



2014 Editorial Calendar For *Swimming World Magazine*

January 2014 – *Swimming World Magazine* – *Staying Motivated*

- Feature Athlete: TBA
- Faces of Swimming: Goals for Year
- My Favorite Set
- Q&A, How They Train
- Strategy Feature: Waiting on Weights: Dryland for Kids. A timetable for introducing weights into swim training
- Technique Feature: Breaststroke Pullouts
- Lessons from the Legends: Dick Hannula
- Up-and-Comers: Showcase of Young Talent
- Wayne Goldsmith: Commitment - The Key To Success For Every Swimmer
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record, CSCAA Rankings, Rod Havriluk Misconception #1. Freestyle “catch-up stroke” is a viable technique

February 2014 – *Swimming World Magazine* – *Training Issue*

Special Insert: Camp Directory

- Feature Athlete: TBA
- My Favorite Set
- What They Are Saying (Perspectives About Recent Major Events)
- Q&A, How They Train
- Strategy Feature
- Technique Feature: The New Breaststroke Kick
- USSSA Feature
- Wayne Goldsmith: Transition points....and how to break through them successfully. (e.g. junior swimmer to senior swimmer, national swimmer to international swimmer).
- Top Fundraising Ideas
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record, CSCAA Rankings, NISCA Power Rankings, Rod Havriluk Misconception #2. In freestyle, hip rotation increases hand force

March 2014 – *Swimming World Magazine* – *College Issue*

Special Inserts: Camp Directory

- 2013 NCAA Division I Men’s Preview
- 2013 NCAA Division I Women’s Preview
- 2013 NCAA Division II, III, NAIA, NJCAA Previews
- Athlete Feature: TBA
- My Favorite Set
- Q&A, How They Train
- Strategy Feature: Training the Soft Swimmer
- Technique Feature: Open Turns
- Lessons from the Legends: Don Gambriel
- Competition Day: Elite Athlete Takes Us Through His/Her Routine
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record, CSCAA Rankings; Wayne Goldsmith Turning terrible turns into terrific turns - and see your times tumble!; Rod Havriluk Misconception #3. In freestyle, the hand path is S-shaped.



2014 Editorial Calendar For *Swimming World Magazine*

April 2014 – *Swimming World Magazine* – *Masters Swimming*

Special Inserts: *Aquatic Directory*

- World Masters of the Year
- What They Are Saying (Perspectives About Recent Major)
- Masters-Specific Analysis
- Athlete Feature: TBA
- My Favorite Set
- Q&A, How They Train
- Strategy Feature: Hands On: The value of Massage for Championship Performance
- Technique Feature: Backstroke Starts
- Rod Havriluk: Misconception #4. In butterfly, the arm motion is circular or hourglass
- Top Fundraising Ideas
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania
- **Total Access Bonus: For The Record; Wayne Goldsmith Building a performance partnership: swimmers, coaches and parents all working together successfully; Rod Havriluk Misconception #5. In freestyle, submerging the head brings the feet to the surface.**

May 2014 – *Swimming World Magazine* – *What We Learned From Short Course Swimming*

- 2013 NCAA Men's Division I Recap
- 2013 NCAA Women's Division I Recap
- 2013 NCAA Division II, III, NAIA, NJCAA Recaps
- What They Are Saying (Perspectives About Other Major Events)
- Q&A, How They Train
- Strategy Feature: Optimal Breathing Patterns for the 50 Free
- Technique Feature: Transition from Back to Breaststroke
- Lessons from the Legends: Bob Groseth
- Wayne Goldsmith: Top ten ways to improve your swimming - it all starts with you
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Rod Havriluk Misconception #6. Butterfly and breaststroke are "short axis" strokes.

June 2014 – *Swimming World Magazine* – *Long Course Swimming*

- Personality Feature: TBA
- What They Are Saying (Perspectives About Recent Major Events vs. Written Recap of Results)
- What Summer League Taught Me
- Q&A, How They Train
- Strategy Feature: How to Train Long Course in A Short Course Pool
- Technique Feature: 2 Beat, 4 Beat, 6 Beat Kicks
- Pep Talk (Guest Coach Sharing Favorite Motivational Speech)
- My Favorite Set (Top Athletes Telling Us Their Favorite set) ½ page
- Top Fundraising Ideas (1/2 Page)
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record, CSCAA Scholar All-America Lists, NISCA Power Rankings; Rod Havriluk Misconception #7. The forearm is vertical at the beginning of the freestyle pull; Wayne Goldsmith: and the winner is.....me! Why it's ok to think about and talk about winning.



