

AAM Minute

2011-2012 Editorial Calendar

July 2011

Issue Editor: Stuart

Material Due: July 1

Email: July 12

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voice
- o Leadership Corner
- o Marketer News of Note

August 2011

Issue Editor: Melissa

Material Due: August 1

Email: August 9

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Partner's Perspective
- o AAM-MAA Best Practices

September 2011

Issue Editor: Aimee

Material Due: September 2

Email: September 13

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voices
- o Leadership Corner

October 2011

Issue Editor: Sara

Material Due: October 3

Email: October 11

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Partner's Perspective
- o AAM-MAA Best Practices
- o Marketer News of Note

November 2011

Issue Editor: Stuart

Material Due: October 31

Email: November 8

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voice
- o Leadership Corner

December 2011

Issue Editor: Ilana

Material Due: December 2

Email: December 13

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o AAM-MAA Spotlight
- o Partner's Perspective
- o AAM-MAA Best Practices

January 2012

Issue Editor: To be assigned

Material Due: January 2

Email: January 10

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voice
- o Leadership Corner
- o Marketer News of Note

February 2012

Issue Editor: To be assigned

Material Due: February 3

Email: February 14

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Partner's Perspective
- o AAM-MAA Best Practices

March 2011

Issue Editor: To be assigned

Material Due: March 2

Email: March 13

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voice
- o Leadership Corner

April 2012

Issue Editor: To be assigned

Material Due: April 2

Email: April 10

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Partner's Perspective
- o AAM-MAA Best Practices
- o Marketer News of Note

May 2012

Issue Editor: To be assigned

Material Due: April 30

Email: May 8

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Member Voice
- o Leadership Corner

June 2012

Issue Editor: To be assigned

Material Due: June 2

Email: June 12

- o Fast Five
- o Article
- o Best Practices
- o New Member Listing
- o Partner's Perspective
- o AAM-MAA Best Practices