

2007 EDITORIAL CALENDAR - FIRST QUARTER

LAST UPDATED: 2/21/07

DATE OF ISSUE	SPACE CLOSE	MATERIALS CLOSE	SPECIAL REPORTS & SPECIAL SUPPLEMENTS	TECHNOLOGY SPECIAL REPORTS	CUSTOM PUBLISHING	EVENT LOCATION	DATE OF EVENT
Jan. 1	Dec. 21	Dec. 26	Syndication 2007 - The International View				
Jan. 8	Dec. 28	Jan. 2	1. Pre NATPE 2. Syndication 2007 - SNTA Research	CES-Content is the Connection:The Migration to Multiple Platforms-w/MCN		CES International, Las Vegas, NV	Jan. 8 - 11
Jan. 15	Jan. 4	Jan. 9	1. NATPE Convention Issue 2. NATPE Brandon Tartikoff Legacy Awards* (Supplement to B&C, MCN, and Variety) 3. Top 25 TV Station Groups			NATPE, Las Vegas, NV	Jan. 16 - 18
Jan. 22	Jan. 11	Jan. 16	1. Post NATPE 2. Top 25 TV Networks	Maximizing Margins: Leveraging Traffic Systems, Billing and Research to Improve Margins		SCTE-ET Emerging Technologies, Houston, TX	Jan. 23 - 25
Jan. 29	Jan. 18	Jan. 23	The Sports Issue	Technology Behind Superbowl and Sports Programming			
Feb. 5	Jan. 25	Jan. 30	Black History Month			CTAM Research Conference, St. Petersburg, FL	Feb. 7 - 9
Feb. 12	Feb. 1	Feb. 6	1. Daytime Emmys 2. Religious & Faith Based Programming			National Religious Broadcasters Convention, Orlando, FL	Feb. 17 - 20
Feb. 19	Feb. 8	Feb. 13	The Weather Issue	Weather Special Report			
Feb. 26	Feb. 15	Feb. 20	Golden Mike Honoree — Ken Lowe , E.W. Scripps Company	NAB's Shopping List for Networks		AAAA Media Conference and Trade Show, Las Vegas, NV	Feb. 28 - Mar.2
Mar. 5	Feb. 22	Feb. 27	Hispanic Special	NAB's Shopping List for Station Groups		Horowitz Breakfast, NY Cable Positive Dinner, NY	Mar. 6 Mar. 6
Mar. 12	Mar. 1	Mar. 6				CTPAA Forum, Washington D.C.	Mar. 11 - 14
Mar. 19	Mar. 8	Mar. 13	The State of HD	HD Special Report Shooting News and Reality Programming in HD			
Mar. 26	Mar. 15	Mar. 20	Capturing the Teen Demo	The Changing Newsroom Environment - Editing, Graphics and Automation	Emerging Networks Guide w/MCN	CTIA Wireless, FL	Mar. 27 - 29

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April 2	Mar. 22	Mar. 27	Reaching the Male Demo	Station Operations - Master Controls, Archives and The Nuts & Bolts		SKITAM	April 5 - 8
April 9	Mar. 29	April 3	1. Pre NAB Issue 2. B&C Advocacy Issue 3. Broadcaster of the Year - Roger L. Ogden, President & CEO, Gannett Broadcasting		Guide to NAB Tech	TVB	April 12
April 16	April 5	April 10	1. NAB Issue	Technology Leadership Awards Top 25 Station Groups/TV Networks		NAB 2007, Las Vegas, NV RTNDA@NAB, Las Vegas, NV	April 14 - 19 April 15 - 18
April 23	April 12	April 17	NAB Wrap-Up	NAB Wrap-Up	Multiplatform Media Guide w/MCN		
April 30	April 19	April 24	Pre NCTA Issue	Technology of VOD			
May 7	April 26	May 1	1. NCTA Issue 2. Vanguard Awards w/ MCN* 3. Local Cable Ad Sales			NCTA, Las Vegas, NV	May 7 - 9
May 14	May 3	May 8	1. Post NCTA Issue 2. B&C Upfront Issue	HD Special			
May 21	May 10	May 15	Women of TV		Spring Web Guide*		
May 28	May 17	May 22	20th Anniversary Salute to Bill Baker	News Production Workflow			
June 4	May 24	May 29	Peabody Awards*			Peabody Luncheon	June 4
June 11	May 31	June 5	Promax Brand Builders	Migration to Digital		Promax, NY	June 12 - 14
June 18	June 7	June 12	1. Emmy's Part 1 2. In the Public Interest	Who's Who in Telco	Spring Hispanic Guide*	SCTE Cable TEC Expo, Orlando, FL NXTcomm, Chicago Service to America	June 19 - 22 June 18 - 21
June 25	June 14	June 19	B&C Critics Poll				

