



# Public Garden

THE JOURNAL OF THE AMERICAN PUBLIC GARDENS ASSOCIATION

2017 editorial calendar

	 FEBRUARY	 MAY	 AUGUST	 NOVEMBER
<b>In Every Issue</b>	Letter from the Executive Director <b>Nationally Accredited Plant Collection Profile</b>	Letter from the Executive Director <b>Nationally Accredited Plant Collection Profile</b>	Letter from the Executive Director <b>Nationally Accredited Plant Collection Profile</b>	Letter from the Executive Director <b>Nationally Accredited Plant Collection Profile</b>
<b>Spotlight on a Garden Professional</b>	Interview with an industry professional at any level. Tell us about: <ol style="list-style-type: none"><li>1. Your garden journey.</li><li>2. A recent project you worked on.</li><li>3. What do you find to be the most rewarding thing about working in this industry?</li></ol>	Interview with an industry professional at any level. Tell us about: <ol style="list-style-type: none"><li>1. Your garden journey.</li><li>2. A recent project you worked on.</li><li>3. What do you find to be the most rewarding thing about working in this industry?</li></ol>	Interview with an industry professional at any level. Tell us about: <ol style="list-style-type: none"><li>1. Your garden journey.</li><li>2. A recent project you worked on.</li><li>3. What do you find to be the most rewarding thing about working in this industry?</li></ol>	Interview with an industry professional at any level. Tell us about: <ol style="list-style-type: none"><li>1. Your garden journey.</li><li>2. A recent project you worked on.</li><li>3. What do you find to be the most rewarding thing about working in this industry?</li></ol>
<b>Things We Love This Season</b>	<b>Things We Love This Winter:</b> Graphic-heavy segment focusing on stuff we just can't get enough of! New technology, plants, innovative or unique exhibits, must-read books, anything you love and want to share. Include: <ol style="list-style-type: none"><li>1. Minimum 300dpi photo</li><li>2. Description of item and how it is relevant to the garden community.</li><li>3. Where to find it (URL)</li></ol>	<b>Things We Love This Spring:</b> Graphic-heavy segment focusing on stuff we just can't get enough of! New technology, plants, innovative or unique exhibits, must-read books, anything you love and want to share. Include: <ol style="list-style-type: none"><li>1. Minimum 300dpi photo</li><li>2. Description of item and how it is relevant to the garden community.</li><li>3. Where to find it (URL)</li></ol>	<b>Things We Love This Summer:</b> Graphic-heavy segment focusing on stuff we just can't get enough of! New technology, plants, innovative or unique exhibits, must-read books, anything you love and want to share. Include: <ol style="list-style-type: none"><li>1. Minimum 300dpi photo</li><li>2. Description of item and how it is relevant to the garden community.</li><li>3. Where to find it (URL)</li></ol>	<b>Things We Love This Fall:</b> Graphic-heavy segment focusing on stuff we just can't get enough of! New technology, plants, innovative or unique exhibits, must-read books, anything you love and want to share. Include: <ol style="list-style-type: none"><li>1. Minimum 300dpi photo</li><li>2. Description of item and how it is relevant to the garden community.</li><li>3. Where to find it (URL)</li></ol>
<b>How Does Your Garden Grow?</b>	Short, informative articles focusing on non-horticultural departments, (human resources, development, marketing, volunteers, maintenance, information technology, education and more).	Short, informative articles focusing on non-horticultural departments, (human resources, development, marketing, volunteers, maintenance, information technology, education and more).	Short, informative articles focusing on non-horticultural departments, (human resources, development, marketing, volunteers, maintenance, information technology, education and more).	Short, informative articles focusing on non-horticultural departments, (human resources, development, marketing, volunteers, maintenance, information technology, education and more).
<b>Photosynthesis</b>	<b>Show Us!</b> Share your impactful or inspirational photos. A historic image, before and after shot, unique or interesting spot in your garden, or an image that tells a story...be creative!	<b>Show Us!</b> Share your impactful or inspirational photos. A historic image, before and after shot, unique or interesting spot in your garden, or an image that tells a story...be creative!	<b>Show Us!</b> Share your impactful or inspirational photos. A historic image, before and after shot, unique or interesting spot in your garden, or an image that tells a story...be creative!	<b>Show Us!</b> Share your impactful or inspirational photos. A historic image, before and after shot, unique or interesting spot in your garden, or an image that tells a story...be creative!
<b>In The Garden</b>	<b>Garden Exhibits:</b> Features an exhibit, large or small. What impact did the exhibit have on your community? <b>Learning in the Garden:</b> Share garden-related educational programming that can be easily used and adapted by horticulture educators. Include curriculum, syllabus/plan, photos, examples.	<b>Garden Exhibits:</b> Features an exhibit, large or small. What impact did the exhibit have on your community? <b>Horticulture How-To's:</b> In-detail focus on a large-scale horticultural project at a garden. Includes detailed description of the project or event, why it is important or impactful and photos.	<b>Garden Exhibits:</b> Features an exhibit, large or small. What impact did the exhibit have on your community? <b>Learning in the Garden:</b> Share garden-related educational programming that can be easily used and adapted by horticulture educators. Include curriculum, syllabus/plan, photos, examples.	<b>Garden Exhibits:</b> Features an exhibit, large or small. What impact did the exhibit have on your community? <b>Horticulture How-To's:</b> In-detail focus on a large-scale horticultural project at a garden. Includes detailed description of the project or event, why it is important or impactful and photos.
<b>Digging Deep</b>	Spotlights on a recent case study related to Public Horticulture. Must include: Introduction; Methodology; Outcome; Lessons Learned; Analysis; Photos		Spotlights on a recent case study related to Public Horticulture. Must include: Introduction; Methodology; Outcome; Lessons Learned; Analysis; Photos	
<b>Small Garden, Big Impact</b>		Share fresh perspective or lessons learned when making the most of limited resources in a small garden. May be a garden inside a larger garden, in a small community, or a small, public garden.		Share fresh perspective or lessons learned when making the most of limited resources in a small garden. May be a garden inside a larger garden, in a small community, or a small, public garden.
<b>Also In This Issue</b>	<b>Pushing the Boundaries:</b> Push the boundaries of thinking in the garden community! Urban futurists, how other industries help gardens, or how to engage visitors within a diverse and ever-changing society.	<b>Multi-Disciplinary Feature:</b> Highlights a public garden project or program or one on which a public garden collaborated.	<b>Annual Conference Highlights:</b> Send in your favorite moments, photos and experiences from this year's American Public Gardens Association Annual Conference!	<b>Global View:</b> A look at our industry from a global perspective. Profile of an international garden, or an in-depth look at an international industry topic. This fact based point of view includes references, sources, and photos.

American Public Garden Association reserves the right to only include a portion of an article submission in the printed magazine, with a lead to more information online, or conversely, to only mention the article in the print publication, which would be published in its entirety online. Every submission to the magazine must be accompanied by photographs or pictorial. See the photography guidelines in the media kit for information related to photography requirements.



## Interested in contributing to Public Garden?

Submissions must comply with the complete Submission Guidelines, which can be found in our media kit and on [www.publicgardens.org](http://www.publicgardens.org). Email submissions to [PublicGardenMag@publicgardens.org](mailto:PublicGardenMag@publicgardens.org).