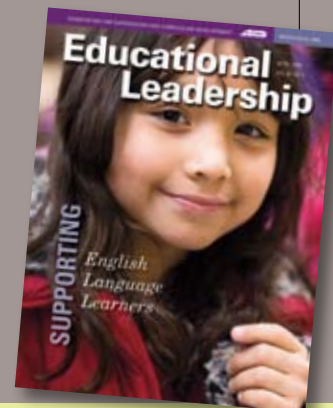


# Editorial Calendar and Closing Dates

2009–2010 School Year



## SEPTEMBER 2009

Space: 6/24/09  
Materials: 7/1/09  
Mail: 9/1/09\*

### TEACHING FOR THE 21ST CENTURY

#### Editorial Focus:

Discusses what students need to flourish in a complex, multicultural, technology-saturated world and how schools are moving away from teacher-driven, textbook-centered, paper-and-pencil schooling toward collaborative learning that engages students' creativity, critical thinking, problem solving, and communication skills.

#### Bonus Circulation:

2,000 attendees at the ASCD Conference on Teaching & Learning, October 30–November 1, 2009

## OCTOBER 2009

Space: 7/27/09  
Materials: 8/3/09  
Mail: 10/1/09\*

### DEVELOPING SCHOOL LEADERS

#### Editorial Focus:

Looks at how schools are embracing new and smarter ways of leading through teacher leadership, innovative models of shared leadership, and new and evolving leadership roles.

## NOVEMBER 2009

Space: 8/25/09  
Materials: 9/1/09  
Mail: 11/2/09\*

### MULTIPLE MEASURES: BUT WHAT KINDS?

#### Editorial Focus:

Explores the roles of teachers, principals, superintendents, and others in designing and implementing balanced assessment systems, including formative and summative assessments, assessments that promote learning, national and international assessments, and training in assessment practice.

#### Attention health marketers!

### HEALTH AND LEARNING

#### Editorial Focus:

Delves into ways schools create a healthy environment with school-based community health clinics, physical education, discipline policies, teaching about nutrition and fitness, and helping students avoid self-destructive behaviors.

## DECEMBER 2009/ JANUARY 2010

Space: 9/24/09  
Materials: 10/1/09  
Mail: 12/1/09\*

## FEBRUARY 2010

Space: 11/24/09  
Materials: 12/1/09  
Mail: 2/1/10\*

### MEETING STUDENTS WHERE THEY ARE

#### Editorial Focus:

Reports on ways that schools and teachers get to know students, assess their current instructional needs, differentiate instruction to meet those needs, and understanding and building on students' diverse cultural backgrounds.

#### Bonus Circulation:

8,000 attendees at the ASCD Annual Conference and Exhibit Show, March 6-8, 2010

## MARCH 2010

Space: 12/28/09  
Materials: 1/4/10  
Mail: 3/1/10\*

### READING TO LEARN

#### Editorial Focus:

Examines what educators are doing to enable all students to learn from any kind of text they encounter, whether it's poetry or prose, fiction or nonfiction, on paper or online.

#### Attention technology marketers!

### RECONFIGURING "SCHOOL"

#### Editorial Focus:

Explores ways schools are reshaping or increasing learning time—through four-day weeks, year-round schooling, and after-school programs—and expanding learning beyond the school building—through virtual schools, outdoor education, and place-based models.

## APRIL 2010

Space: 1/25/10  
Materials: 2/1/10  
Mail: 4/1/10\*

## MAY 2010

Space: 2/22/10  
Materials: 3/1/10  
Mail: 5/3/10\*

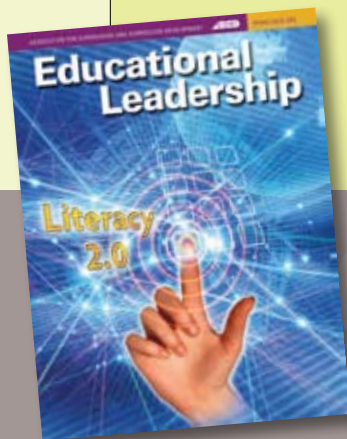
### HOW THE TEACHING PROFESSION IS CHANGING

#### Editorial Focus:

Looks at how teacher recruitment and retention, teacher evaluation, career paths, and other policies help teachers succeed—and how schools are helping both new and veteran teachers flourish and grow in their careers.

#### Bonus Circulation:

- 2,000 attendees at the ASCD Summer Conference, June 22–24, 2010
- 25,000 new ASCD Members mailed to over the summer



current

\* Estimated dates.