

## Planning ahead for the year

The objective of these long-term planning documents are to note all “knowable” things for the year to facilitate planning and denote when to begin planning for each knowable thing.

What’s a knowable thing?

**Holidays:** Local, state and federal holidays as observed/celebrated in your coverage area, especially holidays that come with time off, extra editions, early deadlines or post office closures. Includes when the company will observe the holiday if it falls on a weekend (Saturday holiday is observed Friday; Sunday is observed Monday).

**Elections:** Includes general elections, primaries, local, state and federal, and town meetings. Some elections are not knowable yet, i.e., an override vote or special elections – those can be noted later. Also denote 1.5 months before the election date as the date to set a plan for the election.

**Events:** Any annual event covered by your paper, including parades, observances, festivals, bazaars, etc. Understanding that many event dates are not set yet, include them in the month they usually occur and fill in the official date later, PLUS three weeks out from said event as deadline for a coverage plan, if it rises to that level.

**Anniversaries:** Any local, state or federal anniversaries observed in your coverage area, or marking important events that would be covered, or milestone anniversaries. For example: 9/11, The Station nightclub fire, Blizzard of '78, 400th anniversary of Pilgrim’s landing, 10th anniversary of a local murder or shooting, etc.

**Project updates:** Any project expected to start or be completed during this year with a known end date so newsrooms know to check on the status. For example: A new school is being built, with a target completion date in September; a bridge is being repaired and will reopen in February; a new Target will start being built in July.

### [Template for long-term planning](#)

Plans should also include any previously written stories that can be recirculated around a holiday/election/event or anniversary, and if possible, a link to said story. Recirculated stories should have an editor’s note added to the top to let readers know when it was originally published and that this is a republishing. **These should be added to reboosting/resocialing plans.**