

# CONTENT CALENDAR

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NEWSLETTER DATES	SPECIAL FOCUSES	EVENT COVERAGE	IWCE'S ONLINE COLLEGE OF TECH
<b>MARCH*</b> 3, 5, 10, 12, 24, 26, 31	Towers and wireless sites Wearable technologies	NATE UNITE 2015: February 28-28, 2015	
<b>APRIL</b> 2, 7, 9, 14, 16, 21, 23, 28, 30	FirstNet draft RFP review Radio devices and accessories	Wireless Infrastructure Show (PCIA): April 27-30, 2015 Internet of Things Summit: April 28-29, 2015 ISC West: April 5-7, 2015	
<b>MAY</b> 5, 7, 12, 14, 19, 21, 26, 28	Utilities and transit technologies Internet of Things (drones, M2M, sensors and more)	Unmanned Systems by AUVSI: May 4-7, 2015 NetNet North America: May 5-6, 2015 UTC Telecom: May 5-8, 2015 Internet of Things World 2015: May 12-13, 2015 International Microwave Symposium: May 17-22, 2015	May 20, 2015: Body Cameras: Policy Decisions, Storage, Open Records and More
<b>JUNE</b> 2, 4, 9, 11, 16, 18, 23, 25, 30	Critical communications broadband Cybersecurity for enterprise	PSCR meetings: June 3-5, 2015 TIA Network of the Future: June 2-4, 2015	June 24, 2015: Extending Your LMR Network with LTE and Wi-Fi
<b>JULY</b> 2, 7, 9, 14, 16, 21, 23, 28, 30	Dispatch systems and gear	NENA 2015: June 27- July 2, 2015	July 22, 2015: Voice over LTE for the Enterprise and Public Safety
<b>AUGUST**</b> 4, 6, 11, 13, 25, 27, 31	Public safety communications Test & measurement	APCO 2015: August 16-19, 2015 IMSA 2015: August 22-25, 2015	August 26, 2015: Testing and Measurement of LTE Technologies
<b>SEPTEMBER</b> 1, 3, 8, 10, 15, 17, 22, 24, 28, 30	Mobile applications for critical infrastructure and enterprise Smart cities	CTIA/Mobile-Comm/Work: September 9-11, 2015 NTCA: September 19-23, 2015 International Conference and Business Expo on Wireless Communication: September 21-23, 2015	September 16, 2015: Smart Cities Means Smarter Services
<b>OCTOBER</b> 6, 8, 13, 15, 20, 22, 27, 29	Law enforcement and business enterprise wireless Cybersecurity month	Smart Industry Show (Industrial Internet): October 6-8, 2015 Wireless Leadership Summit: October 7-9, 2015 CCA Annual Convention: October 7-9, 2015 IACP: October 24-27, 2015 MILCOM: October 26-28, 2015 NetNet Expo: October 27-28, 2015	October 21, 2015: The Connected World - How Secure is the Internet of Things?
<b>NOVEMBER</b> 3, 5, 10, 12, 17, 19, 24	LMR and LTE migration Backhaul	CMA: November 5-11, 2015 TETRA World Congress: November 12-14, 2015 Secured Cities 2015: November 10-12, 2015 LTE North America: November 17-19, 2015	November 18, 2015: Redundant, Reliable, Dependable and High-Capacity Backhaul
<b>DECEMBER</b> 1, 3, 8, 10, 15, 17, 22, 29	Next-generation communications A year in review	IEEE GlobeCom: December 6-10, 2015	December 16, 2015: Assessing In-Door Coverage

\*IWCE Show/Daily is a separate newsletter and not included in the month of March

\*\*APCO Show/Daily is a separate newsletter and not included in the month of August

# Must Know Content Calendar Template Guide For Moms

**DP Hallahan**



## **Must Know Content Calendar Template Guide For Moms:**

**Social Media for Strategic Communication** Karen Freberg, 2021-06-30 Social Media for Strategic Communication Creative Strategies and Research Based Applications Second Edition teaches students the skills and principles needed to use social media in persuasive communication campaigns This book combines cutting edge research with practical on the ground instruction to prepare students for the real world challenges they ll face in the workplace By focusing on strategic thinking and awareness this book gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future A broad focus on strategic communication from PR advertising and marketing to non profit advocacy gives students a broad base of knowledge that will serve them wherever their careers may lead The Second Edition features new case studies and exercises and increased coverage of diversity and inclusion issues and influencer marketing trends

**Strategic Public Relations Writing** Jim Eggensperger, Jeanne Salvatore, 2022-06-28 Putting strategy front and center this public relations writing textbook coaches students to readiness for a career as an effective strategic communicator The book focuses on the strategic aspect of public relations writing that distinguishes it from other writing such as journalistic or academic It highlights the essential types of writing necessary for effective public relations in multiple media channels demonstrated by contemporary cases direct from practitioners working today Overviews of the various tactical formats that must be mastered for powerful strategic public relations ranging from social media posts and website updates to podcasts speeches and infographics prepare students to be effective and up to date professionals Full of examples and exercises the book s strength is in its practical utility for career preparation and success This text is suited to public relations writing courses at the undergraduate and postgraduate level particularly those with a focus on strategy or that combine strategy and writing into one course Online resources include chapter outlines a testbank sample homework paper and portfolio building assignments and lecture slides They can be accessed at [www.routledge.com/9781032163871](http://www.routledge.com/9781032163871)

