



**PUBLIC RELATIONS EDITORIAL CALENDAR  
JULY - DECEMBER 2020**

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE	POSTED TO MEDIA CENTER (WEEK OF)
<b>JULY</b>				
How to Secure your Spot Outdoors	With more people wanting to spend time in nature and many parks, campsites and recreation implementing new processes, what are the best ways for people to snag a hard-to-get campsite, gain access to parks, and plan ahead to make the most of their time outdoors.	July 14	July 20	July 27
Art Outside the Gallery	Where can art lovers get their fill in the open air? Whether its murals and street art, a stand-alone installation in an unexpected locale, or outdoor museums with plenty of space for social distancing, share the best places and pieces for people to admire art outside.	July 14	July 20	July 27
Stories of Diversity from Across California	Share your destination's stories of BIPOC communities, businesses, and experiences and how they shape California's diverse culture.	July 14	July 20	August 10
Top Small Businesses to Support on your Road Trip	Local businesses with California ties that are a "must stop" on any road trip. Businesses will be featured in conjunction to research stating revitalizing local economies is a concern for many travelers.	July 14	July 20	August 10
<b>AUGUST</b>				
California Wine Month	Roundups of wineries where it's easy to sip and socially distance. A special section will be devoted to BIPOC-owned wineries and winemakers.	August 4	August 10	August 17
Secret Beaches in California	Top-secret beaches that make it feel like one has it all to themselves, making them ideal destinations for isolated beach vacations.	August 4	August 10	August 17
Where to go in 2021	Top destinations with 2021 openings and happenings, regions or destinations in need of recovery support.	August 4	August 10	August 24
Californians Continuing to Do Good	A second round of "feel good" stories about places, business and people that are doing something to support their communities in the face of coronavirus and the fight for racial justice.	August 4	August 10	August 31
<b>SEPTEMBER</b>				
Family Fun for Halloween	Halloween activities and new safety protocols and innovative design changes to assist with social distancing.	September 1	September 7	September 14
Hotel News and Updates	Top hotel reopening plans and new hotels for fall travel.	September 1	September 7	September 14
Fall Foliage Travel	Isolated getaways in California near fall foliage sightings and outdoor adventures.	September 1	September 7	September 21

Spirituality in California	California's unique spiritual experiences, from the earliest indigenous practices that visitors can honor today to temples and monasteries with far-away origins like the City of 10,000 Buddhas.	September 1	September 7	October 5
<b>OCTOBER</b>				
Cyber Monday Travel Deals	Travel experiences to give this year tied to relevant deal offerings.	October 6	October 12	October 19
California Towns with Holiday Spirit	Places to visit and shop in California.	October 6	October 12	October 19
Winter Road Trips	Ideas and tips for planning great winter road trips, including a "winterized" version of the Travel Code i.e. safe driving in the snow, warm face coverings, etc.	October 6	October 12	October 26
Meet the Makers	California has always stood for innovation, and current times are no exception. Meet the Californians who are changing how we live, from designers and chefs to farmers and medical professionals. Please include submissions that are representative and inclusive.	October 6	October 12	October 26
<b>NOVEMBER</b>				
The New Normal New Year's Eve	Best virtual or socially distanced NYE celebrations. Could also tie in plans for Chinese New Year, etc.	November 3	November 9	November 16
Bucket List Trips for 2021	Top California getaways for the new year, including new openings and noteworthy events.	November 3	November 9	November 16
Ski Resorts & Snowy Getaways	Best places for skiing and snowy getaways this winter. Pending ski resort openings, could adjust to promote more rural mountain getaways or lesser known/backcountry ski areas.	November 3	November 9	November 30
<b>DECEMBER</b>				
Relax + Recharge	Budget-friendly and/or creative wellness escapes in California as a way to start the new year.	December 1	December 7	December 14