

# 2011 EDITORIAL CALENDAR

SCHOOL PLANNING & MANAGEMENT PROVIDES CONTENT THAT IS INFORMED, TRUSTED AND RELEVANT.

**School Planning & Management.**  
We don't just reach the education marketplace, we help to shape it.

- Award-winning editorial and design.
- Reliable research regularly cited in the national media.
- An integral part of the education market – our staff serving on boards, committees and task forces for industry and government.
- A quality BPA-audited circulation reaching more than 48,000 key decision makers in K-12 school districts nationwide.
- The most advertising and editorial pages.
- Voted the magazine “most useful in their jobs” by our readers – putting national issues in perspective, fostering a sense of community and helping our readers make smarter decisions.
- Dedicated to sharing information that will make schools a better, healthier and safer place for students to learn

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	<b>Trends in Construction, Interior Design, Safety &amp; Security, Technology, Maintenance, Services and more...</b>	<b>16th Annual School Construction Report</b>	<b>Future Scenarios: Formal Classroom or Alternative Learning Space?</b>	<b>SPECIAL ISSUE: GREEN SCHOOLS</b>	<b>Are You Using Technology Effectively?</b>	<b>Sprucing Up Your Grounds and Facilities for Fall: Paint, Plant, Replace and Repair</b>	<b>Whose Job Is It Anyway? Roles and Responsibilities When Planning New Construction</b>	<b>Energy Efficient Net-Zero Schools</b>	<b>2011-2012 Education Marketplace: The Largest, Most Comprehensive Buyers' Guide in the Industry</b>	<b>Schools Used as Community Facilities: Sharing Space, Resources and Costs</b>	<b>Renovate, Rebuild, Restore</b>	<b>Healthy School Environments</b>
<b>Facilities</b>	<ul style="list-style-type: none"> <li>• Lighting and Daylighting</li> <li>• Pesticides and Integrated Pest Management (IPM)</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Classroom Space</li> </ul>	<ul style="list-style-type: none"> <li>• Furniture and Furnishings</li> <li>• Signage and Wayfinding</li> <li>• Trends in Green</li> <li>• Facility Planning</li> <li>• Building Blueprints: Locker Rooms/ Athletic Facilities</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Mechanical Systems: Water Treatment, Plumbing, HVAC and Building Controls</li> <li>• Roofing and Insulation</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Science Facilities</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Trends in Green</li> <li>• Facility Planning</li> <li>• Building Blueprints: Playgrounds and Outdoor Spaces</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Impact of Facilities on Learning: IAQ, Acoustics, Daylighting and More</li> <li>• Modular, ICF and Precast Construction</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Early Childhood Spaces</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Building Envelope: Roofs, Walls, Windows and More</li> <li>• Role of School Space in Obesity Prevention: Cafeteria, Recreation, Open Space</li> <li>• Trends in Green</li> <li>• Facility Planning</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Carpet and Floors</li> <li>• Outsourcing and Contract Services</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Libraries and Media Centers</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Interior Design: Colors, Fabrics, Lighting, Space</li> <li>• Transportation and Parking</li> <li>• Trends in Green</li> <li>• Facility Planning</li> <li>• Building Blueprints: Historical Preservation</li> <li>• A Final Thought</li> </ul>		<ul style="list-style-type: none"> <li>• Sports and Fitness</li> <li>• Walls, Ceilings, Insulation and Waterproofing</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Career and Technical Education</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Transforming Outdoor Spaces</li> <li>• Restrooms, Plumbing and Partitions</li> <li>• Trends in Green</li> <li>• Facility Planning</li> <li>• A Final Thought</li> </ul>	<ul style="list-style-type: none"> <li>• Building Automation: HVAC and Energy Management</li> <li>• Windows and Doors</li> <li>• Trends in Green</li> <li>• Maintenance &amp; Operations</li> <li>• Building Blueprints: Auditoriums/ Performing Arts</li> <li>• A Final Thought</li> </ul>
<b>Safety and Security</b>	<ul style="list-style-type: none"> <li>• Cameras and Video Analytics</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency Management (NIMS)</li> <li>• Fire &amp; Life Safety</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Security Technologies</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Disaster Preparedness</li> <li>• Fire &amp; Life Safety</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Mass Notification/Critical Communications</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency: Lighting, Fixtures, Alarms and Standby Power</li> <li>• Fire &amp; Life Safety</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Crime Prevention through Environmental Design</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Selecting Security Technology Providers</li> <li>• Fire &amp; Life Safety</li> <li>• School Security Watch</li> </ul>		<ul style="list-style-type: none"> <li>• Building and Fire Codes</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Safe Schools Checklist</li> <li>• Fire &amp; Life Safety</li> <li>• School Security Watch</li> </ul>	<ul style="list-style-type: none"> <li>• Access Control/ Visitor Management</li> <li>• School Safety &amp; Security</li> <li>• School Security Watch</li> </ul>
