

Topic Idea Guide

Auto- accessories, driver education, leasing, safety, new product, racing, recreational vehicles, transportation, trucking, vintage cars.

Arts & Culture- adult programs, artist interviews, awards, dance, drama, celebrities, entertainment, festivals, museums, music, sponsors, theater, youth.

Books- author interviews, art, biographies, fiction, guides, how-to, inspirational, motivational, photo, reference, texts. Also journals, magazines.

Business- agribusiness, banking tips, corporate profiles, cost cutting, distribution, employee benefits, financing a small business, human resources, manufacturing, merger and acquisition, technology, personality spotlights, real estate, research and development, strategies, tax issues, turnarounds, workplace.

Careers- job search and problem solving, advancement issues, education, employment opportunities, internships, job transition, salary negotiation, surveys, union/labor issues, university placements.

Education- pre-school, elementary, high school, college, graduate, adult education, financial aid, counseling, internships, mentoring, scholarships, sponsorships, parental support, study aids, work-study.

Entertainment- animation, appearances, benefits, celebrity/producer interviews and profiles, CDs, videos, fashion, films, plays, dance, music, family programming and shows, festivals, holiday programs and events, home entertainment, openings, seasonal offerings, special effects.

Environment- air/water pollution controls, alternative energy, methane, solar and wind, education on ecology, funding campaigns, grants and sponsorships, government regulation, natural resources preservation, private sector and industry initiatives, recycling, toxic waste disposal, wildlife conservation.

Family- advice, guidance, parenting and child rearing from maternity through pre-school, daycare, the school years, family activities and support, vacations, ethnic, religious considerations.

Fashion, Beauty & Bridal- authors, designers, counselors, other experts in fashion on seasonal clothing for children and adults, styles from vintage to modern, workplace to leisure, showings, trends, accessories, beauty care in cosmetics, diet, health, spas, treatments, bridal ceremony, clergy, floral, food, honeymoon, reception, registries, sites, transportation.

Food & Beverage- ethnic and regional cuisine, recipes and cookbooks, meal planning, beverages, diets, nutrition, kitchenware, table settings. Wines, liquors, soft drinks, other beverages. Personality spotlights on restaurateurs and chefs. Food product development and origin.

Health & Fitness- reports on medical studies, disciplines, Medicare, science, surveys, therapy, treatments, specialists, experts, advice on child care, exercise regimens, prevention, seniors, wellness, nutraceuticals.

Holiday- customs, gifts, giving, decorations, celebrations, family, fashion, festivities and observances, food and recipes, health, home decoration, pageants and other holiday events, safety, travel.

Home & Garden- design and decor, exterior, interior furnishings and maintenance, improvement projects and supplies, gardening, pet care, products, real estate, safety, services, tools, treatments.

Personal Finance- financial services, budgeting, education, estate planning, investments, insurance, mortgages, retirement planning, taxes, getting out of debt, avoiding credit card fraud, financing your first home.

Pets- care, environment, family, fitness, food, health, insurance, nutrition, products, psychology, safety, selection, training, travel.

Recreation & Sports- All-Star games, amateur sports, auto racing, baseball, basketball, boating, bowling, boxing, camping, coaching, endorsements, extreme sports, fantasy football, fishing, fitness, football, golf, gymnastics, hiking, hockey, in-line and roller skating, NASCAR, running, sailing, skiing, snowboarding, soccer, softball. Also camps, collectibles, fan clubs, medicine, personalities, sponsorship, stadiums, volleyball, water and winter sports, wrestling, youth.

Religion- counsel on faith, beliefs, values, family, healing, spirituality. Information on charities, books, denominations, missions, programs, retreats services and bereavement.

Resolutions- experts on self-improvement from diet and fitness to education and togetherness. Forecasts and predictions.

Seniors- expert advice on adult education, employment, health and healthcare, nutrition, personal finance, retirement planning, Social Security, travel, Grandparents' Day, products, volunteering.

Technology- avoid techy talk, use lay language, how-to, advice, new products/services on computers, consumer electronics, e-commerce, games, hardware, home office, Internet software, wire/wireless services.

Travel- spokesperson interview with human interest angle on destinations, tours, vacations, cruise lines, airlines, auto rentals, landmark properties, hotels, resorts, spas. Also innovations and offerings in travel for family, singles, seniors, money saving, honeymoon, business, summer learning, adult camps. Topical releases on arts & culture, careers, catering, currency, customs, fashion, restaurants-chefs, health-fitness, hobbies, languages, safety.

