2015-2016 MCCVB Marketing Communications CONTENT CALENDAR

		EVENTS & HOLIDAYS	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA	PAID	MEDIA	PRESS RELEASES	MEDIA EVENTS
Quarter One									
July	28-4	4th of July			Blog- 4th of July Events				
	5-11								
	12-18	CA Rodeo, Superbike, Carmel Bach			Blog- Scottish Games & Celtic			Golf Getaway	
	12-10	Festival Feast of Lanterns	Car Week	Scottish Festival Ticket Giveaway	Festival Blog- California Rodeo Salinas				
	19-25			Social results reside direction					
	26-1	Moss Landing Antique Fair, Salinas Valley Half Marathon			Blog- Top 10 Outdoor Patios				
August	2-8	Scottish Games		#GrabYourMoment Photo Contest			Trip Advisor		
August		Car Week			<u> </u>				
	9-15	Sand City West End			Blog- Monterey Jazz Festival				
	16-22	Sand City West Lind			blog- Wortlerey Jazz restival				
			Fall Events		Blog- Featured Fall Events				
	23-29	MoCo Fair, Greek Fest		Big Blue Live Sweeps	Buzzfeed custom content article;	Trip Advisor/ HotSpot			
		mode rum, Greek rest		and are are an eaps	Blog- Agritourism	Travel/ Online targeted			
						banner ads - Run entire			
						month of Sept.			
September	30-5					month of Sept.			
		Labor Day, Festa Italia, PG Triathlon,	"AUTUMN UP" FALL	Fall Swe	epstakes		LA Times- print/online		
	6-12	Pirelli World Champ	CAMPAIGN (Sept-Nov.)						
		Jazz Fest, Mex. Ind. Day	Harvest / Wine		Blog- Visit Monterey this Fall		SF Chronicle/SF Gate-print ad + online		
	13-19						content hub		
		First Tee Open, Porsche Reunion,			Weekend Sherpa "Ultimate				
	20-26	CA Intl AirShow			Monterey Getaway" Web/ Radio/ Social				
	20 20	Taste of Carmel, Butterfly Parade,			!	Blog- 3 Days in Monterey Wine Cour	ntry		
	27-3	Beach SportsFest				, ,			
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		EVENTS & HOLIDAYS	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA	·	PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
Quarter Two			CAMPAIGNS / THEMES	CONTESTS / SWEEPS			PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
Quarter Two October	4-10	EVENTS & HOLIDAYS History Fest	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA Blog- Top Historic Spots		PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
	4-10 11-17		CAMPAIGNS / THEMES Ghost Stories	CONTESTS / SWEEPS			PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
	11-17	History Fest		CONTESTS / SWEEPS	Blog- Top Historic Spots		PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
		History Fest Columbus Day		CONTESTS / SWEEPS	Blog- Top Historic Spots		PAID MEDIA	PRESS RELEASES Holiday Hot Spots	MEDIA EVENTS
	11-17	History Fest Columbus Day Fiesta Del Mar		CONTESTS / SWEEPS	Blog- Top Historic Spots		PAID MEDIA		
October	11-17 18-24	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween		CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories		PAID MEDIA	Holiday Hot Spots	TBEX
October	11-17 18-24	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine	Ghost Stories	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners	Fall pop-up event in LA	PAID MEDIA		
October	11-17 18-24 25-31 1-7	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's		CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
	11-17 18-24 25-31	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October	11-17 18-24 25-31 1-7	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's	Ghost Stories	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October	11-17 18-24 25-31 1-7 8-14 15-21	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October	11-17 18-24 25-31 1-7 8-14	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	TBEX
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October	11-17 18-24 25-31 1-7 8-14 15-21 22-28	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28 29-5 6-12	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving Christmas at the Inns	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving Christmas at the Inns Christmas in the Adobes	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events Blog- Visit in the Winter	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	TBEX
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28 29-5 6-12 13-19	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving Christmas at the Inns	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events Blog- Visit in the Winter	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28 29-5 6-12	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving Christmas at the Inns Christmas in the Adobes	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events Blog- Visit in the Winter	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	ТВЕХ
October November	11-17 18-24 25-31 1-7 8-14 15-21 22-28 29-5 6-12 13-19	History Fest Columbus Day Fiesta Del Mar Carmel Intl Film Fest, Halloween Big Sur Food & Wine Big Sur Half Marathon, Veteran's Day TaylorMade Pebble Beach Invitational, Cowboy Poetry Thanksgiving Christmas at the Inns Christmas in the Adobes	Ghost Stories Golf	CONTESTS / SWEEPS	Blog- Top Historic Spots Blog- Monterey Ghost Stories Blog- Top Thanksgiving Dinners Blog- Thanksgiving Recipes Blog- Top Holiday Events Blog- Visit in the Winter	Fall pop-up event in LA	PAID MEDIA	Holiday Hot Spots	TBEX

