

2012 *Athletics Administration*
Editorial Calendar

February 2012

Social Media: Managing Social Media

Social Media Management, Google +, QR Codes
Getting to know- Association Presidents
47th Convention promotional page

March 2012

Facilities Planning

Facilities Feature
Planning a pool—architects perspective
The Benefits and Drawbacks to having Multipurpose athletics facilities
Getting to Know-Association Presidents
Locker rooms and bleachers
47th Convention promotional page

April 2012

Convention Preview: Exhibitor Listing, Registration, Affiliate Association Info

Licensing/Media Rights
DII/DIII Expansion and Conference Realignment—what does this mean for the world of college athletics
Ticketing
Getting to Know-Association Presidents
47th Convention promotional page

June 2012

Convention Issue: Bonus Distribution at Convention

Convention Coverage: Corbett Award Recipient/McLendon Hall of Fame
Exhibitor listings/emcees/keynote speakers/award winners
N4A
Q&A: Corbett Winner
Getting to Know Association Presidents

August 2012

NCAA Football/Awards

Convention Review
Convention Photo Spread for All Associations
Directors' Cup Winners at Convention
ADOY Award Recipients

October 2012

Facilities Showcase

Lighting/Facility security
Getting to Know-Association Presidents

November 2012

Technology

AD Search Firms/Travel Firms
Getting to Know-Association Presidents
WWP

December 2012

Academics/Compliance
Where We've Been and Where We are Going
Getting to Know-Association Presidents