

























































































# hoopla 2018 Editorial Calendar - Q2

 Audiobooks
  eBooks
  Comics
  Music
  Movies & TV
  All Formats

APRIL	Editorial Targets - Selections due 3/15
Week 1 - 4/2	Poetry Month*  
	Jazz Appreciation Month 
	Plan Your Summer Travel*   
Week 2 - 4/9	Coachella Music Festival (4/13-4/15, 4/20-4/22) 
	Autism Awareness Month 
	GLAAD Awards (4/12) 
	Spring Cleaning  
Week 3 - 4/16	Academy of Country Music Awards (4/15) 
	Pulitzer Prize Winners & Finalists (4/16)  
	80th Anniversary of Superman 
Week 4 - 4/23	★ <b>Tween Central*</b> ★     
	British Drama* 
	<i>Avengers: Infinity War</i> Premiere (4/27) 
Week 5 - 4/30	Gardening 
	National Superhero Day (4/28) 

MAY	Editorial Targets - Selections due 4/1
Week 1 - 5/7	Canadian Music Week* (5/7-5/13) 
	Cannes Film Festival (5/8-5/19) 
	★ <b>Humour &amp; Comedy*</b> ★     
	Toronto Comic Arts Festival (5/12-5/13) 
	Asian Heritage Month*   
Week 2 - 5/14	Meditation & Mindfulness*    
	Royal Wedding (5/19)   
	Novel to Graphic Novel 
	<i>Deadpool 2</i> Premiere (May 18) 
Week 3 - 5/21	TV for Tots* 
	BBQ & Picnics 
	Hardboiled Crime Thrillers    
	Summer Road Trip Tunes 
Week 4 - 5/28	★ <b>Staff Picks</b> ★     
	Audie Award Winners (5/31) 
	Running   

JUNE	Editorial Targets - Selections due 5/1
Week 1 - 6/4	★ <b>LGBTQ Pride Month*</b> ★     
	Summer Reading: Feed Your Passion  
	Audiobook Month* 
	Bonnaroo (6/7-6/10) 
	National Aboriginal History Month*   
	NXNE Music Festival (6/8-6/17) 
Week 2 - 6/11	hoopla's Favourite Heroines    
	Natural Wonder   
Week 3 - 6/18	Children's Music 
	Parenting  
Week 4 - 6/25	Conquer Your Career*   
	Zoo Animals  
	Christian Music 