Volunteerism & Philanthropy- human interest, personal profile or celebrity angle. Children, corporate programs, crisis prevention, education aid, events, fundraising, grants, non-profits, sponsorships.

Women's Issues- home and family, workplace and careers. Extends beyond gender conflicts to health, fitness, sports, pastimes, role models, politics and leadership.

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2003

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Features packages and due dates

November 2002

22 Fashion, Beauty and Bridal

December 2002

3 Travel & Leisure I (2003)
4 Recreation & Sports
5 Housewares Show
6 Health & Fitness I (2003)
10 Home & Garden I (2003)
12 Food & Beverage I (2003)
17 Resolutions (2003)

-2003-

January

*7 Business I, Year Ahead
8 Recreation & Sports
9 Black History Month
10 Toy Fair
14 Valentine's Day I
16 Family I
17 Pets I
21 Tech I
23 Education I
24 Travel & Leisure II
28 Valentine's Day II
30 Seniors I & Retirement Planning
31 Health & Fitness II

February

4 Books & Authors I
5 Recreation & Sports
*6 Family II, Single Life
7 St. Patrick's Day
11 Home & Garden II
13 Food & Beverage II
14 Personal Finance I
14 Taxes I
18 Fashion, Beauty & Bridal II
21 Volunteerism & Philanthropy I
25 Entertainment I
27 Family III

March

4 Business II, Small Business I
4 Hispanic Business
5 Recreation & Sports
7 Religion I
11 Travel & Leisure III
13 Auto I
14 Taxes II
18 Easter & Passover
*21 Pets II, Health & Safety
25 Environment I, Earth Day
27 Women's Issues I
28 Tech II

April

1 Home & Garden III
2 Recreation & Sports
4 Workplace I
8 Health & Fitness III
11 Mother's Day
15 Business III, E-Commerce I
17 Food & Beverage III
18 Book Expo
22 Education II, Graduation
24 Books & Authors II
25 Memorial Day
29 Summer Outdoors & Vacation I
29 Golf

May

1 Family IV
2 Fashion Beauty & Bridal III
6 Arts & Culture I
7 Recreation & Sports
9 Tech III
16 Father's Day
20 Summer Outdoors & Vacation II
23 Personal Finance II
30 Careers I

June

3 Health & Fitness IV
6 Fourth of July
10 Business IV, E-Commerce II
11 Recreation & Sports
12 Food & Beverage IV
17 Travel & Leisure IV
*19 Family V, Baby & Maternity
20 Home & Garden IV
24 Volunteerism & Philanthropy II
27 Pets III

July

1 Business V
8 Auto II
9 Recreation & Sports
10 Family VI
*11 Profiles in Leadership
15 Travel & Leisure V
18 Education III, Back to School I
25 Health & Fitness V
29 Tech IV

August

1 Home & Garden V
5 Workplace II
5 Labor Day
6 Recreation & Sports
8 Personal Finance III
12 Seniors II, Grandparents Day
14 Food & Beverage V
15 Education IV, Back to School II
19 Hispanic Heritage Month
22 Travel & Leisure VI
26 Entertainment II
26 Latino Entertainment
28 Books & Authors III

September

2 E-Commerce III & Internet II
3 Recreation & Sports, Parenting
5 Winter Outdoors & Vacation
9 Fashion, Beauty & Bridal IV
12 Health & Fitness VI
16 Home & Garden VI
18 Family VII, Women's Issues II
19 Arts & Culture II
23 Tech V, Consumer Electronics
26 Halloween
30 Auto III

October

1 Recreation & Sports
3 Holiday I
3 Entertainment III
7 Environment II
9 Food & Beverage VI
10 Volunteerism & Philanthropy III
14 Holiday II
17 Careers II
21 Business VI, Small Business II
24 Thanksgiving
28 Education V
31 Personal Finance IV

November

*4 Entertainment IV, Celebrities
5 Recreation & Sports
*5 Skiing
7 Holiday III
11 Pets IV
13 Family VIII
14 Holiday IV
18 Holiday V
21 Fashion, Beauty & Bridal I (2004)

December

2 Housewares Show
3 Recreation & Sports
*4 Holiday VI, Last Minute
5 Travel & Leisure I (2004)
9 Home & Garden I (2004)
11 Food & Beverage I (2004)
*12 Arts & Culture I (2004)
16 Health & Fitness I (2004)
18 Resolutions (2004)

*New or changed this year.

Note: Packages are transmitted two to three business days after the due date.

We recommend that you submit your draft for suggestions before it is finalized.

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