

## **Lite Lines and Communiqué**

### **Schedules and Information**

#### **Publishing Schedule:**

**Lite Lines:** Lite Lines is published by the CLA. The Editor of the Lite Lines makes the final determination as to its content. Submissions must be received by the Editor no later than the sixth (6<sup>th</sup>) of the month prior to the month of publication. If special circumstances arise, the Editor will advise affected volunteers of any change in schedule.

**Communiqué:** The Communiqué is published by the CLPOC. The Editor of the Communiqué has the final determination as to content. The Editor of the Communiqué requires that all submissions be made by the 1<sup>st</sup> day of the month prior to the month of publication. It is printed six (6) times a year. Deadline dates are as follows:

<b><u>Issue</u></b>	<b><u>Deadline Due Date</u></b>
December/January	November 1
February/March	January 1
April/May	March 1
June/July	May 1
August/September	July 1
October/November	September 1

### **Lite Lines Guidelines:**

The Lite Lines is adopted as the official publication of the CLA. The Lite Lines shall be published and distributed to the membership on a monthly basis. The Communications Director shall work with the Editor of the Lite Lines to implement the guidelines of the CLA Board of Directors as it relates to the publication. Anyone requesting information be published in the Lite Lines must send that information in either handwritten form or through email to the Lite Lines Editor.

The Board's adopted guidelines are as follows:

1. The Lite Lines will accept and publish ads from CLA sanctioned groups (both full and limited) or CLA event committees regarding upcoming activities and events.
2. On a space available basis, the Lite Lines will accept and publish ads from other groups regarding activities or events that benefit the Canadian Lakes community.
3. The Lite Lines will not accept advertisements – paid or otherwise – from commercial enterprises.
4. Deadline for submissions to the Lite Lines will be the 6<sup>th</sup> of the month prior to the month of publication.
5. The Communications Director and Editor will determine frequency of publication of events or activities.
6. Complimentary copies will be provided to Century 21 and Coldwell Banker for distribution to new property owners moving to Canadian Lakes.
7. Copies will be also be provided to the Membership Director, retained by the Lite Lines Editor, and in the CLA office as dictated by the rules of Records Management and Retention located in this manual.

### **Advertising an Event:**

1. Advertising an event in the Lite Lines requires that information for the event be provided to the Editor in a timely manner meeting deadline dates as stated on the back page of the Lite Lines.
2. Additional advertising may be placed on the CLA website by contacting the Communications Director, providing event information and meeting deadlines as set up by the Communications Director.
3. Flyers advertising events should be prepared with the guidance of the Communications Director and placed at the Castle (2), Highland Haus (4), Alpine Haus (2), Canadian Lakes restaurant (1 + possible tents for tables), pool and fitness center (2), CLPOC office (1), golf pro shops (3), and campground (7, seasonal). If the flyer makes it clear that the event is for members and guests only, flyers may be placed at appropriate locations in the corner shopping area.
4. If a program is needed for the event, the committee may prepare it and Communications Director may be contacted for guidance.
5. Communiqué advertising guidelines are explained in the front of the magazine.