	Parks and Nature (PN)	Cowboy Culture (CC)	Arts/Culture/ Entertainment (ACE)	Outdoor Adventure/ Recreation (OAR)	Family Travel (FT)	Wildlife (W)																		
	Jun-16	**Jul-16**	**Aug-16**	**Sep-16**	**Oct-16**	**Nov-16**	**Dec-16**	**Jan-17**	**Feb-17**	**Mar-17**	**Apr-17**	**May-17**	**Jun-17**	**Jul-17**	**Aug-17**	**Sep-17**	**Oct-17**	**Nov-17**	**Dec-17**	**Jan - 18**	**Feb - 18**	**March - 18**	**April - 18**
Campaigns																							
	Summer National Magazine										Madden Sweepstakes												
	Summer Regional Magazine																						
	Summer - Spot Radio																						
	Summer - Regional Internet Radio																						
	Summer - Social																						
	Summer - Digital																						
Special Campaigns	NPS Centennial: #FindYourPark								**Eclipse**														
Events																							
National/International			NPS (26), Olympics (5-21)	Octoberfest 9/11 - Labor Day		Presidential Election																	Fort Laramie Treaty of 1868
Media Events				Longmire Season 5 release (28)	JHMR in NYC				NYC Media Mission													Reopening of Capitol	
Industry Events	IPW (19-22)		ESTO (28-30), DMAI (1-4	Fall Summit (21-22)				Gov Con (29-31)					IPW (22)										
Produced Content																							
Campaign/Paid	Next 100 Years (PN)	Cara (OAR)	NPS Anniversary Dedicated Email (PN, ACE)		Bighorn sheep (W)	George Baumann: Winter in Yellowstone (PN,W)	Hot Springs (FT)	Frank Teasly: Dogsledding (OAR), Travels With Darley		King's Saddlery video, Eaton's Ranch video, Devils Tower video													
Why Not?		NOLS - outdoor leadership (OAR)		Breweries / Distilleries (ACE)	Distilaries	Winter Snowmobiling in the snowys (OAR)																	
Why Now?		Cheyenne Frontier Days (CC)		JH Arts Festival (ACE)		Skiing - off the beaten path (or cross country skiing)(OAR)																	
Why Indeed				Fall Dude Ranch (FT)																			
Why Am I Here?		Mountain Man Rendezvous (ACE)	Quinn's- Yellowstone, A Love Story (PN)	Steve Moulton (CC, ACE)																			
Website Content																							
Homepage Theme	#FindYourPark		Fall			Winter					Madden Sweepstakes												
Additional Content Needs		Eclipse Landing Page Launch	City Pages	City Pages	City Pages																		
Homepage Essentials			Steinley Cup Event	Need New event																			
Interactive HWY Display				Need Winter Video																			
Earned Media																							
New Release		Summer in Wyoming	2017 Eclipse		Halloween		New in 2017		Tiny House Casting Call?			Powwow Guide?		AR Wyoming Cowboy Tough :: World Championships 2017									
Long Lead Pitch		Winter Escapes / Dude Ranches			Wildlife Artisans / Adventures (Brandl, Bauman, Teasly)					Wyoming Skies													
						Tease Women of Wyoming		Jessie Allen			Devils Tower												
Short Lead Pitch			Centennial Events	Longmire Premiere	Halloween	Holiday Events / Celebrations		New in 2017	Dude Ranches / Wyoming Legacy														
			Cowboy Bars		Distilleries	Outside of your comfort zone			NYC Media Mission														
			JHMR Event			Gift Guide																	
Email/E-newsletter Content																							
Dedicated Emails			NPS Centennial (Fall Focus)							Eclipse													
Feature	NPS Centennial – The Next 100 Years.	Cara Liberatore, Exum Guide (WY indeed)	6 Amazing Fall Drives in Wyoming (WY indeed)	10 Ways to Experience Wyoming History (WY indeed)	6 Wyoming Weekend Getaways (WY indeed)	George Bumann, sculptor/wildlife caller (WY indeed)	Browlin Mawejje: Ugandan Snowboarder	Frank Teasly- Dogsledding		Jessie Allen: Women of the West	Eaton's Ranch: Dude Ranch Experience	Eclipse	King's Saddlery: Rope Making/Rodeo		Devils Tower: Iconic Site/Close Encounters Film								
Content Piece 1	Quintessential Wyoming Places to Stay (WY not?)	Traditional Ranches landing page (WY Indeed)	Fishing landing page (WY not?)	Experience Wyoming's Best Rock Climbing Destinations (WY indeed)	Distillery Tour- WOT to write	10 Must-Have Wyoming Food Experiences (WY not?)	Winter Wildlife in Wyoming (WY not?)	John/ National Big Horn Sheep Interpretive Center (WOT to write)					Joe: Tannery										
Alts		*NOLS article (if available in time) (WOT to write)*	Quins article						Wyoming Spring Vacatin Ideas														
Content Piece 2	Visit Grand Teton National Park's Jenny Lake (WY indeed/WY not?)	Float Trips & Rafting landing page (WY not?)	Wyoming's Best Birding Spots (WY not?)	Hidden Gems Road Trip (WY not?)	Bed & Breakfasts landing page (WY not?)	Simple Snowy Range (WY not?)	Hot Springs landing page (WY indeed)																
Event 1	**Cheyenne Frontier Days (7.22-7.31)**	Wyoming's Big Show- Sweetwater County Fair	Jackson Hole Fall Arts Festival	The SHIFT Festival	"RESTORATION AT THE CARISSA MILL" BY JON LANE November 12, 2016	Events TBD once new listings are up	Events TBD once new listings are up																
