



MURRAY TOURISM PR ACCELERATOR

PUBLIC RELATIONS UPSKILLING PROGRAM

YOUR RESOURCE
PR & MEDIA PLANNER
& KEY DATES



Destination
Riverina Murray NSW



RPR&CO.



PR & MEDIA PLANNER

<div>JANUARY</div> <div></div>	<div>FEBRUARY</div> <div></div>	<div>MARCH</div> <div></div>
<div>APRIL</div> <div></div>	<div>MAY</div> <div></div>	<div>JUNE</div> <div></div>
<div>JULY</div> <div></div>	<div>AUGUST</div> <div></div>	<div>SEPTEMBER</div> <div></div>
<div>OCTOBER</div> <div></div>	<div>NOVEMBER</div> <div></div>	<div>DECEMBER</div> <div></div>

5 MINUTES OF MAGIC

Staying on top of daily media coverage is essential for maintaining a strong presence in your industry. Focus on scanning the headlines of your target publications to quickly identify trending topics and themes being covered. This practice not only keeps you informed but also highlights opportunities to align your messaging with current discussions for maximum exposure. By leveraging relevant stories or “piggybacking” on hot topics, you can position yourself or your brand as a thought leader while contributing valuable insights. Regular engagement with journalists is equally important. Keeping up conversations and sharing timely, relevant comments on their LinkedIn posts for example will help you stay top of mind and build a strong professional profile. Over time, this proactive approach fosters trust, leading to more opportunities for collaboration and media coverage.

TIPS FOR SUCCESS

- * Keep on top of the media each day
- * Pick the main publications you are targeting
- * You only need to scan the Headlines
- * What are the topics being covered?
- * Can you “piggy back”?
- * Keeping up the conversations with Journalists
and become top of mind, build profile

WHAT'S HAPPENING IN...

JANUARY

SPECIAL EVENTS / AWARENESS DAYS

- * New Year's Day
- * World Religion Day
- * Australia Day
- * Australian Open
- * Opposite Day
- * Spouse's Day
- * Dry January
- * World Braille Day
- * Veganuary
- * National Opposites Day
- * Holocaust Memorial Day
- * International Day of Education

TOPICAL THEMES

- * New Year Resolutions
- * Back to School
- * Summer Business Planning



DON'T FORGET
TO START
PITCHING FOR...

International
Women's Day

MEDIA DEADLINES

Magazine (online, print) – 1 to 6 months

Daily News (radio, tv, online – 1 day to 2 weeks

Soft News (podcasts) – Typically not deadline driven eg. 2-8 weeks

Lifestyle Program (tv) – Pre-recorded months in advance

If unsure, get in contact with the publication and ask. Better to pitch too early than too late! Set yourself a reminder to followup if necessary.

Please note that the dates for special events or awareness days may change from year to year, so please do your research and use your planner to plot the dates for the events you wish to include in your PR & Media Strategy. This calendar does not include all key dates for all industries.

WHAT'S HAPPENING IN...

FEBRUARY

SPECIAL EVENTS / AWARENESS DAYS

- * Chinese / Lunar New Year
- * Black History Month
- * Valentine's Day
- * Summer Ends
- * World Wetlands Day
- * Pizza Day
- * Royal Hobart Regatta (TAS)
- * International Day of Women and Girls in Science
- * Random Acts of Kindness Day
- * New York Fashion Week
- * Love Your Pet Day
- * Ash Wednesday
- * World Cancer Day

TOPICAL THEMES

- * Chinese New Year
- * Leap Year (if applicable)



DON'T FORGET
TO START
PITCHING FOR...

Easter topics

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

MARCH

SPECIAL EVENTS / AWARENESS DAYS

- * Sydney Mardis Gras
- * International Women's Day
- * Women's History Month
- * St Patrick's Day
- * International Day of Happiness
- * National Harmony Day
- * Earth Hour
- * Clean Up Australia Day
- * Adelaide Cup
- * World Poetry Day
- * World Compliment Day
- * World Water Day
- * Clean Up Australia Day
- * World's Greatest Shave

TOPICAL THEMES

- * Women's Issues
- * Women's History
- * Earth Hour
- * Fashion Week
- * LGBTQ Issues



DON'T FORGET
TO START
PITCHING FOR...

Mother's Day

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

APRIL

SPECIAL EVENTS / AWARENESS DAYS

- * April Fool's Day
- * Daylight Savings Ends
- * World Health Day
- * Good Friday
- * Holy Saturday
- * Easter Sunday
- * ANZAC Day
- * Pay It Forward Day
- * Siblings Day
- * World Art Day
- * World Book Day

TOPICAL THEMES

- * Easter
- * ANZAC



DON'T FORGET
TO START
PITCHING FOR...

