



NEWS USA[®]

Syndicated Feature Stories, Social Syndication & Radio

Planning Calendar

TRADITIONAL:

We recommend at least one month's distribution lead-time on all time-sensitive stories. For example, if you have a Valentine's Day story, we recommend releasing it no later than January 14th. Please send all materials at least two weeks before desired release date to allow plenty of time for the writing, editing, and approval process. Each story is distributed within 24 hours of approval.

SOCIAL SYNDICATION:

All Social Syndication stories will be distributed within 24 hours of final approval. Social Syndication stories do not require distribution lead times. We recommend any materials be sent at least two weeks before desired distribution date to allow time for writing, editing and approval.

RADIO:

All radio features must be approved by the 20th of the month BEFORE the designated broadcast month.

The following are general monthly timelines to plan for when submitting time-sensitive subject matter for Traditional Print/Web Stories:

January Release

Topics to think about: Valentine's Day, Black History Month, Taxes and Finances, Spring Travel, Fitness

February Release

Topics to think about: Tax Filing, Spring Preparation, Automotive, Prom, Crafts

March Release

Topics to think about: Spring Lawn/Garden, Earth Day, Spring Bridal, Spring Recipes, Spring Travel, Spring Cleaning

April Release

Topics to think about: Spring Home Improvement, Mother's Day, Graduation/Careers, Spring How-To, Memorial Day Travel

May Release

Topics to think about: Pool Safety, Summer Jobs, Summer Bridal, Outdoor Activities, Father's Day

June Release

Topics to think about: Fourth of July, Summer Recipes, Summer Car Care, Summer Skin Care, Summer Fashion, Summer Travel

July Release

Topics to think about: End of Summer, College Preparation, Back to School, Fall Fashion

August Release

Topics to think about: Labor Day Travel, Pets, Fall Home and Garden, Fall Sports, Fall Bridal

September Release

Topics to think about: Labor Day Travel, National Breast Cancer Awareness Month, Fall Automotive, Fall Recipes, Cold and Flu Season, Halloween

October Release

Topics to think about: Thanksgiving, Holiday Season/Gift Giving, Holiday Recipes, Auto Winterizing, Home Winterizing

November Release

Topics to think about: Winter Health Care, Winter Bridal, Winter Safety, Year-end Tax Preparation

December Release

Topics to think about: Winter Home Improvement, Winter Sports, New Year's/Resolutions, Winter Travel, What's New in the year coming up.