



**PUBLIC RELATIONS EDITORIAL CALENDAR
JULY 2024 - JUNE 2025**

Headline	Description	Content Submission Email	Content Close
July		July 3	July 10
Indigenous Artists/Entrepreneurs	In anticipation of Indigenous Peoples Day (Oct. 14) and Native American Heritage Month, showcase Indigenous California artisans and entrepreneurs, such as Jamie Okuma, a talented designer from the La Jolla Band of Luiseño Indians, and many more.		
Destination Dupes	You may think you know California... Showcasing both lesser-known destinations in the state or hidden gems in your area, share alternative destinations or spots in contrast to well-known, popular or busy places.		
PME: Coastal Conventions	Share the best California oceanfront meeting and convention facilities in your destination, from charming Carmel-by-the-Sea to state-of-the-art spots in San Francisco.		
<i>*WNIC Fall Content</i>			

August		Aug. 7	Aug. 14
Stargazing Splendor	With summer coming to a close and early winter nights on the horizon, share the best locations or exclusive spots to stargaze in the Golden State.		
Vegan Gastronomy	In honor of National Vegan Day (Nov. 1), we'll gather a collection of the finest plant-based dining experiences across the state, featuring renowned spots, newer offerings and many more.		
PME: Success Stories - World Tourism Day	Ahead of World Tourism Day Spet. 27, please share recent success stories of events in your destinations. We'd love for you to include testimonials from meeting planners or contact information for the meeting planner so we can get their testimonial.		
September		Sept. 4	Sept. 11
Trendiest Spots to Thrift	Embrace sustainable shopping practices by promoting second-hand options for visitors to explore. Thrifting is also a great way to support local businesses on "Shop Local Saturday" in November.		
Family Ski Resorts	Share the top ski resorts offering family-friendly packages and activities.		
PME: Mountain Meetings	From beautiful locales like Mammoth Lakes and Yosemite Mariposa County, we're looking for the Golden State's perfect hillside and mountainscape backdrop for group meetings.		
<i>*WNIC 2025</i>			
October		Oct. 2	Oct. 9
Dim Sum Diversions	Ahead of Lunar New Year, share the best spots to catch Dim Sum across the Golden State (i.e. Yank Sing in San Francisco, Golden Dragon Restaurant in Laguna Niguel).		
Alternative Road Trips	While nothing is more iconic than driving down a scenic highway with the windows down, share suggestions on iconic road trip routes that can be experienced via bike, train or other mode of transportation.		
PME: Team Builders for Sunseekers	While much of the country bears down for winter, we'll share ways for groups to get out and enjoy California's near endless sunshine, from group hikes in national and state parks to "board" meetings over surfboard lessons.		
<i>*WNIC Winter Content</i>			

November		Nov. 6	Nov. 13
The Morning After: CA Brunch to Give You Life	Following New Year's Eve celebrations, share places to brunch that will bring revelers back to life (i.e. Brunch in Paso Robles, Clark Street Diner in Los Angeles, Waverly in San Diego).		
New Year, New Reason to Celebrate	With New Years kicking off 2025 and the Lunar New Year on Jan. 29, share how hotels, restaurants or local businesses are celebrating the year ahead.		
PME: Meet What's Possible in 2025	Please submit your top news for this round up of the many hotel openings, facility upgrades and other new sites debuting in California's meetings and events space for the new year, as well as a rundown of the largest professional gatherings choosing to call California home in 2025.		
December		Dec. 4	Dec. 11
Dry Bars to Visit Beyond Dry January	Beyond the well-known Dry January, we'll compile a list of the finest non-alcoholic bars to visit throughout the year, including spots like New Bar in Los Angeles.		
California Calendar	California has it all for every season - when is the best month to visit your destination and why? This roundup will include top seasonal destinations to visit as well as activities specific to that time frame to create a perfect California calendar.		
PME: State of Innovation	A look at how the Golden State's well-appointed venues and tradition of innovation extend well into the technological space, allowing groups to meet with high-tech for high impact, please share examples from your destination.		
January		Jan. 2	Jan. 8
Game On	It's game time! Does your destination have the best spot in town to watch your favorite team? Share those spots, plus any new or iconic sporting venues to tune in to your favorite California team on game day and what makes the venue so special.		
Route 66	Just a year away from the 100 year anniversary of the iconic Route 66, share your favorite Route 66 attractions, along the highway itself or a quick trip away, noting famous outlook points, restaurants and more. Bonus if your destination offers a unique way to experience a road trip (think vintage cars, buggies and more!)		

