

2021-22 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 (-13 wks.)		ADVERTISING/ STORY DEADLINE (-9 wks.)		PREPRESS: design/ composition/ editing (-9 wks.)			STREAMLINE PRINTING DATE (-6 wks.)	DATE OF DELIVERY TO FMH (-5 wks.)	ISSUE/ FMH MAILING DATE (-4 weeks)			
				-13	-12	-11	-10	-9	-8	-7			-6	-5	-4	-3
2021 DIWALI	Oct-Jan (4) ALL SCHEDULES SUBJECT TO CHANGING COVID REGS	Go Puja (HKV) to confirm Lamps for Damodara Masa (Pratipat-Purnima) Diwali Govardhan Puja Prabhupada Disappearance Snana Yatra Panihati Auction New Year	Sa Nov 6: may be celebrated on Sun Nov 14 (Sun feast at HKV) 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 <u>Damodara Masa</u>)			
2022 GAURA PURNIMA <small>When running, St Kilda Festival Sunday falls on the 2nd Sun in Feb</small>	Feb-May (4) ALL SCHEDULES SUBJECT TO CHANGING COVID REGS	Ratha Yatra (St. Kilda): is event running? Nityananda Trayodasi Holi @ Torquay): is event running? Gaura Purnima Rama Navami Nrsnha Caturdasi	Su Feb 13? Mo Feb 14 Su Feb 27? Fr Mar 18 Su Apr 10 Su May 15	Mo Nov 15– Fr Dec 10 2021 (4 working weeks)		FRI DECEMBER 10 2021		Fr Dec 10 – Su Jan 2 (3 working weeks) CAN DELIVER ON WED PRIOR & CHECK PREPRESS ASAP			Mo Jan 3 (few working days if printed on Mondays)	Mo Jan 10 (needs a working week)	Mo Jan 17 (4 weeks before Ratha Yatra or <u>Nitai Trayodasi</u>)			
2022 JANMASTAMI	Aug-Sept (2) ALL SCHEDULES SUBJECT TO CHANGING COVID REGS	Jhulana Yatra Balarama Appearance Krishna Janmastami Prabhupada Appearance Radhastami	Mo Aug 8- Fr Aug 12 Fr Aug 12 Fr Aug 19 Sa Aug 20 Su Sep 4	Mo May 2– Fr June 3 2022 (4 working weeks)		FRI JUNE 3 2022		Fr June 3-Su June 26 (3 working weeks) CAN DELIVER ON WED PRIOR & CHECK PREPRESS ASAP			Mo June 27 (few working days when printed on Mondays)	Mo July 4 (needs a working week)	Mo July 11 (4 weeks before Jhulana Yatra)			

PUBLISHER'S NOTES:

- **ISSUE/MAILING DATE** = the Monday 4 weeks prior to the first festival of the Season
- **TOTAL SCHEDULE:** BEGIN 13 WEEKS PRIOR TO FIRST FESTIVAL OF THE SEASON (PRODUCTION = 9 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: (2021-22) noon Fri Dec 24-Sun Jan 9? (check in AUGUST 2021 with Janice. In 2020, says they may work up to 23-4 because Christmas falls on a Friday, so they may be closed until Sun Jan 10)