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		EVENTS & HOLIDAYS	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA	PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
uarter Three								
January			CA Restaurant Month		Blog- Best Deals for CA		Super Bowl	
	3-9				Restaurant Month			C D LCAAT
	10-16		SUPER BOWL CAMPAIGN				Romance	Super Bowl SMT
	17-23	WhaleFest			Blog- Tailgate Recipes	······		
	24-30							
					Blog- Best Place to			
					Catch the Big Game			
February	31-6	Groundhog Day	Romance	<u>:</u>	Blog- Chinese New Year	1		
Tebluary		AT&T Pro-AM,			Blog- Best Romantic			-
	7-13	Chinese New Year			Restaurants			
		Valentine's Day			Blog- Best Places to		Family Spring Break	
	14-20	Courmet Fact	Family Traval / Spring Brook		Honeymoon			
	21-27	Gourmet Fest	Family Travel / Spring Break		Blog- Family Itinerary Ideas			
March	20.5	Jazz Bash						Instagram FAM
March	28-5	JULL DUSII						iiistagi aiii i AiVi
	6-12	Ct. Datricks Day			Blog- St. Patrick's Day Specials			
	13-19	St. Patricks Day	SPRING CAMPAIGN		Blog- St. Patrick's Day Specials			
	20-26	5						
	27-2	Easter, PBF&W			Blog- Best Easter Brunches			
	1 1							
		EVENTS & HOLIDAYS	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA	PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
uarter Four			CAMPAIGNS / THEMES	CONTESTS / SWEEPS		PAID MEDIA		MEDIA EVENTS
Quarter Four	2.0	EVENTS & HOLIDAYS Next Gen Jazz, Good Ol' Days	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this	PAID MEDIA	PRESS RELEASES Camping /Wilderness	MEDIA EVENTS
Quarter Four April	3-9	Next Gen Jazz, Good Ol' Days	CAMPAIGNS / THEMES	CONTESTS / SWEEPS		PAID MEDIA		MEDIA EVENTS
	10-16		CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this	PAID MEDIA		MEDIA EVENTS
		Next Gen Jazz, Good Ol' Days Sea Otter Classic	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring	PAID MEDIA		MEDIA EVENTS
	10-16	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this	PAID MEDIA		MEDIA EVENTS
	10-16 17-23	Next Gen Jazz, Good Ol' Days Sea Otter Classic	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring	PAID MEDIA		MEDIA EVENTS
	10-16 17-23	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring	PAID MEDIA		MEDIA EVENTS
April	10-16 17-23	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring	PAID MEDIA		MEDIA EVENTS
	10-16 17-23 24-30	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring	PAID MEDIA		MEDIA EVENTS
April	10-16 17-23 24-30	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers	CAMPAIGNS / THEMES	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events	PAID MEDIA	Camping /Wilderness	MEDIA EVENTS
April	10-16 17-23 24-30 1-7 8-14	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest	CAMPAIGNS / THEMES Summer Specials	CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches	PAID MEDIA	Camping /Wilderness	MEDIA EVENTS
April	10-16 17-23 24-30 1-7 8-14	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events	PAID MEDIA	Camping /Wilderness	MEDIA EVENTS
April	10-16 17-23 24-30 1-7 8-14 15-21	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this	PAID MEDIA	Camping /Wilderness	MEDIA EVENTS
April	10-16 17-23 24-30 1-7 8-14 15-21	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	MEDIA EVENTS
April May	10-16 17-23 24-30 1-7 8-14 15-21 22-28	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this	PAID MEDIA	Camping /Wilderness	MEDIA EVENTS
April	10-16 17-23 24-30 1-7 8-14 15-21	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial Day		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer Blog- Best Beaches	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	MEDIA EVENTS
April May	10-16 17-23 24-30 1-7 8-14 15-21 22-28	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	MEDIA EVENTS
April May	10-16 17-23 24-30 1-7 8-14 15-21 22-28 29-4 5-11	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial Day Beer Fest, Father's Day		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer Blog- Best Beaches Blog- Reasons to Visit this	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	
April May	10-16 17-23 24-30 1-7 8-14 15-21 22-28 29-4 5-11 12-18	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial Day Beer Fest, Father's Day CV Art & Wine		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer Blog- Best Beaches Blog- Reasons to Visit this Summer	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	MEDIA EVENTS
April May	10-16 17-23 24-30 1-7 8-14 15-21 22-28 29-4 5-11	Next Gen Jazz, Good Ol' Days Sea Otter Classic Big Sur Marathon, Wildflower Triathlon Cinco de Mayo, Winemakers Mother's Day, Carmel Art Fest Salinas Valley Fair CA Roots, Artichoke Fest Wine Fest, Oceans Day, Memorial Day Beer Fest, Father's Day		CONTESTS / SWEEPS	Blog- Reasons to Visit this Spring Blog- Best Spring Events Blog- Mother's Day Brunches Blog- Best Summer Events Blog- Reasons to Visit this Summer Blog- Best Beaches Blog- Reasons to Visit this	PAID MEDIA	Camping /Wilderness Summer Hot Sheet	