



## Event Editorial Promotional Calendar 2011: The Ultimate Planning Calendar for Media, Marketing and Business (Paperback)

By Laura Dawn Lewis

Createspace, United States, 2011. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Ultimate Planning guide/calendar for Publishers, Editors, Journalists, Broadcasters, Educators, Brand Managers, Advertising and Public Relations Professionals. Includes: 449 Individual Daily Events, 179 National International Weekly Events, 332 Monthly events and 75 religious holidays. I m sure you ve noticed the parade of events, holidays and observances over the years. Today is National Health Day; this week is World Walk to School week; next month is International Bean Sprout Month. IF YOU ARE A JOURNALIST, EDITOR OR PUBLISHER: Use this calendar to plan features around topics that fit your market; Use it to discover traditions you may not know exist; Use it to identify issues currently receiving extra attention; Use it to identify potential feature stories; Use it for little trivia notations and Did you know embellishments; Use it to create a sense of urgency and an entre to reach difficult sources; Use it to collect additional facts on that topic for future stories; Use it to identify trends. IF YOU ARE A MARKETER: Use it to generate more revenue. If an organization has set aside a specific...



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