



**PUBLIC RELATIONS EDITORIAL CALENDAR
JULY 2022 – JUNE 2023**

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
JULY 2022			
Native California	What cultural or heritage sites can visitors experience in your destination? Be sure to share their significance to California's culture/history.	7/5/22	7/13/22
International Beer Day	Share any DEI-owned and operated breweries in your destination. This lead is tied to National Beer Day (August 5).	7/5/22	7/13/22
California Wine Month Stories	We are looking for wineries that fit into the below categories, to help us tell unique stories for California Wine Month. 1) Wineries with amazing views; 2) Wineries that have spectacular tours; 3) Wineries that are perfect for novice wine-drinkers; and 4) Wineries that are perfect for true wine connoisseurs.	7/5/22	7/13/22
Acoustic Autumn	Tell us about the top fall activities in your destination including music festivals, apple orchards, etc.	7/5/22	7/13/22
Extreme Sports	Tell us what extreme sports can be enjoyed in your destination, and where/how. Be sure to include both winter and summer sports.	7/5/22	7/13/22
AUGUST 2022			
California Sports	What California teams, iconic sporting events or sports stadiums are in your destination? This lead is timed for National Sports Day (October) and California Surfing Day (September 20).	8/2/22	8/10/22
A Guide to Unique Wine Country Experiences	Ranging from classic to cool, which wineries stand out in your destination? Be sure to share any unique offerings such as art exhibits, culinary experiences, etc.	8/2/22	8/10/22
Luxury-Forward Hotels and Activities	Share the newest luxury offerings in your destination, including accommodations, experiences or even special events.	8/2/22	8/10/22
Kidifornia Foodie Guide	What are the best restaurants, candy factories and activities in your destination that offer kid-friendly foods?	8/2/22	8/10/22
SEPTEMBER 2022			
Halloween Happenings	How does your destination celebrate Halloween? Share any special events or experiences, along with the best tips for when to visit.	9/6/22	9/14/22
Oktoberfest in California	What special events or offerings are happening in your destination around Oktoberfest?	9/6/22	9/14/22
Family Holidays	Why is your destination ideal for a family vacation? Be sure to include suggestions for family friendly hotels, experiences, events, etc.	9/6/22	9/14/22

California Innovations	Who are the innovators in your destination, that have contributed to your community or California culture as a whole? Tell us about how to experience their innovation firsthand while traveling in California.	9/6/22	9/14/22
OCTOBER 2022			
Newsworthy Openings for 2023	What major openings are happening in your destination in 2023? Please only share the most newsworthy openings that are expected to drive travel to your area.	10/4/22	10/12/22
Thankful for California	Share unique places to celebrate Thanksgiving in your destination, ranging from Michelin starred restaurants to splurge-worthy hotel packages you can pick up on Black Friday.	10/4/22	10/12/22
Hit the Slopes	What new ski, snowboard, or other offerings or experiences are coming to your destination this winter? If there is nothing new, please share why your destination remains the perfect place for a snow-filled getaway.	10/4/22	10/12/22
NOVEMBER 2022			
2023 Resolutions & Renewals	Ahead of the New Year, share which retreats, spas and wellness programs visitors can experience in your destination, and what amenities make them special.	11/1/22	11/9/22
New Year's Eve Celebrations	Where are the best places to celebrate New Year's Eve in California? Include examples such as special chef dinners, hotel packages and incredible fireworks displays.	11/1/22	11/9/22
A California Christmas	How can visitors enjoy Christmas in your destination? Share any holiday experiences that are unique to your destination such as hotels that have incredible Christmas decorations, Christmas parades, etc.	11/1/22	11/9/22
Shopping Season	Ahead of the holiday season, tell us the best places to shop in your destination – ranging from iconic malls to local boutiques known for their unique gift ideas. Be sure to highlight any "only in California" or "made in California" stories.	11/1/22	11/9/22
DECEMBER 2022			
History in the Golden State	Share places in your destination that have historical significance, to the state as a whole or your community, and how visitors can experience them firsthand.	11/29/22	12/7/22
JANUARY 2023			
Black History Month	Ahead of Black History Month, share any black-owned businesses in your region, including wineries, restaurants, shops, etc.	1/3/23	1/11/23
Seasonal Travel	When planning their vacations for the year ahead, which season should visitors keep in mind for your destination? This roundup will include seasonal experiences around California, and cool things travelers can experience in different months.	1/3/23	1/11/23
FEBRUARY 2023			
Down to Earth	Share any new and notable sustainability offerings in your wine region, so we can continue to show that California is a world leader in sustainable winegrowing.	1/31/23	2/8/23
Celebrity Hangouts in California	When traveling to your destination, how can visitors "live their best California life / like an A-lister"? Where do celebrities hang out in your destination?	1/31/23	2/8/23

MARCH 2023			
Solo/Female Travel	Tell us why your destination is an ideal spot for solo/female travel, including any hotels, experiences or trails that solo/female travelers should have on their radar.	3/7/23	3/15/23
Holidays Without Harm	Where should eco-conscious travelers stay in your destination? And once they're there, what sustainable places, restaurants or experiences should they know about? This lead is timed to align with World Environment Day (June 5, 2023).	3/7/23	3/15/23
APRIL 2023			
Summer Thrills & Spills	Which family favorite and lesser-known theme parks can be found in your destination? If your destination is home to an iconic theme parks or waterpark, is there anything new that visitors can experience in summer 2023?	4/4/23	4/12/23
California Tourism Month	Ahead of California Tourism Month, which businesses in your destination are still making a difference within the community? Please share any stories about which businesses travelers will feel especially good about supporting.	4/4/23	4/12/23
Best Beaches	Share the best beaches in your destination, ranging from the iconic to the unknown. If the beach is known for something specific (tidepooling, sunset views, water sports), please be sure to include that in your submission.	4/4/23	4/12/23
MAY 2023			
Summer Fairs and Festivals	What are the best summer fairs and festivals in your destination that travelers should have on their radar? Include suggestions of where visitors should stay, and how far out they should plan their trip.	5/2/23	5/10/23
Holidays Without Harm	Where should eco-conscious travelers stay in your destination? And once they're there, what sustainable places, restaurants or experiences should they know about? This lead is timed to align with World Environment Day (June 5, 2023).	5/2/23	5/10/23
National Soul Food	Is your destination home to an incredible soul food restaurant? Tell us the restaurant/owner's story, including the rich culture behind the owner's recipes and success.	5/2/23	5/10/23
JUNE 2023			
California's Skateboarding Culture	Skateboarding is an important part of California's culture. Help us tell that story by sharing the best spots to skateboard in your destination, DEI-owned shops, how visitors can experience your destination's skateboard culture, and any new offerings.	6/6/23	6/14/23
ALWAYS ON			
Meetings	Share meetings and events news with us, including any new indoor/outdoor spaces, renovations, etc.		
Sustainability	Submit information about sustainable destinations and/or businesses, including any new efforts visitors should be aware of.		