



Communications Editorial Plan
July 2024 through December 2024

Strategic Priority	Description	Target Media
July 2024		
Engage Broader Audiences Advance Perception of Tourism Improve Visitor Behavior + Experiences	Tech-free Trips — promote outdoor adventure throughout the state, off-the-beaten-path destinations; underline trend of “quiet” + wellness travel	National and regional travel publications (Outside Magazine, Conde Nast, Well + Good, etc.)
Tell Honest Stories Engage Broader Audiences Advance Perception of Tourism	"Set-Jetting"/Oregon Film Trail — visiting locations where popular movies were filmed (i.e. The Goonies, Animal House, etc.).	National travel publications (Travel + Leisure, AFAR, Hemispheres, Outdoor, 1859, NW Travel + Life, etc.)
Improve Visitor Behavior + Experiences Engage Broader Audiences	Honoring Disability Pride Month , we'll pitch a roundup of the recent accessibility improvements + offerings across the state.	Regional media
August 2024		
Tell Honest Stories Engage Broader Audiences	Collaborate with Port of Portland and Travel Portland to pitch stories around PDX terminal opening	TBD (planning with PDX + Travel Portland)
Tell Honest Stories Engage Broader Audiences	What's New Roundup—covering lodging, food & beverage, trails, tours, events and more. As part of our mission to "Tell Honest Stories," we want to highlight the businesses and individuals behind these exciting new offerings.	Wide distribution of National, Regional and Local media
Engage Broader Audiences Improve Visitor Behavior + Experiences	Rail Trails + Train Tours of Oregon: a roundup of rail lines converted to trails (or being converted) + operable train tours to help you see fall color + experience Oregon's bounty	Regional media, National travel media + Niche (biking and guided travel pubs)
September 2024		
Engage Broader Audiences	Zero-proof Labor Day: Highlight restaurants, bars and small businesses selling zero-proof drink/ingredients for zero-proof cocktails (like Portland Syrups) to promote an alcohol-free holiday	Local media, broadcast (KOIN, KPTV, KGW, Portland Monthly, Portland Tribune, Oregonian)
Tell Honest Stories Engage Broader Audiences	Ways to Celebrate Hispanic Heritage Month in Oregon (Sept 15-Oct. 15)	Local Media
Tell Honest Stories Advance Perception of Tourism Improve Visitor Behavior + Experiences	Sustainable Travel: promote sustainable travel practices, destinations and more as a way to celebrate National Public Lands Day and taking care of/exploring our state's public lands	Local print + broadcast; national if there's a unique/remarkable event happening

Engage Broader Audiences Tell Honest Stories	Mountain Biking: a roundup of mountain biking trails (arranged by difficulty level) throughout the state + mention of fall foliage	Bicycling Magazine, Bike Rumor, Singletracks, Bike Touring News, Adventure World Magazine, Outside, Mountain Flyer Magazine, Adventure Cyclist, Adventures NW, Bicycle Times, Dirt Rag Magazine, Dirt Wheels, Mountain Bike, Out There Monthly, National Geographic, Men's Health
October 2024		
Improve Visitor Behavior + Experiences Engage Broader Audiences	Fall Group Media Trip in Southern Oregon/Southern Oregon Coast: Remarkable Outdoor Experiences (salmon spawning hike, jet boat tour, Dark Sky, etc.)	National + International Media (aiming for 7-10 journalists)
Tell Honest Stories Engage broader audiences Improve Visitor Behavior + Experiences	Experience Oregon's fall bounty with a unique farm stay and/or u-pick	Niche Agritourism Media (Modern Farmer) + National Travel/Sustainability
Improve Visitor Behavior + Experiences Engage broader audiences	Disability Awareness Month: Top 10 accessible destinations throughout the state, highlighting small group travel (outfitters who take groups out for accessible adventure)	National, regional, local media. Niche accessibility outlets like Ability Magazine, Accessible Journeys Magazine, New Mobility PosAbility Magazine, Disability Horizons, Resilience Magazine, Enable Magazine, Push, Living Magazine, Wonders Within Reach, Emerging Horizons, Able Magazine, Wheel Chair Travel
November 2024		
Tell Honest Stories Engage Broader Audiences	What's New Roundup—covering lodging, food & beverage, trails, tours, events and more. As part of our mission to "Tell Honest Stories," we want to highlight the businesses and individuals behind these exciting new offerings.	Wide distribution of National, Regional and Local media
Tell Honest Stories Engage broader audiences	Native American/American Indian Heritage Month: Guide to Indigenous businesses in Oregon, promote any educational tours/destinations, workshops or events	Local and regional media (Oregonian, Seattle Times, Statesman Journal, Register Guard, Pamplin Papers)
Tell Honest Stories Engage Broader Audiences Improve Visitor Behavior + Experiences	Promote sustainable/regenerative food in Oregon, highlighting Keep Local Seafood Local ,	Local media, national travel publications, niche food media and blogs

	crabbing in Oregon (prime season is Sept-Dec) and guided seasonal foraging opportunities	
Improve Visitor Behavior + Experiences Engage Broader Audiences	Beginning of the winter season and activities you can do in addition to skiing and snowboarding – ice skating, snowmobiling, fat tire biking, sledding, etc.	Local media, national travel publications, niche outdoor publications (Outside, 5280 Magazine, Sierra, etc.)
December 2024		
Tell Honest Stories Advance Perception of Tourism	<i>*TO Grant Cycle Opens</i> Highlight grant recipients from last cycle — tell stories of how the grants are improving tourism throughout the state	Local media (Oregonian, Portland Business Journal, Oregon Wine Business)
Improve Visitor Behavior + Experiences Engage Broader Audiences Tell Honest Stories	Accessible Winter Sports in Oregon- Oregon Adaptive Sports, etc.	Local (Oregonian, Portland Monthly), Niche accessibility publications (Ability Magazine, Accessible Journeys Magazine, New Mobility) Possibly National Travel, depending on roundup
Engage Broader Audiences	Holiday Travel Roundup - Round up of the best holiday towns (listicle form) - Luxury winter travel - Small group travel for NYE - Family-friendly travel - Give the gift of an Oregon trip/experience	National travel pubs, local media