

EDITORIAL CALENDAR 2018

January

- 1/6 – Preview for 2018 – What artists are going to be hot. What new artists drop in the 1st quarter
- 1/13 – Newest producers of the year – Producers that just got their first hit record recently
- 1/20 – Pre-Grammys – Music Equipment coming out for the year. New companies in the music equipment space
- 1/27 – Clive Davis Pre-Grammys Party – Looks, who was honored this year, who attended

February

- 2/3 – Wrapping up the Grammys – Things that happened. Surprise wins, behind the scenes
- 2/10 – Valentines Day. Artists in love and not afraid to show it. Married artists. Romantic hip hop songs.
- 2/17 – Oscars Preview – Nominations, rappers who acted past year. Soundtracks for 2018
- 2/24 – Hip Hop Beefs - Who is “fighting” with who, Rappers who squashed their beef, collabs, competition

March

- 3/3 – Music Video Directors – Hip Hop MV Directors, Most popular Music Videos of the year so far
- 3/10 – Tribute to Quincy Jones 85th Birthday. SXSW artists & info
- 3/17 – SXSW Music Festival 2018 – Hip Hop artists performing, Interviews, Set lists
- 3/24 – Best DJs of the past year. DJs on the come up. Definition of a DJ now vs then
- 3/31 – Hip Hop & Country Meet. Hip Hop & country artists that have collab recently. Best hip hop/country collabs

April

- 4/7 – Hip Hop Music Consumption - How it became the most popular genre, Lasting cultural impact, Influences on other genres
- 4/14 – ASCAP Week. What is ASCAP? Leadership Music Event
- 4/21 – Latin Music & Hip Hop. Reggaeton alive? Latin Rappers contributions.
- 4/28 – New Orleans contributions to hip hop. Artists, etc. Jazz & hip hop collabs

EDITORIAL CALENDAR 2018

May

5/5 – Canada Music Week. Canadas contributions to hip hop. Canadian rappers & producers

5/12 – Learning the Music Business. How it has changed. New companies in the forefront of music.

5/19 – Billboard Music Awards Preview. Nominees. Expected winners. Hip hop & Pop music collabs. Rappers turned pop

5/26 – Tribute to all fallen rappers. Big and up and coming. Memorial Day Weekend.

June

6/2 – Songs of the summer. Best summertime tracks ever. What makes a summer song?

6/9 – Best songwriters of all time. Current best songwriters. Songwriters hall of fame.

6/16 – Brands within hip hop. New brands that are here to stay. How to build a strong brand. Strongest brands in hip hop ever.

6/23 – Mid year charts. Who is running things? Who flopped? Rest of the year prediction

6/30 – Independence Day. Artists who did better once they broke from the label. Indie artists who tour internationally.

July

7/7 – LGBT Rappers - Most popular queer rappers, Underground Hip Hop scene, Struggles in current climate

7/14 – Best tours of the year so far. How artists make money from touring. Worst tours ever.

7/21 – Music Business Management. Best and well known manager. What it takes to be a manager.

7/28 – Hip Hop & Violence – If there is a relationship between crimes/violence and the Hip Hop industry. How Hip Hop is perceived.

August

8/4 – Fall Album Releases - Who is planning a third quarter release, Promo Schedules, Interviews

8/11 – Best Indie artists of the year. What it takes to be indie. How indie artists are changing the game

8/18 – Detroit's Contributions to Hip Hop – Artists, Influences Etc.

8/25 – Fall fashion & music collide. Best fashion brands by an artist for 2018. Fall fashion Trends

EDITORIAL CALENDAR 2018

September

- 9/1 – Hip Hop Around the World - Other countries take on Hip Hop, their culture, the sound
- 9/8 – Controversial Hip Hop Songs - Top controversial songs, censoring, impact
- 9/15 – Hip Hop Power players. Who is running the game this year. Power players for the year for the last 5 years.
- 9/22 – Album Sales - Who is selling the most physical units in the streaming age. Numbers, tactics
- 9/29 – Lawyers in the music business. Know your music business tips. Famous music cases. Current music cases. Artists who beat a case. Artists who became law professors

October

- 10/6 – Latin Grammy's preview. Latin rappers. Up and coming Latin rappers.
- 10/13 – Engineering. Best engineers in the game. What it takes to be a great engineer.
- 10/20 – Digital Hip hop. A look into hop hip hop has changed within the last year digitally. Artists who are in the digital tech business. Top digital companies in music. Look at old digital companies that are outdated
- 10/27 – Halloween. Scariest movies with rappers in them. Tribute to rappers that passed away within the last year. Rappers who escaped death.

November

- 11/3 – A look into publishing. Average %s for the artist. How much do artists make from publishing? Publishing companies.
- 11/10 – All in the Family - Hip Hop Families, Popular artists with relatives in the industry, "royalty"
- 11/17 – Hip Hop Conspiracy Theories - Wild Hip Hop Conspiracy Theories, Rumors, Accusations
- 11/24 – Thanksgiving. Pics of artists spending thanksgiving together in the past.

December

- 12/1 – Women in Hip Hop. Who dominated the female hip hop lane this year. Tribute to women in the game and behind the scenes
- 12/8 - Holiday guide. What to buy musicians for Xmas. Rappers wish list.
- 12/15 – The year in music. Best tracks. Rappers who came from nowhere. Rappers who flopped.
- 12/22 – Christmas & rap music. Best Christmas albums in hip hop. Where does your favorite rapper spend Xmas? Wrapping gifts
- 12/29 – Year 2019 Predictions. Artists to watch for in 2019