

Green City Magazine

Kerri Lorence as creator, I as the interim editorial director, we tried to pitch an international magazine designed for more responsible living.

8.5 GREEN CITY TABLE OF CONTENTS

In terms of layout and design, Green City will be broken into three distinct sections:

8.5.1 COVER STORY

The most significant and in-depth feature story is the one displayed on the magazine's cover. Including at least 8 pages of text and photography, the reader will be transported to a remote green location either domestically or abroad, covering urban garden design and technique in a specific exotic location.

8.5.2 FEATURE STORIES

In addition to each issue's cover story, Green City will carry 2-3 features. Each feature will be composed of at least 6 pages of four-color photography, editorial and graphics detailing a current urban gardening phenomenon, an urban gardening enthusiast or a new remote location with urban greening constituency. The features of Green City magazine will change each issue in accordance to seasons. The Editors will address current issues and trends in the very dynamic field of gardening. Since this is a revolving section, no titles have been given to possible features.

8.5.3 DEPARTMENTS

Green City has 16 departments covering specific topics within the context of urban gardening, consisting of 1-3 pages of editorial, photography and/or graphics. The departments of the magazine are a more constant staple of the magazine. Please note that not all departments will be addressed in every Green City issue. The Departments are as follows:

Front of book

MAIN STREET

News on roof gardening and urban gardening; including current events and fairs for urban dwellers.

CURBSIDE

Safety issues concerning urban greening, such as city ordinance codes and dealing with landlord compliance's.

SKYLINE

A look at city wildlife and how to attract them.

GREEN PEAS

A special section for young gardeners.

TWO SHADES OF GRAY

Spotlight on a community who brought a space of abandoned "gray" in an inner city and made it GREEN! Their successes, their defeats, their triumphs and their tears. This section will help bring community back to the community garden.

GLOBAL GREEN

A spotlight on an urban garden/roof garden in a foreign country. Covering the global expansion of urban greening and the efforts put in place by the country's fellow residents.

HEAT SPY

Affecting the urban ecosystem, air pollution and urban heat islands, and what is being done and what is needed to be done to protect the urban environment and how to protect and preserve them for future generations.

Features

PARK AVENUE

A look at a major city's community gardens and parks.

ASPHALT JUNGLE

Profiles of stunning and unique roof gardens/urban gardens with a focus on garden design, architecture, location and landscaping.

Instruction

UP IN LIGHTS

A spotlight on a major flower, vegetable, tree or shrub. And how to care for them.

STUDIO

A guide for small, smaller and even smaller gardens in the urban landscape. Issues include tips on window boxes and other containers and tips for those who want to garden but do not have roof top access.

EXPLANATIONS

A how-to column including questions and answers concerning urban and container gardening.

Marketplace

DOWNTOWN

New product reviews for the urban gardener.

Life Style

METRO

Roof grown produce and recipes to boot!

Urban Releaf

A small escapism in a crowded city, could be a community garden, a balcony, a terrace or a roof. A space that is quirky and unique. This is the last page of the publication.

8.6 EDITORIAL CALENDAR 2001

APRIL/MAY 2001

Reading Palms in South Beach (a guide to growing and knowing palm trees); a Success in Harlem (a Harlem School District's community garden called the Success Garden with interviews); Ancient Roof Gardens Today; Roof Gardens in New England; special section – The Weight of Roof Elements; small New York roof gardens; Spring has Sprung – get involved in your local community garden; and no urban gardening magazine would be complete without a look at our nation's capital and the blooming of the Cherry Blossoms!

JUNE/JULY/AUGUST 2001

A tropical garden in Washington D.C., an English Garden in Memphis, and a Japanese Garden in Brooklyn – a special design section on beautifully designed gardens in the most obscure places; a guide to urban heat and how it effects your plants; a complete summer guide for urban greening; special feature: MODERN TAR BEACHES; hot window boxes for the summer heat including a cacti concoction! The world's highest garden – atop Trump Tower!

SEPTEMBER/OCTOBER 2001

The colors of fall brought to your window boxes; Chicago's coolest community gardens; THE FALL COLLECTIONS –Paris, Milan, London – take a view of falls hottest [garden] designs; A Supermodel's Super Garden – model Amber Valletta and her Greenwich Village Roof Oasis; fall garden projects for children – including pumpkin and gourd planters for parents and city teachers – preparing ahead for pumpkin and gourd planting; Foliage and City's Public Parks; and the balconies of New Orleans; City Campus Courtyards (student involvement).

NOVEMBER/DECEMBER 2001

Winterizing plants per zone; Roof Gardens of San Francisco; Melbourne and Perth, Australia's Roof Gardens (both public and privately owned); Winter window boxes; a historical look at museum's gardens including the Metropolitan Museum of Art in New York City and the Smithsonian in Washington, D.C.; Corporate Greening – how modern corporations have begun greening their offices; early American roof gardens (a historical look at Prairie Sod Houses); Special Section – A preparation guide for constructing a roof garden including weight, safety, roofing membranes, drainage, etc.