<b>Technology and Business</b>	<ul style="list-style-type: none"> <li>• Mobile Technologies: From Laptop to iPad to Smartphone</li> <li>• Emerging Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Integrating Technology Into the Classroom</li> <li>• Business Practices</li> </ul>	<ul style="list-style-type: none"> <li>• AV, Projection and Presentation Products</li> <li>• Emerging Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Greening the IT Department</li> <li>• Business Practices</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing Resources: The Economics of Cloud Computing</li> <li>• Emerging Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Displays, Monitors and Digital Signage</li> <li>• Business Practices</li> </ul>	<ul style="list-style-type: none"> <li>• LANs, WANs and Wireless Technology</li> <li>• Emerging Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Copiers, Printers and Peripherals</li> <li>• Business Practices</li> </ul>		<ul style="list-style-type: none"> <li>• Audio Equipment and Classroom Amplification</li> <li>• Emerging Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Whiteboards and Interactive Learning Solutions</li> <li>• Business Practices</li> </ul>	<ul style="list-style-type: none"> <li>• Office and Mailroom Equipment</li> <li>• Emerging Technology</li> </ul>
<b>Special Section</b>	Products That Work		Impact on Learning		Education Interiors – Fixtures, Furnishings, Finishes and Design	Education Design Showcase	Safe and Secure Schools	Maintenance, Repair and Custodial Care		School Furniture and Equipment	Sustainability & Innovation Awards	Technology for Schools
<b>Free Marketing Support</b>	<ul style="list-style-type: none"> <li>• Inclusion in the January Product E-Blast</li> <li>• Free Segment of our Direct Mail List</li> <li>• Construction Alert Reports</li> <li>• PLUS: Products That Work Advertiser Publicity (1/2 pg min.)</li> </ul>	<ul style="list-style-type: none"> <li>• Product Release in a Future Issue</li> <li>• Web Banner for One Month (full-pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special E-Print of the School Construction Report</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in the March Product E-Blast</li> <li>• 1/2-Page Case History in a Future Issue (1/2 pg min.)</li> <li>• Construction Alert Reports</li> </ul>	<ul style="list-style-type: none"> <li>• Free Segment of our Direct Mail List</li> <li>• Web Banner for One Month (full-pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Green Advertiser Bonuses</li> </ul>	<ul style="list-style-type: none"> <li>• Product Release in a Future Issue</li> <li>• 1/2-page Case History Online (1/2 pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special Interiors Section Bonuses</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in the June Product E-Blast</li> <li>• Target Mailer to Architects (full-pg min.)</li> <li>• Construction Alert Reports</li> </ul>	<ul style="list-style-type: none"> <li>• Free Segment of our Direct Mail List</li> <li>• Web Banner for One Month (full-pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special Security Section Bonuses</li> </ul>	<ul style="list-style-type: none"> <li>• Product Release in a Future Issue</li> <li>• 1/2-page Case History Online (1/2 pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special Maintenance Section Bonuses</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded Product and Supplier Listings, Product Showcases and More</li> <li>• In-Print and Online</li> <li>• See Brochure for More Details</li> </ul>	<ul style="list-style-type: none"> <li>• Free Segment of our Direct Mail List</li> <li>• Web Banner for One Month (full-pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special Furniture Section Bonuses</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in the November Product E-Blast</li> <li>• 1/2-page Case History in a Future Issue (1/2 pg min.)</li> <li>• Construction Alert Reports</li> </ul>	<ul style="list-style-type: none"> <li>• Product Release in a Future Issue</li> <li>• Web Banner for One Month (full-pg min.)</li> <li>• Construction Alert Reports</li> <li>• PLUS: Special Technology Section Bonuses</li> </ul>
<b>Closing Dates</b>	Close: Dec-1 Materials: Dec-8	Close: Jan-3 Materials: Jan-10	Close: Feb-1 Materials: Feb-8	Close: Mar-1 Materials: Mar-8	Close: Apr-1 Materials: Apr-8	Close: May-2 Materials: May-9	Close: Jun-1 Materials: Jun-8	Close: Jul-1 Materials: Jul-8	Close: Aug-1 Materials: Aug-8	Close: Sept-1 Materials: Sept-8	Close: Oct-3 Materials: Oct-10	Close: Nov-1 Materials: Nov-8
<b>Bonus Distribution</b>	Bonus Distribution at AASA	Bonus Distribution at NFM&T	Bonus Distribution at NSPMA, Schoolbuilding-Expo, NSBA, ISC-West	Bonus Distribution at All Major Education Shows	Bonus Distribution at InfoComm, ISTE, NEOCON		Bonus Distribution at ASIS	Bonus Distribution at CEFPI, ASBO, USGBC/Greenbuild	Bonus Distribution at All Major Education Shows	Bonus Distribution at NSSEA-SES		

