**Tennessee Department of Tourist Development**

**Public Relations Editorial Calendar (April-December 2024)**

**April 2024**

* Pitch - Farm-to-Table, Sustainable & Agricultural Tourism Experiences – content due April 2
* Press Release - Fall In Love: Where To Find Tennessee’s Best Waterfalls - content due April 8

**May 2024**

* Press Release - From Treehouses to Rustic Barns: Unique Places to Stay In Tennessee – content due May 1

**June 2024**

* Press Release - Black Music Month – content due June 1
* Press Release - What’s New for Summer 2024 – content due June 7

**July 2024:**

* Press Release – Wellness Getaways/National Wellness Month (in August) – content due July 5
* Pitch – Dude Ranches in Tennessee – content due July 12
* Pitch – Fall Festivals – content due July 12

**August 2024:**

* Press Release – Accessible TN (accessible experiences - colorblind viewfinders, paved park walkways, etc. – ahead of the Paralympics) – content due Aug 2
* Press Release – What’s New for Fall – content due Aug. 9
* Pitch – Hidden Gem Fall Foliage Destinations in Tennessee – content due Aug. 9

**September 2024:**

* Pitch – Hidden Gem Fall Foliage Destinations in Tennessee – content due Aug. 9
* Pitch – Unique Trails (Whiskey, Hiking, Coffee, etc.) -content due Sept. 6
* Press Release – Haunted Hotels/Tours/Experiences – content due Sept. 13

**October 2024:**

* Pitch – What’s New in 2025 (TURNER Edition) – content due Oct. 4
* Pitch – Nostalgic/Retro Stays and Destinations – content due Oct. 4
* Pitch – Native American History/Indigenous Tourism – content due Oct. 4
* Press Release –Made in Tennessee Shopping Day Trips -content due Oct. 11
* Press Release – Holiday Lights/Winter Escapes – content due Oct. 18

**November 2024:**

* Press Release – Stargazing Destinations – content due Nov. 6
* Pitch – Tennessee’s Family-Friendly Winter Festivals & Attractions – content due Nov. 6
* Pitch – Cozy Speakeasies for Winter/Where to Celebrate Repeal Day (12/5)- content due Nov. 6
* Press Release – What’s New in 2025 – content due Nov. 8

**December 2024:**

* Pitch – Dry-tripping through Tennessee Year-Round (ahead of Dry January) – content due Dec. 6
* Pitch/Press Release – 60th anniversary of the Voting Rights Act: Where to Find Civil Rights History on Display in Tennessee –(pitch in Dec/followed by press release in Jan.) – content due Dec. 2