2014 Editorial Calendar For *Swimming World Magazine*

July 2014 – *Swimming World Magazine* – *Hot Swims To Look For*

- Pan Pacific Championships Preview Including Diving, Water Polo and Synchro
- Personality Feature: TBA
- Q&A, How They Train
- Strategy Feature: Acting the Part: Personal and Team Rituals in Preparation
- Technique Feature: Judging Walls Going Into Turns
- Pep Talk (Guest Coach Sharing Favorite Motivational Speech)
- My Favorite Set
- Who is Hot This Summer? (What Elite Athletes are Showing Olympic Potential)
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania
- **Total Access Bonus: For The Record; Wayne Goldsmith: A Day in the Life....what a successful swimmer's day should look like from dawn to yawn; Rod Havriluk Misconception #8. The freestyle body roll enables the arm to reach deeper in the water.**

August 2014 – *Swimming World Magazine* – *High School Swimmers of Year*

- Male High School Swimmer of the Year
- Female High School Swimmer of the Year
- Mini-features on High School Top 2014 Recruits
- Personality Feature: TBA
- Q&A, How They Train
- Strategy Feature: Preseason Challenges. Boot Camp for College Swimmers
- Technique Feature: Recovering From a Missed Turn
- Wayne Goldsmith: Top Five Mental Skills for every swimmer and how to develop them
- My Favorite Set
- Top Fundraising Ideas
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Previous High School Swimmers of the Year; Rod Havriluk Misconception #9. The backstroke body roll allows the arm a longer time in the water ; Rod Havriluk Misconception #10. In breaststroke, vertical motion of the body is related to stroke effectiveness.

September 2014 – *Swimming World Magazine* – *National High School Championships*

- National High School Championships
- NISCA All Americans
- What They Are Saying (Perspectives About Recent Major Events)
- Personality Feature: TBA
- Q&A, How They Train
- Strategy Feature: Square One: Streamlining for Success
- Technique Feature: Butterfly Kick
- Rod Havriluk: Misconception #11. In butterfly, the kick begins with the hips.
- My Favorite Set (Top Athletes Telling Us Their Favorite set) ½ page
- Top Fundraising Ideas
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Previous High School National Champions; Wayne Goldsmith: Never say never: the importance of never quitting on your swimming goals; Rod Havriluk Misconception #12. In butterfly, body undulation is critical to success.



2014 Editorial Calendar For *Swimming World Magazine*

October 2014 – *Swimming World Magazine* – *A Look Back and Predictions Forward*

Special Inserts: *Holiday Gift Guide*

- Pan Pacifics Review:
- What They Are Saying (Perspectives About U.S. Junior Long Course Nationals, YMCA Long Course Nationals, U.S. Open Coverage)
- Personality Feature: TBA
- Q&A, How They Train
- Strategy Feature: Soldier, Sailor, Swimmer, Coach. Rallying the Team: Whose Job Is It?
- Technique Feature: Relay Starts
- Pep Talk (Guest Coach Sharing Favorite Motivational Speech)
- My Favorite Summer Memory – Short Comments from Top Swimmers Around the World
- A Season Training Plan (Top Coach Shows Us His Playbook)
- Up-and-Comers: Showcase of Young Talent
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Wayne Goldsmith: You haven't done a PR for how long????? Overcoming performance plateaus; Rod Havriluk Misconception #13. In freestyle, backstroke, and butterfly, the underwater motion is the "pull."

November 2014 – *Swimming World Magazine* – *Open Water/Triathlete*

Special Inserts: *Prep School Directory, Holiday Gift Guide*

- Open Water Feature
- Open Water Swimmers of the Year
- Personality Feature: TBA
- Q&A, How They Train
- Strategy Feature: Hello/Good Bye: The Secret to Best Breakouts
- Technique Feature: Breakouts
- Up-and-Comers: Showcase of Young Talent
- Wayne Goldsmith: Personal Peak Performance Quiz - Take our 20 question quiz
- My Favorite Set
- Top Fundraising Ideas
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Rod Havriluk Misconception #14. In freestyle, the most force is generated at the beginning of the stroke; Wayne Goldsmith: Secret to Best Breakouts

December 2014 – *Swimming World Magazine* – *Annual Awards*

Special Inserts: *Holiday Gift Guide*

- World Swimmers of the Year
- American, Pacific Rim, European, African, Disabled Swimmers of the Year
- Water Polo, Synchro and Diving Swimmers of the Year
- Top 10 – Swims of the Year
- Q&A, How They Train
- Strategy Feature: Conflicting Agendas: When Captains Can't Agree
- Technique Feature: Freestyle and Butterfly Breathing Patterns
- Up-and-Comers: Showcase of Young Talent
- Pep Talk (Guest Coach Sharing Favorite Motivational Speech)
- My Favorite Set
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: Ask Dr. Shannon
- Dryland Training: JR Rosania

Total Access Bonus: For The Record; Wayne Goldsmith: Good to Great in the pool....what do the great swimmers do to become great and how do they stay there?; Rod Havriluk Misconception #15. In freestyle, butterfly, and backstroke, the arm is parallel to the surface at the completion of the entry.