

Our Children

Editorial Calendar 2011–2012

Features

September 2011—Back-to-PTA Handbook

For the third year in a row, *Our Children* magazine's popular Back-to-PTA directory returns to help new and returning leaders get acquainted with National PTA's wealth of products and services, in an even easier-to-use format.

Ad closing: August 2

Materials deadline: August 15

Mail date: August 31

October/November 2011—Healthy Lifestyles in Practice

As federal efforts intensify to ensure that children are eating properly and staying healthy, *Our Children* offers advice to parents and leaders on establishing healthy routines in school and at home and celebrates PTA Healthy Lifestyles Month with success stories from the field.

Ad closing: September 9

Materials deadline: September 23

Mail date: October 10

December 2011/January 2012—Partners in Education

PTA parents and leaders don't always know how to approach their school administrators and teachers to solve problems or work together. But schools are eager to team up. This issue will explore ways parents and leaders can get teachers and administrators involved in supporting PTA and will discuss some of the needs educators have that PTAs can help fulfill.

Ad closing: November 9

Materials deadline: November 23

Mail date: December 12

February/March 2012—Supersize Your Membership Plan

Membership recruitment and retention is a year-long job, but many PTAs aren't sure how to maintain this effort after the school year starts. This issue will focus on real-world strategies, including keeping members engaged as volunteers and acting as PTA ambassadors to potential members, that will supercharge unit membership plans.

Ad closing: January 9

Materials deadline: January 23

Mail date: February 10

April/May 2012—Set Your PTA Up for Success

As the school year winds down, PTAs are holding elections for officers and preparing the way for new leaders to take the reins. Leadership transitions and communications with members during the summer don't have to be difficult. This issue will discuss smooth transitions and technologies that can get PTAs off to a great start the following school year.

Ad closing: March 9

Materials deadline: March 23

Mail date: April 9