski Week 1973-1974 - Sun Valley . . . . . December, Page 7

### NASTAR

Marke Makers Column on Dale Allbritton . . . . . September, Page 13

## 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 of such articles are:

**What's Happening** . . . . . November, Page 14  
*In this article, the authors have illustrated a unique example of creative style in a gossip column by using no names - just inferences to events or people that the alert Space City Ski Club member would recognize.*



Banff Post Trip Article by Tom Graves . . . . . April, Pages 10 & 11  
*Tom has written his post trip article in diary format. He describes the countryside, the trip participants, and their activities on the trip in a most picturesque manner. As the reader moves quickly through Tom's descriptions, he realizes an ordinary recounting of a ski trip has developed into an intriguing story.*

## B. Layout

### Page Make-up

The SITZMARKE continues a magazine format. The pages are printed in column form on 8½ x 11" enamel glossy offset paper.

### Headline Legibility

The Masthead and the article titles are set in bold Bodoni type. Article copy is set in caps and lowercase, complimentary Optima type, using italics or bold face matching type for highlights. Reverses are purposely used for titles in order to draw the reader's attention. The margins of the individual ski trips are bordered in bold reverse type. The trips are outlined in black to accent each one.

Individual Trip Write-Ups . . . . .	November, Pages 8-11
	December, Pages 6-9
	January, Pages 5-7
	February, Pages 8-9
	March, Page 9

The post trip articles repeat the margined format, but replace the reverse type "Ski Trips 1973-1974" with the specific trip taken.

Snowbird . . . . .	January, Page 8
Steamboat Springs . . . . .	February, Pages 10-11
Sun Valley . . . . .	February, Pages 12-13
Aspen A . . . . .	March, Pages 10-11
Vail Texas Ski Week . . . . .	March, Pages 12-13
Breckenridge - Copper Mountain - Keystone . . . . .	April, Page 8
Aspen B . . . . .	April, Pages 9-10
Banff . . . . .	April, Pages 11-12

### Photographs - Cartoons - Artwork

The publisher has tried to use different forms of artwork as often as space and availability would permit.

The covers have been done by Willi Buhl, a professional photographer; Tom Martin, Jeanine Blankenship, Bill Arnold, and Lawrence Van Alstyne, all professional artists who have donated their time and talents.

Other photographs, cartoons, and artwork have been donated by members of the ski club or credited where applicable.

## III. FREQUENCY OF PUBLICATION

The SITZMARKE is published twelve months each year.