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**2024 Deadlines – Reaching Across Generations**

**Deadline Structure:** Email – Each Monday Web – Typically First Mondays Print – Typically Third Mondays

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Print  Issue | Web | Content Deadline | Cover Feature | Medium | Other Feature | Inserts  to Press | Conf  Inserts | Perspective | Target Mailing Date | Generations to Highlight & Notes |
| Jan/Feb 2024 |  | **Nov. 6, 2023** | Generations of Light | print | Intergenerational Ministry | Dec. 7, 2022 | **OR** | LL / KM / NM | Dec. 20, 2023 | Silent Gen |
|  | **February** | Jan. 9,  2024 | Diversity | web | Black History Month |  |  |  |  |  |
| Mar/Apr |  | **Jan. 16** | WWU / Education | print | Summer Camps/ Camp Meeting dates | Feb. 8, 2023 | **ID** | LL / KM / NM | Feb. 23, 2024 | Gen Z / Alpha Gen |
|  | **April** | Feb. 5 | EndItNow | web |  |  |  |  |  | Sexual Assault Awareness Month |
| May/Jun |  | **March 18** | Unusual Outreach & Digital Media | print |  | April 11 |  | LL / KM / NM | April 24 | Millennials / Gen Z |
|  | **June** | May 6 | Politics & Christianity | web |  |  |  |  |  | Political Season / Also Immigrant Heritage / Refugee Awareness month |
| July/Aug |  | **May 20** | Adventist Health | print | Caring Heart /  School List Call-out | June 13 | **ID** | LL / KM / NM | June 26 | Baby Boomers |
|  | **August** | July 8 | Native Ministries | web |  |  |  |  |  |  |
| Sept/Oct |  | **July 22** | Women in Pastoral Ministry / NAD | print | Community Service | Aug. 15 |  | LL / KM / NM | Aug. 28 | Gen X /  Deaf Awareness Month |
|  | **October** | Sept. 9 | Hispanic Ministries | web |  |  |  |  |  | National Hispanic Heritage Month |
| Nov/Dec |  | **Sept. 16** | Growing Together / Evangelism | print | Camporee Follow-Up /  Year-end giving | Oct. 10 | **ID** | LL / KM / NM | Oct.23 | Holiday Season / Best stories of the year |
|  | **December** | Oct. 7 | Stewardship | web |  |  |  |  |  |  |
| Jan/Feb 2025 |  | **Nov. 4** | Mission (Focus: TBD) | print |  | Dec 5 |  | LL / KM / NM | Dec. 18 |  |

Submit stories to conference correspondents and/or to [info@nwadventists.com](mailto:info@nwadventists.com). *Features due one week before Content Deadline.*