Here is the matrix for the new Kentucky Living.

The table shows the book broken into sections. The department ideas are briefly described. They are, of course, only suggestions. There are extra lines to add new ideas. The goal of the matrix is to "prove" the concepts of the departments by developing content for each department throughout the year. You should be able to find a writer/columnist or think of 12 stories that would work.

The grazing section can use lots of small ideas from 20 words, or even a picture and a caption, to longer stuff up to 400 words.

When thinking about department ideas, it helps to think about HOW they are presented: A Q&A, several short subjects, a listing, an essay. Mixing up the department editorial approach creates a welcome variety for readers, and makers it easier to figure out if the concepts have legs.

The features section shows generic story concepts and annual "franchise" concepts. The question for the features is: 1) Can they be developed into real features of at least 4, but preferable 6 pages, and 2) will they bear repeating each year? If a story concept has enough legs to spawn three or four real stories, then the concept can be branded.

Ultimately, the balance for every issue should be: 6 pages housekeeping, 3 pages grazing, 7 pages front of the book, 10 pages back of the book, 11 pages features and 27 pages of ads.

Use the matrix to try and program the twelve issues of KL taking into account annual rhythms of events, seasons and "special issues" that should be spread through the cycle.

I'm available tomorrow to go through this on the phone if this seems unclear.

Rob

KENTUCKY LIVING MATRIX 64PP SELF COVER

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCTOBER	NOVEMBER	DECEMBER
FRONT OF BOOK												
COVER												
TOC												
CEO LETTER												
LOCAL SHORTS												
EDITOR"S LETTER												
LETTERS/E-COMMENTS/ADDENDA												
WEB STUFF/COMING NEXT ISSUE												
COMMONWEALTH (GRAZING)												
NEWS & USEFUL INFO News and opinion												
BOOK REPORT Useful title on work-related topic												
NEW TECHNOLOGY Energy stuff												
RE:SOURCES New web sites, books, media												
QUOTABLE credible people on energy or KY												
ENERGY QUIZ												
LOCAL HANGOUTS In different co-op areas												
CLASS REPORT Kids letters												
ON THE GRID												
MONTHLY MAINTENANCE Energy saving To-Do list												
PRODUCT REVIEW Category listing or premier product												
MAKEOVER Energy team improves house												
GREEN LAND Ecology story												
POWER 101 Basics of energy issues												
HIGH POWERJOB What co-op workers do in a day												
THE BIG IDEA Making smart energy choices												
BACK OF BOOK												
KENTUCKY KULTURE												
WORTH THE TRIP Travel to someplace cool												
CHEFS CHOICE Recipes from local chefs and reader												
KINDRED SPIRIT Columnist												
GREAT OUTDOORS Nature columnist through the												
GARDEN GURU Backyard, backwoods, flowers, veggies												
LOCAL LEGENDS Historical anecdotes												
PLUM LICK Until morté												
PHOTO DEPARTMENT Contest winners on-going												
LOCAL HEROS Profile of famous Kentuckians												
OUR LITTLE TOWN Day in the life of...												
MARKETPLACE												
LOCAL PAGES												
FEATURES												
READERS CHOICE '0X												
TOP ENERGY SAVERS'0X												
NEW PRODUCTS '0X												
COLLEGES in KENTUCKY												
CELEBRITY INTERVIEW												
GREEN HOUSE Building the perfect new home												
PHOTO ESSAYS												
ENERGY ISSUES/CO-OP INITIATIVES												