

## Communications Guidelines for Landlovers Activities year 2023 – 2024

Bernadette Maffei – Digital (Newsletter & Blasts)

Bud Equi – Print Media (TWATL, Landings Journal, etc.)

**All articles and eblasts are to be submitted to the Activities Directors and Communications Directors at:**  
[activiteswithll@gmail.com](mailto:activiteswithll@gmail.com) AND [landloverscommunications@gmail.com](mailto:landloverscommunications@gmail.com)

### Format requirements:

<b>PRINT MEDIA</b>				
Product	Description	Frequency	Due to Comms contact by	Format
TWATL	Subscription magazine to residents fo the Skidaway Island	Weekly	2 wks prior to publication date	Word doc/Times New Roman 12pt font  Image - JPEG 1 MB
The Skinnie	Ad backed magazine distribured to Skidaway Island, Modena Island, South Harbor and The Village	Monthly	3rd wk of month PRIOR to publication	Word doc - Times New Roman 12 pt font must include; What/How Much/Contact/What Else
Skidaway Island Neighbors		Monthly	3rd wk of month PRIOR to publication	must include; Name of Group/Location/Description of event/Info contact name/email/Time/Cost
Landings Journal		Monthly	3rd wk of month PRIOR to publication	Word doc
<b>DIGITAL MEDIA</b>				
Product		Frequency		Format
Landlovers Newsletter	Direct messaging to LL members	Monthly	5th of month of publication	Word doc/images
eBlasts	timely communications to LL membership	as needed	preferably 24 hours notice - if possible	Word doc/images

### Notes and tips:

- All submissions should be in Word format (no PDF documents).
- **Include pictures as often as possible. Images make an article more effective.** If appropriate, include names or other captions (what, where, who).
- **Pictures should be of high quality (1 MB or higher) and when taking multiple shots, remember to take some in both portrait and landscape orientations.**
- Submissions can publicize upcoming events or highlight recent events.
- Frequently check the Landlovers website to make sure your group’s information is up to date and accurate. If updates are needed, please send to [landingslandlovers@gmail.com](mailto:landingslandlovers@gmail.com)
- If you have an idea for an article or way you would like to see information shared – even if it has not been done before, please send your suggestions to [landloverscommunications@gmail.com](mailto:landloverscommunications@gmail.com)
- Comms is here to help **spread the news** regarding all activities and events that Landlovers has to offer.