



Editorial Calendar 2020–2021



Recovering/Reopening

(July 1–Sept. 30, 2020)

Distributing critical visitor information as we move through final phases of reopening (what is open and what events are happening, and importantly, strengthening consumer confidence by sharing safety measures local businesses and organizations have adopted). Supporting small businesses and highlighting people and how they represent the Raleigh area. Promoting outdoor recreation opportunities.

EXAMPLES:

- A Guide to Hiking at William B. Umstead State Park and Falls Lake State Recreation Area
- Angus Barn Turns 60 Years Old
- Pullen Park, One of America's Oldest Amusement Parks, Has Re-Opened
- Restaurants Open Right Now

Rediscovering

(plus Holiday) (Oct. 1–Dec. 31, 2020)

Encouraging locals and visitors to explore their favorite shops, restaurants, parks, museums and performing arts attractions (as it is safe to do so). Inviting people to partake in holiday traditions as they visit friends and family (possibly for the first time in a while). Continuing to include information about how the Raleigh area's hospitality businesses are adapting with new safety measures.

EXAMPLES:

- Fall Bucket List
- Food and Drink Hidden Gems
- Guides to Raleigh Christmas Parade, North Carolina Chinese Lantern Festival-Cary
- Holiday Traditions and Light Displays
- How to Celebrate New Year's Eve

Refresh/Renew

(Jan. 1–Mid-March, 2021)

Exploring reasons for optimism in a new year. A chance to make up for lost time and missed travel opportunities. Events or activities to bookmark and save the date for, highlighted by the NHL outdoor game at Carter-Finley Stadium and NCAA Men's Basketball Tournament coming back to Raleigh.

EXAMPLES:

- 21 Reasons to Be Excited About the Year Ahead in Raleigh, N.C.
- A History Tour of Raleigh, N.C.
- March Madness Returns to Raleigh's PNC Arena
- Barbecue Guide (relaunch with new content)
- The Best Arts, Food and Cultural Events of Spring in Raleigh, N.C.

Relaunch

(Mid-March–June 30, 2021)

Jumping into what could be projected as a return to pre-COVID-19 crisis travel. Promoting of spring and summer events and festivals, family trips, outdoor activities, favorite restaurants etc. (Note: The Town of Cary turns 150 years old on April 3, 2021, and there will be supporting content around that date.)

EXAMPLES:

- Spring Bucket List
- A Guide to Favorite Outdoor Spaces
- Cary Turns 150 Years Old (several pieces of related content on history, restaurants, parks etc.)
- John Chavis Memorial Park and Community Center Unveils Major Expansion and Upgrades
- The Best Summer Activities and Trip Ideas for Families in Raleigh, N.C.