

EDITORIAL CALENDAR

2009 ● recruitment advertising deadlines

advance
for Occupational Therapy Practitioners

JANUARY 5

AD DEADLINE: 12/31/08

- A TV Role for an Actor with CP
- Mobility Aids

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

JANUARY 19

AD DEADLINE: 1/15

NEW ENGLAND REGIONAL SUPPLEMENT (MA, CT, ME, NH, VT, RI)

- The New Administration's Plans for Health Care
- Hand Therapy

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

FEBRUARY 2

AD DEADLINE: 1/29

INDUSTRIAL REHAB ISSUE

- Vision Watch: Evidence in Industrial Rehab
- Industrial Rehab Tools and Products
- Recruitment Focus: Ergonomics/Industrial Rehab

Columns: leadership, sensory integration, OT in coaching, industrial rehab

FEBRUARY 16

AD DEADLINE: 2/12

- How is Modern Technology Changing the Doctor-Patient Relationship?
- Stroke Rehab

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

MARCH 2

AD DEADLINE: 2/26

- The Licensure Wars
- Book Publishers

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

MARCH 9*

AD DEADLINE: 3/5

GRADUATION ISSUE

- Professionalism
- Workplace Ethics
- Interviewing Skills
- Choosing Career Paths
- Recruitment Focus: New Graduates

MARCH 16

AD DEADLINE: 3/12

MIDDLE ATLANTIC REGIONAL SUPPLEMENT (NY, NJ, PA)

- Can OT Have an Impact on Societal Issues?
- Sensory Integration

Columns: leadership, sensory integration, OT in coaching, industrial rehab

MARCH 30

AD DEADLINE: 3/26

THE 2009 REPRESENTATIVE ASSEMBLY

- Wheeled Mobility

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

APRIL 13

AD DEADLINE: 4/9

AOTA NATIONAL CONFERENCE ISSUE

- Houston 2009

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

APRIL 27

AD DEADLINE: 4/23

OTA EDITION

- OTAs in the Schools: Are They Getting Their Due?
- Pediatrics, School-based Therapy
- Recruitment Focus: Hiring OT Assistants

Columns: leadership, sensory integration, OT in coaching, industrial rehab

MAY 11

AD DEADLINE: 5/7

- Vision Watch: Mental Health
- ADL Aids

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

MAY 25

AD DEADLINE: 5/21

LOWER SOUTH ATLANTIC REGIONAL SUPPLEMENT (NC, SC, GA, FL)

- AOTA's Outcomes Database
- Documentation, Practice Management Tools

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

JUNE 8

AD DEADLINE: 6/4

ANNUAL CE DIRECTORY

- Prosthetics: What is OT's Role?
- Orthotics and Prosthetics

Columns: leadership, sensory integration, OT in coaching, industrial rehab

JUNE 22

AD DEADLINE: 6/18

EARLY INTERVENTION SPECIAL EDITION

- IDEA Part C Regulations
- Early Intervention/Pediatrics
- Recruitment Focus: Early Intervention/Pediatrics

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

JULY 6

AD DEADLINE: 7/2

BONUS DISTRIBUTION: Autism Society of America

- International Perspectives on Occupational Therapy
- Stroke Rehab

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

JULY 20

AD DEADLINE: 7/16

HAND THERAPY ISSUE

- Applying the Framework in Hand Therapy
- Hand Therapy and Splinting
- Recruitment Focus: Hand Therapy

Columns: leadership, sensory integration, OT in coaching, industrial rehab

AUGUST 3

AD DEADLINE: 7/30

PACIFIC REGIONAL SUPPLEMENT (WA, AK, OR, CA, HI)

- Magic Bullets Against Cancer
- ADL Aids, Pilates

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

AUGUST 17

AD DEADLINE: 8/13

- Diabetes: What's the Connection to Heart Disease?
- Wheeled Mobility

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

AUGUST 31

AD DEADLINE: 8/27

HOME CARE SPECIAL ISSUE

- Vision Watch: Getting Primary Provider Status in Home Care
- Home Exercise Tools; Home Care
- Recruitment Focus: Home Care

Columns: leadership, sensory integration, OT in coaching, industrial rehab

SEPTEMBER 14

AD DEADLINE: 9/10

BACK TO OT SCHOOL ISSUE

- The OT Faculty Shortage
- Book Publishers
- Recruitment Focus: OT Faculty

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

SEPTEMBER 28

AD DEADLINE: 9/24

EAST NORTH CENTRAL REGIONAL SUPPLEMENT (OH, IN, MI, IL, WI)

- Vision Watch: Helping People with Disabilities Work
- Industrial Rehab/Return to Work

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

OCTOBER 12

AD DEADLINE: 10/8

SCHOOL-BASED THERAPY ISSUE

- Vision Watch: Getting SPD into the DSM-V
- Pediatrics/School-based Therapy, Sensory Integration
- Recruitment Focus: Agencies, Schools Looking for School-based OTs

Columns: leadership, sensory integration, OT in coaching, industrial rehab

OCTOBER 26

AD DEADLINE: 10/22

2009 Mountain-Central Conference

- Hand Therapy
- Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care*

NOVEMBER 9

AD DEADLINE: 11/5

TOY ISSUE

- A History of Toys
- Adaptive Toys, Games and Crafts
- Recruitment Focus: Pediatrics

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

NOVEMBER 23

AD DEADLINE: 11/19

- Vision Watch: Lifestyle-Issues Practice
- ADL Aids, Home Exercise Equipment, Home Modification

Columns: leadership, sensory integration, OT in coaching, industrial rehab

DECEMBER 7

AD DEADLINE: 12/3

UPPER SOUTH ATLANTIC REGIONAL SUPPLEMENT (VA, WV, DE, MD, DC)

- Keeping Arthritis in Check
- Pain Management

Columns: therapeutic activities, clinical education, clinical excellence, therapeutic use of self, home care

DECEMBER 21

AD DEADLINE: 12/17

BEST OF 2009

- 2009 in Review
- Sensory Integration

Columns: private practice, school-based therapy, long-term care, hand therapy, OT around the world

* Special Circulation: Distributed to OT & OTA Program Directors across the country

Article topics & conference issues are subject to change without notification.

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