

## Pop Talk: Content Planning with Editorial Calendars

Psst, wanna know a PR trade secret? Editorial calendars are key to planning your pitches for the new year. What are editorial calendars and how do they work? Read on!

### **What's an editorial calendar?**

Magazines and monthly or twice-weekly publications plan their editorial focus for each issue a year in advance. This helps advertisers plan how and when they will spend their advertising dollars. It also helps us PR pros plan story ideas for our clients in concert with the publications they'd like to be featured in.

### **How can you use "ed cals" to your advantage?**

When you start seeing holiday-themed TV commercials, you know it's time to start planning your editorial content for the year ahead. Here's how:

**Step 1:** Gather editorial calendars for the publications you'd like to be featured in. Find them by visiting the publication's website, scrolling to the bottom where you will hopefully find an advertising tab. Then you should look for the words "editorial calendar" or "media kit." If all else fails, email the publication and ask for the editorial calendar.

As you visit each website, familiarize yourself with the publication, its reporters and its coverage. Determine if there's a section that would be a natural fit for your organization.

**Step 2:** Create your own editorial calendar for the year. For example, if you're up for an award that's being announced in February, jot it down. If your organization is celebrating an anniversary or milestone in September, take note. This will give you a framework.

### **Step 3:**

Cross-reference your calendar with a calendar of national holidays and celebrations. Your company's news might be more relevant and newsworthy at a particular time of year. For example, if your company is announcing that it's now going to be selling avocados, you could make the announcement near September 16, National Guacamole Day.

### **Step 4:**

The next step is to review your target publications' editorial calendars and see where your organization's news might fall. Perhaps the publication is planning a July article on summer salads. Maybe you pitch three salads featuring avocado and list your company as a source for avocados.

Need help with this process? Contact April at [april@wordpoppr.com](mailto:april@wordpoppr.com) to get started with your 2017 content calendar!