







# 2012 Editorial Calendar

		FEBRUARY		MARCH	
	CHANNEL	WEEK 3	WEEK 4	WEEK 1	WEEK 2
		<i>Why garden? (The 4 Es)</i>	<i>What and where to garden?</i>	<i>Digging in</i>	<i>Ask the experts/gardening resources</i>
Non-branded communication		<p><b>Forum</b></p> <ul style="list-style-type: none"> <li>What's your first gardening memory, or why are you starting your first garden in 2012?</li> <li>Gardening and the economy – how much money do you save? <a href="#">Garden of Bargains</a></li> <li>Gardening and the community – starting a school, community or neighborhood garden</li> </ul> <p><b>Poll</b></p> <ul style="list-style-type: none"> <li>Why did you start gardening (family, friends, food, saving money, etc.)?</li> </ul> <p><b>Featured content</b></p> <ul style="list-style-type: none"> <li><a href="#">Garden Fresh guide</a></li> </ul>	<p><b>Forum</b></p> <ul style="list-style-type: none"> <li>Must-have varieties for 2012 novice/experienced gardener</li> <li>Edible landscaping – pros and cons: <a href="#">Front Yard Vegetable Garden</a></li> <li><a href="#">Small space gardening – containers, high rises and roof tops</a></li> </ul> <p><b>Poll</b></p> <ul style="list-style-type: none"> <li>Seed vs. plants</li> <li>Do you plant vegetables with your flowers for an edible landscape</li> </ul> <p><b>Featured content:</b></p> <ul style="list-style-type: none"> <li><a href="#">Garden Fresh guide</a></li> <li><a href="#">BHG Podcasts</a></li> </ul>	<p><b>Forum</b></p> <ul style="list-style-type: none"> <li>Pre-planting musts – what is your must-do activity before digging in? <a href="#">Soil testing article</a>, <a href="#">sun testing</a>, etc.</li> <li>Planting a theme garden – salsa, pizza, school colors, cutting, etc.</li> <li>Starting a cool-season crop</li> </ul> <p><b>Poll</b></p> <ul style="list-style-type: none"> <li>When do you start “thinking spring?”</li> </ul> <p><b>Featured Content</b></p> <ul style="list-style-type: none"> <li><a href="#">Burpee growing calendar</a></li> </ul>	<p><b>Forum</b></p> <ul style="list-style-type: none"> <li>What lessons did you learn from your first garden – give/get advice from your first garden – <a href="#">New to gardening article</a></li> <li>How do you encourage or inspire others to garden, share the love of gardening or act as a garden mentor?</li> </ul> <p><b>Poll</b></p> <ul style="list-style-type: none"> <li>Where do you go for expert gardening advice? (family/friends, internet, magazines, etc.)</li> </ul> <p><b>Featured content:</b></p> <ul style="list-style-type: none"> <li><a href="#">Burpee Ask &amp; Answer</a></li> <li><a href="#">BHG Podcasts</a></li> </ul>
Thought leadership & market info	Burpee Home Gardens 	<ul style="list-style-type: none"> <li><a href="#">Burpee's Backyard introduction and invitation to join</a></li> <li>Guest blogger - Joe Lamp'I on why he started gardening (environment)</li> <li>Guest blogger - Mrs. Q on the value of nutritious food and school gardens (eating better, education)</li> </ul>	<ul style="list-style-type: none"> <li>Edible landscaping – how and what varieties - <a href="#">Weaving in vegetables and fruits</a>, <a href="#">Companion plants</a></li> <li>Guest blogger – Shawna Coronado – <a href="#">starting my front yard edible landscape</a></li> </ul>	<ul style="list-style-type: none"> <li>Guest blogger – <a href="#">Birds &amp; Blooms Great Backyard Giveaway winners on planning and planting</a></li> <li><a href="#">Digging in and weighing in – calorie burning activities in the garden</a></li> </ul>	<ul style="list-style-type: none"> <li>Guest bloggers - Bill Calkins answers Tweeter questions</li> <li><a href="#">Mythbuster – veggie gardening in the shade and other gardening myths debunked</a></li> </ul>
User-generated rich-media	Burpee Home Gardens  Burpee Gardens	<ul style="list-style-type: none"> <li><a href="#">Burpee's Backyard introduction and invitation to join</a></li> <li><a href="#">Once upon a time – post photos of your first garden</a></li> <li>“I Can Grow” update</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Smallest space garden – Post photos of your small space garden</a></li> </ul>	<ul style="list-style-type: none"> <li>Inspired theme gardens – post photos of creative planters, colored themes, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Post a problem – Post photos of troubled plants, difficult landscapes, etc. for help, advice and creative thinking</li> </ul>
Drive traffic to backyard community	@BurpeeHG  @BurpeeGardens	<ul style="list-style-type: none"> <li>Join the community promotion</li> <li>User-generated forum question promotion</li> <li>RT opportunities</li> <li><a href="#">Share your first gardening memory on #BurpeesBackyard</a></li> <li><a href="#">Tell us why you started gardening on #BurpeesBackyard</a></li> </ul>	<ul style="list-style-type: none"> <li>Join the community promotion</li> <li>User-generated forum question promotion</li> <li>RT opportunities</li> <li>Weigh-in on edible landscaping in your yard on <a href="#">#BurpeesBackyard</a></li> <li><a href="#">What are your must-have varieties this spring? #BurpeesBackyard</a></li> </ul>	<ul style="list-style-type: none"> <li>Join the community promotion</li> <li>User-generated forum question promotion</li> <li>RT opportunities</li> <li><a href="#">Share and compare your garden to-do list to make sure you're not forgetting anything on #BurpeesBackyard</a></li> <li>What's your theme? Share your theme garden idea <a href="#">#BurpeesBackyard</a></li> </ul>	<ul style="list-style-type: none"> <li>Join the community promotion</li> <li>User-generated forum question promotion</li> <li>RT opportunities</li> <li><a href="#">Tweet the Experts – Ask your question to be answered on the Burpee community (#BurpeesBackyard)</a></li> </ul>
Online sales & customer service	Burpee Home Gardens  Burpee	To be determined by Ball, Burpee teams		To be determined by Ball, Burpee teams	
Drive traffic to backyard community	Burpee Home Gardens consumer email 	<ul style="list-style-type: none"> <li><a href="#">Burpee's Backyard introduction and invitation to join</a></li> <li><a href="#">Top 4 reasons to start gardening this spring (4 E's)</a></li> <li>“I Can Grow” program update</li> <li><a href="#">Tips to get started: Garden Fresh guide</a></li> </ul>		<ul style="list-style-type: none"> <li>Gardening as exercise – research and workout ideas for digging in</li> <li>Garden center locator – find BHG plants in a store near you</li> <li><a href="#">Top 4 varieties for the novice gardener</a></li> <li><a href="#">Selecting varieties for your space: My Garden Designer, soil and sun considerations, etc.</a></li> </ul>	

## CONTENT THEMES:

**Gardening How-to** (videos, podcasts, web tools, blogs)

**Inspiration** (tips, tricks and ideas)

**Small space gardening** (raised beds, containers, patio and hanging baskets)

**Nutrition/Health** (healthy recipes, tips for food preparation, general nutrition, etc.)

**Harvest** (when to harvest, canning, preserving, etc.)

**School/community** (specific to events in target markets, gardening with children)

**Advice from the experts** (Joe Lamp'I, Theresa Loe, Chelsea Fields, George Ball)

**Environment** (reduce carbon footprint, composting, etc.)

**Theme gardens** (cutting garden, shade garden, pizza garden, kids garden)

Underlined – linked to online resources