PME: The More the Merrier - Best Group-Led Classes for Breakout Sessions	Please share your destination's innovative offerings for group-led classes that help craft individual skills from cooking classes to self-defense and more.		
<i>*WNIC Spring Content</i>			
February		Feb. 5	Feb. 12
Glamping	With spring on the horizon, share any new glamping accommodations and activities in your destination to experience the great outdoors.		
Remarkable Rooftops	Where is the best rooftop bar, restaurant or attraction to soak up the best views from the city? Share what makes the rooftops in your area unique		
PME: Global Industry Meetings Day	For Global Industry Meetings Day April 3, we'll spotlight Golden State meetings and events as a significant economic driver. Share examples from your destination, underlining the number of jobs created and economic impact to your community.		
March		March 5	March 12
Luxury Wellness	In honor of Global Wellness Day (June 8), indulge in luxurious experiences such as Golden Door in San Marcos, The Ranch Malibu, and many others, offering unparalleled relaxation and rejuvenation.		
Sustainable Travel	In advance of Earth Day (April 22), share top green/carbon neutral experiences in California that give back to the planet, including eco-friendly wineries, EV road trips, top farm-to-fork restaurants, etc.		
PME: Purposeful Play	Share examples of how to incorporate the Ultimate Playground into meetings and events from remarkable destinations that offer exciting "everyone's a kid" activities to playful programming at hotels and conventions.		
<i>*IPW WNIC</i>			

April		April 2	April 9
All About the Atmosphere	Discover the trendiest dining spots across the Golden State where savoring food takes a back seat to soaking in the atmosphere. Think Yamashiro in Hollywood, The Marine Room in La Jolla, and more.		
Adrenaline Fix	Calling all adrenaline junkies! Get your adrenaline fix in California by visiting these thrilling destinations and attractions - from high-speed roller coasters, to hair-raising ziplining, to daring rock climbing - where can visitors get their heart pumping?		
PME: Culinary Delights	Highlight what's new in the culinary space for meetings and events in your destination, such as immersive F&B options at convention centers, resort delicacies and more.		
<i>*WNIC Summer Content</i>			
May		May 7	May 14
Mocha Madness: Unexpected Locations to Grab a Cup of Coffee	From a cafe nestled within a tattoo parlor to a roastery tucked away in a barber shop, we're shining a light on all the delightfully unexpected locations where you can enjoy a stylish cup of coffee.		
Luxury at Any Budget	What does luxury look like in your destination? We're looking for a range from over-the-top to affordable luxury, designer shops to designer outlets and luxury resorts to accommodations that feel luxurious but don't break the bank.		
PME: Green Groups	California is a leader in sustainability practices; share how your destination or property works to offset the environmental impact of group business, including lowering carbon emissions, waste reductions, energy conservation and utilizing locally sourced products.		

June		June 4	June 11
Shoulder Season	Share the shoulder season for your destination - what season, month or time frame is in between peak and off-season, ideal for skipping the crowds and feeling like a local?		
Park Play	Showcase the National Park in your destination and its matching play style. From the Artist in Joshua Tree, to the Director in Yosemite, share how you can play your way across California.		
PME: Boardroom with a View	With California's diverse geographical regions, share the most scenic destinations where meeting attendees can soak in the view while in their meeting or banquet space.		