



VISIT MENDOCINO COUNTY

Communication Pillars 2020/2021

DATE	ANGLE	FOCUS	NOTES	DISTRIBUTE	RESP.	STATUS
July	Room to Roam	Regional	Wilderness excursions, covid-19 RX	7/1/20	Koli	x
August	Snores & S'mores	Regional	Top private camp sites; activities	8/1/20		
September	Haunted Tourism	Regional	Top haunts for enthusiasts	9/1/20		
October	Suds and Buds	News, Updates	Beer trail; cannabis exploration	10/1/20		
November	Haute Tables/Low Attitude	Food & Beverage	Top Chefs; Hot Tables	11/1/20		
December	Hot Sheet/2021	News, Updates	Round-up of top destination news	12/1/20		
February	The Other White	Wine	Pinot Blanc, Alsatian varieties	2/1/20		
March	Taste of Mendocino	Wine	Wine	3/1/20		
March	Hopland Rising	Inland	Destination news	3/1/20		
April	Modern Nomad/Micro Trips	Regional	Short, experience-driven mini vacations	4/1/20		
May	Inspiration Highway	Inland	Highway 101 adventures, ATV, off-road	5/1/20		
June	Authentic California	Regional	Back to the land, farm stays, adventures	6/1/20		
Goal:	11					
AUXILIARY	Classic Film Forays	Regional film locales				
	Lap of Luxury	Buy-Outs, top 1% Adventures				
	Meetings Mendo Style	Small Meeting Focus				
	Mating Season in Mendocino	Top Love Shacks				
	Lift Your Spirits	Distilled Adventures				
	Get Crackin'	Dig into Crab Season				
	Top 10 Swimming Holes	Regional round-up				
	Nature at its Nake Best	Migration Season				