

**Tennessee Department of Tourist Development**  
**Public Relations Editorial Calendar (January – June 2023)**

**January 2023**

- Pitch – Outdoor Adventures (Spring) – content due Jan. 5
- Pitch – African American History Month – content due Jan. 5
- Pitch – Travel Around the World in the States – content due Jan. 5
- Press Release – TN Vacation Guide
- Press Release - African American History Month – content due Jan. 5
- Pitch – National Plan for Vacation Day
- Press Release – TN Songwriter’s Week 2023

**February 2023**

- Pitch – National Whiskey Day (March 26<sup>th</sup>)/Best Whiskey trails and places to visit in TN – content due Jan. 23
- Pitch – Women Makers in TN – content due Jan. 23
- Pitch – National Proposal Day/Best Places to Propose – content due Jan. 23
- Press Release – TN Songwriter’s Week 2023 (follow up)
- Press Release – Top 10 Cozy Cabins – content due Jan. 23

**March 2023**

- Pitch – Best new restaurants, chefs and bars ahead of the summer – content due Feb. 1
- Pitch – Unique Spring/Summer Family Travel Experiences in TN – content due Feb. 1
- Press Release – Bill Dance Signature Lakes
- Press Release – What’s New for Spring – content due Feb. 15
- Press Release – Food Festivals Across TN - content due Feb. 1
- Pitch/In-State – St. Patrick’s Day – content due Feb. 15

**April 2023**

- Pitch – Historic Hotels & Landmarks – content due March 1
- Pitch – Music Festivals in the Summer – content due March 1
- Press Release – Earth Day/Sustainability – content due March 1
- Press Release – Global Astronomy Month – content due March 1

**May 2023**

- Pitch – Last Minute Getaways this Memorial Day Weekend – content due April 1
- Pitch – Unique BBQ Offerings/Activities in TN – content due April `
- National Travel and Tourism Week 2023
- Press Release – Take a Trip with Mom to Tennessee this Mother’s Day – content due April 1

**June 2023**

- Pitch – Support these (New) Black-Owned Businesses on Juneteenth – content due May 1
- Pitch – Where to Celebrate the Summer Solstice (6/21 is also “Make Music Day”) – content due May 1
- Press Release – National Moonshine Day – content due May 1
- Pitch/In-State – Fourth of July – content due June 1
- Press Release – What’s New for Summer – content due June 1