**Social Media Monetization** Francisco J. Martínez-López, Yangchun Li, Susan M. Young, 2022-09-23 Social media initiatives when effectively used and correctly monetized can engage customers better and provide higher ROI rates than traditional marketing and sales initiatives This book presents a selection of monetization strategies that can help companies benefit from social media initiatives and overcome the current challenges in connection with generating and growing revenues Using cases and examples covering several social media platforms the authors describe a variety of strategies and holistic solutions for companies In addition the book highlights the latest social media innovations best business practices successful monetization cases and strategic trends in future social media monetization Top executives need to read this book to have a big picture of corporate wide social strategy form a social mindset and infuse a social gene into their company s culture strategy and business processes Armed with these social elements companies can gain confidence effectively introduce social media tools and invest in major social media initiatives Due to changing consumer behavior social media is

also ideal for building and sustaining quality relationships with customers which is why it is becoming an indispensable element in today's business

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Joe Pulizzi, 2015-09-04 Instead of throwing money away and sucking up to A-listers now there is a better way to promote your business. It's called content marketing and this book is a great way to master this new technique. Guy Kawasaki, Chief evangelist of Canva and author of *The Art of the Start 2.0* How do you take the maximum amount of risk out of starting a business? Joe Pulizzi shows us: Fascinate your audience, then turn them into loyal fans. Content Inc. shows you how. Use it as your roadmap to startup success. Sally Hogshead, New York Times and Wall Street Journal bestselling author *How the World Sees You* If you're serious about turning content into a business, this is the most detailed, honest, and useful book ever written. Jay Baer, New York Times bestselling author of *Youtility* The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it. Joe outlines a radically new way to succeed in business: Develop your audience first by creating content that draws people in and then watch your business sell itself. David Meerman Scott, bestselling author of ten books including *The New Rules of Sales and Service* The digital age has fundamentally reshaped the cost curve for entrepreneurs. Joe describes the formula for developing a purpose-driven business that connects with an engaged and loyal audience around content. With brand voice and audience building and monetizing a business is easy. Julie Fleischer, Sr. Director, Data Content Media, Kraft Foods What if you launched a business with nothing to sell and instead focused first on serving the needs of an audience, trusting that the selling part would come later? Crazy. Or crazy brilliant. I'd say the latter. Because in today's world you should serve before selling. Ann Handley, author of the Wall Street Journal bestseller *Everybody Writes* and *Content Rules* Today anyone anywhere with a passion and a focus on a content niche can build a multi-million dollar platform and business. I did it and so can you. Just follow Joe's plan and his Content Inc. model. John Lee Dumas, Founder, EntrepreneurOnFire The Internet doesn't need more content. It needs amazing content. Content Inc. is the business blueprint on how to achieve that. If you're in business and are tired of hearing about the need for content marketing but want the how and the proof, Content Inc. is your blueprint. Scott Stratten, bestselling author and President of UnMarketing Inc. Content marketing is by far the best marketing strategy for every company, and Joe is by far the best guru on the topic. I wish this book was available when we started our content marketing initiative. It would have saved us a huge amount of time and effort. Scott Maxwell, Managing Partner, Founder, OpenView Venture Partners

*Celebration of Diversity*, 1997      **Children's Software & New Media Review**, 2003

*The Elementary Teacher's Guide to the Best Internet Resources* Bárbara Cruz, James A. DuPlass, 2007 Elementary Education on the Internet offers a contemporary approach to cataloging lesson plans and resources on the Internet and criteria for you to use in selecting websites and lesson plans on the Internet. 1 Options and ideas for gathering and cataloging Internet resources for the most effective use in the classroom. 2 Connections to standards and national and state professional

organizations help keep your lessons aligned with critical curriculum standards 3 A chapter on each content area makes it easy to locate relevant websites for the subjects being taught In service Elementary School Teachers Parents and Curriculum Specialists Library Journal ,2000 School Library Journal ,2002 *EDN, Electrical Design News* ,1989 *InfoWorld* ,1990 **Stock-keeper, and Fanciers Chronicle** ,1898 Dr. Dobb's Journal ,1994 Microsoft FrontPage 2002 Gary B. Shelly,Thomas J. Cashman,Michael L. Mick,2002 Part of the highly successful Shelly Cashman Series Microsoft FrontPage 2002 Introductory Concepts and Techniques provides step by step instructions accompanied by full color screen shots helping students learn basic FrontPage 2002 skills quickly and easily *PAFways* ,1999 Microsoft FrontPage 2003 Gary B. Shelly,Thomas J. Cashman,Jeffrey J. Quasney,2004 For the past three decades the Shelly Cashman Series has effectively introduced computers to millions of students consistently providing the highest quality most up to date and innovative materials in computer education We are proud of the fact that our series of Microsoft Office 4 3 Microsoft Office 95 Microsoft Office 97 Microsoft Office 2000 and Microsoft Office XP textbooks have been the most widely used books in computer education With each new edition of our Office books we have made significant improvements based on software changes and comments made by both instructors and students Our Microsoft Office 2003 books continue with the innovation quality and reliability that you have come to expect from the Shelly Cashman Series **The Northwestern Miller** ,1926 Women in Natural Resources ,2002 **Innkeeping Quarterly** ,2009

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