* EARLY CLOSING DATE - CONTACT SALES REPRESENTATIVE

CALENDAR IS SUBJECT TO CHANGE

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July 2	June 21	June 26	No Issue				
July 9	June 28	July 3		New Advertising Revenue Streams for Local Affiliates			
July 16	July 5	July 10	Pre CTAM Issue	Delivering News and Weather to a 3rd and 4th Screen			
July 23	July 12	July 17	CTAM Issue	State of VOD		CTAM Summit, Washington D.C.	July 23 - 25
July 30	July 19	July 24	1. Post CTAM Issue 2. Emmy's Part 2	Station Automation		NCTC The Independent Show, Monterey, CA	July 29 - Aug. 1
Aug. 6	July 26	July 31		Economics of News			
Aug. 13	Aug. 2	Aug. 7	Sports Programming		Religious Guide*		
Aug. 20	Aug. 9	Aug. 14					
Aug. 27	Aug. 16	Aug. 21		IBC Preview	HDTV Programming Guide*		
Sept. 3	Aug. 23	Aug. 28		News Gathering Products		IBC, Amsterdam	Sept. 6-11
Sept. 10	Aug. 30	Sept. 4	1. Emerging Networks 2. Careers in TV				
Sept. 17	Sept. 6	Sept. 11	Multicultural Special	Delivering News in HD		NAMIC Diversity Week Kaitz Dinner	Sept 17-18 Sept 19
Sept. 24	Sept. 13	Sept. 18	Religious & Faith-Based Programming				

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Oct. 1	Sept. 20	Sept. 25	Local Ad Sales	Migration to HD		ANA Annual Conference	Oct. 5 - 8
Oct. 8	Sept. 27	Oct. 2		The Satellite Issue		SATCON/HD World	Oct. 10-11
Oct. 15	Oct. 4	Oct. 9	NATAS Trustees Awards				
Oct. 22	Oct. 11	Oct. 16	B&C Hall of Fame*			B&C Hall of Fame Telco TV, Atlanta	Oct 22 Oct 23-25
Oct. 29	Oct. 18	Oct. 23		Traffic Systems, Billing, Research	Fall Web Guide*		
Nov. 5	Oct. 25	Oct. 30	The Children's Cause: TV's Commitment to Kids & Family	Future of IPTV			
Nov. 12	Nov. 1	Nov. 6					
Nov. 19	Nov. 8	Nov. 13	Golden Globes				
Nov. 26	Nov. 15	Nov. 20		Moving the Picture: Conditional Access/Digital Rights	Fall Hispanic Guide*		
Dec. 3	Nov. 22	Nov. 27					
Dec. 10	Nov. 29	Dec. 4		End of Year Shopping List TV Networks and Station Groups			
Dec. 17	Dec. 6	Dec. 11					
Dec. 24	Dec. 13	Dec. 18	No Issue	No Issue	No Issue	No Issue	No Issue
Dec. 31	Dec. 20	Dec. 26	Pre CES				

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