EOFY and World
Environment Day

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

MAY

SPECIAL EVENTS / AWARENESS DAYS

- * Mental Health Awareness Month
- * Mother's Day
- * Autumn Ends
- * Australian Fashion Week
- * International Nurses Day
- * National Families Week
- * International Museum Day
- * National Volunteer Week
- * Sunscreen Day
- * World No Tobacco Day

TOPICAL THEMES

- * Mother's Day
- * Australian Fashion



**DON'T FORGET
TO START
PITCHING FOR...**

Dry July /
Christmas in July

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

JUNE

SPECIAL EVENTS / AWARENESS DAYS

- * Winter Starts
- * World Environment Day
- * King's Birthday (National except QLD & WA)
- * Men's Health Week
- * End of Financial Year
- * World Bicycle Day
- * Global Running Day
- * World Ocean Day
- * Best Friends Day
- * Global Day of Parents
- * National Reconciliation Week
- * Refugee Week
- * Pride Month

TOPICAL THEMES

- * EOFY
- * Stocktake Sales



DON'T FORGET
TO START
PITCHING FOR...

Spring

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

JULY

SPECIAL EVENTS / AWARENESS DAYS

- * Start of New Financial Year
- * NAIDOC Week
- * Independence Day (USA)
- * World Chocolate Day
- * World Population Day
- * World Emoji Day
- * International Friendship Day
- * International Self-Care Day
- * National Tree Day
- * National Lipstick Day

TOPICAL THEMES

- * Tax Return
- * School Holidays
- * Christmas in July
- * Dry July



**DON'T FORGET
TO START
PITCHING FOR...**

Father's Day &
ROUK Day

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WHAT'S HAPPENING IN...

AUGUST

SPECIAL EVENTS / AWARENESS DAYS

- * New South Wales Bank
- * Holiday / Northern Territory
- * Picnic Day
- * National Financial Awareness Day
- * National Relaxation Day
- * End of Winter
- * World Photo Day
- * Relaxation Day
- * World Photography Day
- * International Dog Day
- * Jeans for Genes Day

TOPICAL THEMES

- * Spring Sales



DON'T FORGET
TO START
PITCHING FOR...

Halloween

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

SEPTEMBER

SPECIAL EVENTS / AWARENESS DAYS

- * Start of Spring
- * Father's Day
- * RUOK? Day
- * International Day of Peace
- * AFL Grand Final
- * International Day of Charity
- * Australian Citizenship Day
- * Talk Like a Pirate Day
- * Oktoberfest
- * King's Birthday (WA)

TOPICAL THEMES

- * Father's Day
- * Mental Health



DON'T FORGET
TO START
PITCHING FOR...

Black Friday Sales

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

OCTOBER

SPECIAL EVENTS / AWARENESS DAYS

- * Daylight Savings Starts
- * Territory Day / Labour Day (ACT, NSW, ACT)
- * Halloween
- * International Coffee Day
- * National Taco Day
- * King's Birthday (QLD)
- * World Mental Health Day
- * Ride2Work Day
- * National Kangaroo
- * Awareness Day
- * Grandparents' Day
- * Teacher Appreciation Week

TOPICAL THEMES

- * Spring Racing
- * Halloween



DON'T FORGET
TO START
PITCHING FOR...

Christmas

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

NOVEMBER

SPECIAL EVENTS / AWARENESS DAYS

- * Movember
- * Melbourne Cup
- * Remembrance Day
- * National Entrepreneurs Day
- * International Men's Day
- * Black Friday
- * Small Business Saturday
- * Cyber Monday
- * Singles' Day
- * STEAM/STEM Day

TOPICAL THEMES

- * Black Friday Sales
- * Movember
- * Men's Health
- * Melbourne Cup



**DON'T FORGET
TO START
PITCHING FOR...**

Follow up Christmas
pitches / Summer
holidays

MEDIA DEADLINES

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WHAT'S HAPPENING IN...

DECEMBER

SPECIAL EVENTS / AWARENESS DAYS

- * Christmas Eve
- * Christmas
- * Boxing Day
- * New Year's Eve
- * International Volunteers Day
- * Green Monday
- * Human Rights Day
- * International Day of People with a Disability
- * AIDS Awareness Month
- * International Anti Corruption Day

TOPICAL THEMES

- * Christmas
- * Boxing Day



**DON'T FORGET
TO START
PITCHING FOR...**

Back to School (pitch again in January)

MEDIA DEADLINES

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