

## 2020-21 FOLK NEWS PRODUCTION TIMETABLE

EDITION	MONTHS covered by issue	FESTIVALS ADVERTISED	RAW FESTIVAL DATES: per Vaisnava Calendar	PRE-PRODUCTION: Festival timetabling, poster production, story writing/ad canvassing (- 14 wks.)	ADVERTISING/ STORY DEADLINE (- 10 WKS.)	PREPRESS: design/ composition/ editing (- 10 wks.)	STREAMLINE PRINTING DATE (- 7 wks.)	DATE OF DELIVERY TO FMH (- 5 wks.)	ISSUE/ FMH MAILING DATE (- 4 weeks)
<b>2021 GAURA PURNIMA</b>  <small>St Kilda Festival Sunday = 2<sup>nd</sup> Sun in Feb</small>	Feb-May (4) ALL SCHEDULES SUBJECT TO CHANGING COVID REGS	<del>Ratha Yatra (St. Kilda) event cancelled</del> Nityananda Trayodasi Holi @ Torquay confirmed Gaura Purnima Rama Navami Nrsmha Caturdasi	<del>Su Feb 14</del> Th Feb 25 Su Feb 28 Mo Mar 29 We Apr 21 Tu May 25	Mo Nov 16– Fr Dec 11 2020  (4 working weeks)	FRI DECEMBER 11 2020	Fr Dec 11 – We Jan 6 (3 working weeks) DELIVER ON WED PRIOR & CHECK PREPRESS ASAP	Mo Jan 11  (few working days if printed on Mondays)	Mo Jan 18  (needs a working week)	Mo Jan 25  (4 weeks before Ratha Yatra or Nitai Trayodasi)
2021 JANMASTAMI	Aug-Sept (2)	Jhulana Yatra  Balarama Appearance Krishna Janmastami Prabhupada Appearance Radhastami	Th Aug 19– Su Aug 22  Su Aug 22 Mo Aug 30 Tu Aug 31 Tu Sep 14	Mo May 10– Fr June 4 2021  (4 working weeks)	FRI JUNE 4 2021	Fr June 4–We June 30 (3 working weeks) DELIVER ON WED PRIOR & CHECK PREPRESS ASAP	Mo July 5  (few working days when printed on Mondays)	Mo July 12  (needs a working week)	Mo July 19 (4 weeks before Jhulana Yatra)
2021 DIWALI	Oct-Jan (4)	Go Puja (HKV) to confirm Lamps for Damodara Masa (Pratipat-Purnima)  Diwali Govardhan Puja Prabhupada Disappearance Snana Yatra Panihati Auction New Year	<del>Su Oct 25</del> Thu Oct 21 Fr Nov 19  Fr Nov 5 Sa Nov 6 Mo Nov 8 Su Dec 26 Su Dec 26 Sa Jan 1	Mo July 12 – Fr Aug 6 2021  (4 working weeks)	FRI AUGUST 6 2021	Fr Aug 6– We Sept 1 (3 working weeks) DELIVER ON WED PRIOR & CHECK PREPRESS ASAP	Mo Sept 6  (few working days when printed on Mondays)	Mo Sept 13  (needs a working week)	Mo Sept 20 (4 weeks before Go Puja or Damodara Masa)

### PUBLISHER'S NOTES:

- **ISSUE/MAILING DATE** = the Monday 4 weeks prior to the first festival of the Season
- **TOTAL SCHEDULE:** BEGIN 14 WEEKS PRIOR TO FIRST FESTIVAL OF THE SEASON (PRODUCTION = 8 weeks, PRINTING & MAILOUT = 2 WEEKS)
- **STREAMLINE PRESS** closes only Dec 24-5. WE NEED TO CHECK WITH PREPRESS RE. FINISHED ART that we deliver TO CONFIRM ITS OK
- **FAMILY MAIL HOUSE (FMH)** takes 2 days to mailout FOLK in envelopes, but 2 more days to send out for crash folding (TOTAL 5 working days: \$25 per 100 + \$50 to set up machine + \$50 for courier)  
**FROM JUNE 2020:** AUSTRALIA POST REQUIRES PRE-PAYMENT before job leaves FMH  
 FMH REQUIRES PAYMENT WITHIN 2 WEEKS  
**FMH closes for 2 working weeks** from noon on the Friday before Christmas: (2020-21) noon Fri Dec 18–Sun Jan 3? (check: at 26 Oct, Janice says they may work up to 23-4 because Christmas falls on a Friday, so they may be closed until Sun Jan 10)