# A GUIDE TO SPECIAL SECTIONS AND AWARDS PROGRAMS

JANUARY	MAY	SEPTEMBER
<b>Products That Work</b> Our annual special advertising/advertorial section that features case histories and showcases products that are new, noteworthy and useful to people involved in all areas of educational facilities.	<b>Education Interiors</b> Studies are showing that students who are comfortable and relaxed in their learning spaces are more likely to earn better grades. In this special section you will learn how colors, lighting, fixtures, furnishings, finishing, design and other components are being chosen to help students get more out of their classroom time.	<b>Education Marketplace (Buyers' Guide)</b> SP&M's Education Marketplace is the largest and most comprehensive buyers' guide in the education industry. This annual directory includes comprehensive lists of products, services and suppliers, as well as articles and checklists that help schools make the most of their dollars.
<b>School Construction Report</b> SP&M's 16th annual survey of school construction. This nationally recognized report includes cost data and other information, with figures representing both national and regional construction, on projects beginning construction this year, projects being completed this year and those that are scheduled to begin in 2012.	<b>Education Design Showcase</b> Looking for exemplary architectural firms and inspiring designs? Here is the place to go. This program promotes best practice, showcases outstanding architecture and design in K-12 facilities, and provides a comprehensive index of the architects, suppliers and manufacturers who have provided the products or services used to make these projects exceptional.	<b>School Furniture and Equipment Guide</b> Information about how to equip your school from classroom to cafeteria; the importance of ergonomics; trends in design; how changes in teaching and learning styles influence furniture design; and the latest furniture and equipment being used to create effective learning environments.
<b>Impact on Learning Awards</b> An awards program that recognizes, through case studies, new and creative elements of the educational facilities that are proven to have had a positive impact on the ability of students to learn.	<b>Safe and Secure Schools</b> Articles in this special section will focus on access control, communication systems, the latest security technologies, fire and life safety, planning and preparedness, issues and initiatives and the elements of design that make schools safe.	<b>Sustainability &amp; Innovation Awards</b> This annual awards program highlights our panel of judges' choices of the most innovative solutions being used to address today's sustainability design challenges in educational facilities.
<b>Special Issue: Green Schools</b> Districts are looking for ways to make their buildings greener. How can that be done? Articles in this special annual issue will provide some of that information by covering acoustics, daylighting, IAQ, HVAC, furniture and furnishings, building controls, construction materials, energy management, waste reduction, water efficiency, cleaning products and procedures, standards, certifications and more.	<b>Maintenance, Repair and Custodial Care</b> Recent surveys indicate inadequate maintenance and funding, insufficient staffing, training and poorly developed policies are the main factors that are putting our facilities at risk. This special section will focus on the care and upkeep of facilities from HVAC systems to paint and wall coverings, ceilings and roofs, flooring, furniture, restrooms and more.	<b>Technology for Schools</b> A special section that includes case studies and information on topics like hardware and software solutions, A/V and presentation products, video conferencing and distance learning solutions, office automation, digital signage and communications devices, data security and more.

