**PR Editorial Planning Calendar & Content Ideas**

**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

**January 2025**

* Press Release - 2025 Tennessee Vacation Guide (no content needed/press release Jan. X) – (Amanda M.)
* Press Release - Inspiring Personalities/Places to Visit to Indulge in Black History Year-Round in Tennessee – content due. Jan. 19/press release Jan. 30 (Jill)
* Pitch - Black History Month (TURNER) - content due Jan. 10

**February 2025**

* Press Release - Female Makers & Shakers in Different Spaces Around TN (Food, culinary, whiskey, artists, etc.) - content due Feb. 7/press release Feb. 13 (TURNER - Tyler)
* Localized Press Release - Tennessee Songwriters Week 2025 – no content needed (Jill)
* Pitch - Regenerative Tourism/TBD 2025 Travel Trend (TURNER) - content due Feb. 7

**March 2025**

* Press Release - Immersive Culinary and Food Festivals Around TN – content due March. 7/press release March. 11 (TURNER - Tyler)
* Press Release - What’s New for Spring 2025 – content due March 7/press release March 18 (Jill)
* Pitch - Summer Adventures Around TN (TURNER) - content due March 14

**April 2025**

* Press Release - Stargazing/Global Astronomy – content due April 4/press release April 15 (Tyler or Chelsea)
* Pitch - Accessibility Travel/Global Awareness Month (Jill) - content due April 4
* Pitch - Playcation/Kid-Friendly Bucket List for the Summer – content due April 11 (TURNER/Chelsea)

**May 2025**

* Press Release - National Travel and Tourism Week (Amanda M./Chelsea-release date May 5 or 6-no content needed)
* Pitch – Juneteenth – content due May 9 - (TURNER+ team)
* Optional Press Release - 12 Reasons to Visit TN Year-Round –content due May 9/press release May 20 (TURNER – Tyler)

**June 2025**

* Press Release - What’s New for Summer 2025 – content due June 6/press release June 17 (Jill)
* Press Release - Trails & Road Trips – content due June 13/press release June 26 (Jill)
* Pitch - Where to Go in 2026 (TURNER) - content due June 13