## Columns

- Editor's Note (*Deb Moore*)
- Business Practices (*ASBO*)
- Maintenance & Operations (*NSPMA*)
- Emerging Technology (*Glenn Meeks*)
- Trends in Green (*Various*)
- A Final Thought (*Paul Abramson*)
- New & Views (*Jerry Enderle & Christine Reedy*)
- Facility Planning (*CEFPI*)
- School Safety & Security (*Michael Dorn*)
- Fire & Life Safety (*Mike Halligan*)
- Building Blueprints (*Various*)
- School Security Watch (*Various*)

Items on this editorial calendar are subject to change.

**Interest in submitting story ideas?** Contact Jerry Enderle, Editor-in-Chief, at [JEnderle@PeterLi.com](mailto:JEnderle@PeterLi.com) or Deb Moore, Executive Editor/Publisher, at [DMoore@PeterLi.com](mailto:DMoore@PeterLi.com). For submissions targeted to specific feature articles on our editorial calendar, a short abstract should be sent to us three months in advance.

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# 2011 CONFERENCES & TRADE SHOWS

## FEBRUARY

**AASA\***  
 American Association of School Administrators  
 February 17-19, 2011  
 Denver, CO  
 703/528-0700  
[www.aasa.org](http://www.aasa.org)

## MARCH

**NFM&T\***  
 National Facility Management and Technology  
 March 15-17, 2011  
 Baltimore, MD  
 414/228-7701  
[www.nfmt.com](http://www.nfmt.com)

## APRIL

**NSPMA\***  
 National School Plant Management Association  
 April 2-6, 2011  
 Nashville, TN  
 859/296-1343  
[www.nspma.com](http://www.nspma.com)

## ISC-West\*

International Security Conference  
 April 5-7, 2011  
 Las Vegas, NV  
 800/840-5602  
[www.iscwest.com](http://www.iscwest.com)

## NSBA\*

National School Boards Association  
 April 9-11, 2011  
 San Francisco, CA  
 703/838-6722  
[www.nsba.org](http://www.nsba.org)

## School Building Expo\*

April 12-14, 2011  
 Chicago, IL  
 203/371-6322  
[www.schoolbuildingexpo.com](http://www.schoolbuildingexpo.com)

## MAY

**AIA/CAE**  
 American Institute of Architects  
 May 12-14, 2011  
 New Orleans, LA  
 202/626-7300  
[www.aia.org](http://www.aia.org)

## JUNE

**NFPA**  
 National Fire Protection Association  
 June 12-15, 2011  
 Boston, MA  
 617/770-3000  
[www.nfpa.org](http://www.nfpa.org)

## NEOCON\*

NeoCon  
 June 13-15, 2011  
 Chicago, IL  
 800/677-6278  
[www.neocon.com](http://www.neocon.com)

## InfoComm\*

InfoComm International  
 June 15-17, 2011  
 Orlando, FL  
 703/273-7200  
[www.infocomm.org](http://www.infocomm.org)

## ISTE\*

International Society for Technology in Education  
 June 26-29, 2011  
 Philadelphia, PA  
 541/346-3537  
[www.iste.org](http://www.iste.org)

## JULY

## NASSLEO

National Association of School Safety and Law Enforcement Officers  
 July 18-20, 2011  
 Milwaukee, WI  
 315/529-4858  
[www.nassleo.org](http://www.nassleo.org)

## SEPTEMBER

## CEFPI\*

Council of Educational Facility Planners International  
 September 15-17, 2011  
 Nashville, TN  
 480/391-0840  
[www.cefpi.org](http://www.cefpi.org)

## ASBO\*

Association of School Business Officials International  
 September 16-19, 2011  
 Seattle, WA  
 866/682-2729  
[www.asbointl.org](http://www.asbointl.org)

## ASIS\*

American Society for Industrial Security  
 September 19-22, 2011  
 Orlando, FL  
 703/519-6200  
[www.asisonline.org](http://www.asisonline.org)

## OCTOBER

## USGBC/Greenbuild\*

US Green Building Council  
 October 4-7, 2011  
 Toronto, Canada  
 800/795-1747  
[www.usgbc.org](http://www.usgbc.org)

## NOVEMBER

## NSSEA's School Equipment Show\*

National School Supply and Equipment Association  
 November 30 - December 2, 2011  
 San Antonio, TX  
 800/395-5550  
[www.nssea.org](http://www.nssea.org)



\*Denotes Bonus Distribution