Event 2	International Climbers Festival	Steinley Cup Official State Microbrew Competition	Jurassic Classic Mountain Bike Race	Events TBD once new listings are up	26th Annual Cheyenne Christmas Parade																		
Event 3	Bighorn Mountain Festival	Cody Air Fair	35th Annual Buffalo Bill Art Show & Sale		Cowboy Christmas : Douglas																		
Social Media focus																							
	National Great Outdoors Month	G.R. Rendezvous- Mountain Man Article	NPS 100	Fall push- Activities	Start of Winter Push	Wyoming Gift Guide	Holiday Events/Celebrations	Travels With Darley Content promotion		Spring Push	Pinedale Summer promotion video https://vimeo.com/179115781												
	NPS Game Giveaway		NPS Game Giveaway	Longmire (12,15)		Pinedale snowmobiling video		Winter Carnival Video (pinedale)	Tiny House Casting and Selection		Comic Con May 12-14, 2017												
	Madden Sweeps	Madden Sweeps	Madden Sweeps		Short Film contest content			Start of Rev3 Adventure Race															
			Quinn article	Fall Dude Ranch Experience	Wyoming Distillery Itinerary	Native American History Month		Romantic Getaways in Wyo, Winter Romance on a shoestring															
Visitor Services Integration																							
	Road Trip Sticker Campaign				College display August-	**Winter videos**																	
Partnership Integration																							
	Sinclair Paleo Map Campaign				Longmire Sept (12,15)																		
Partner Co-op Programs																							
	Madden Media Co-op Insert and Digital (Sweepstakes)																						
	Road Trip Sticker Campaign																						
Toolkits																							
				Eclipse Toolkit (16)																			
International Integration																							
Annual Events																							
	Lander Brew Fest (6/10-11/2016)	International Climber's Festival, Lander (July 13-17, 2016)	Wyoming Film Festival- Saratoga (Aug 28-29, 2016)	Hang Gliders Fly-In, Sheridan	Octoberfest-Taste of Casper: Oct 6	Sheridan Filmmakers Festival	Trail End State Historic Site Open House-Sheridan:	Wild West Winter Carnival, Riverton	Dubois Winterfest	Jackson Hole Rendezvous (3/27-30/2014)	Wild & Scenic Film Festival	Cheyenne International Film Festival (5/8-10/2014)											
	Wyoming Brewers Festival (Father's Day weekend June 17-18, 2016)	Cheyenne Frontier Days (JULY 22-31 2016)	Cycle Greater Yellowstong (aug 13-20, 2016)	Copper Days, Encampment (Sept 10-11, 2016)	Cheyenne Street Railway Haunted Ghost Tours Oct	Festival of Trees & Auction Saratoga	Cheyenne Street Railway Trolley Holiday Light Tours	International Pedigree Sled Dog Race	Coors Pro Rodeo/Sweetheart Rodeo Barn Dance, Gillette	World Championship Snowmobile Hill Climb	Comic Con May 12-14, 2017	Cody Wild West Days											
	Medicine Bow Days	Riverton Balloon Rally (July 15-17, 2016)	Wyoming's Big Show, Rock Springs (July 31-Aug7, 2016)	Jackson Hole Fall Arts Festival Sept 7-18, 2016)	Wild West Brew Fest, Cody	Cheyenne Christmas Parade, Craft Show & Concert	Fetterman Battlefield Tour - Sheridan	Saratoga Ice Fishing Derby January 21-22, 2017	Don E. Erickson Memorial Chariot Races, Saratoga	Western Spirit Art Show/Sale, Cheyenne March 4 – April 16, 2017		Elkfest, Jackson											
	NICFest, Casper (June 24-26, 2016)	International Day, Rock Springs (July 9, 2016)	Beartrap Summer Festival (Aug 6-7, 2016)	Cody High Style (Rendezvous Royale) (Sept 17-24, 2016)	Green Acres Corn Maze	Town Square Lighting in Jackson	Buffalo Bill Historical Center Open House	Sierra Madre Winter Carnival, Encampment	Keyhole Winter Challenge, Pine Haven	WY Winter State Fair Trade Show, Lander		Celebration of Wind, Rawlins											
	Bozeman Trail Days	1838 Mountain Man Rendezvous, Riverton June 29-July 3, 2016)	Deer Creek Days, Glenrock (Aug 5-7, 2016)		Rock Springs Oktober Fest	Annual Christmas Stroll- Sheridan November 25, 2016	Light up Buffalo	Thayne Snow Days	Jackson Winterfest	WY Open Pool Tournament, Saratoga		Dubois Antler Rendezvous											

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	Bighorn Mountain Wild and Scenic Trail Runs (June 17-19, 2016)	Grand Encampment Cowboy Gathering (July 15, 16 and 17, 2016)	Keyhole Rhythm & Ribs	Cheyenne 24-Hour Shootout	Frontier Prison Halloween	Old Trial Town Christmas http://www.travelwyoming.com/event/old-trail-town-christmas	Powell County Christmas	Platte River Photography Show, Douglas	Cody Ice Festival FEBRUARY 10-12 2017			Jackson Old West Days												
	College National Finals Rodeo, Casper (6/12-21/2014)	Red Desert Roundup, Rock Springs (7/24-26/2014)	Big West Arts Festival, Sheridan	Evanston Cowboy Days (Sept 4-7)	SHIFT Oct , in Jackson	Chariot Horse Races in Dubois http://www.travelwyoming.com/event/chariot-horse-and-buggy-races	Saratoga Festival of the Trees	Teton Valley Great Snowfest, Grand Targhee	Ice Block Film Festival, Star Valley			National All Amateurs Team Roping												
	Chris LeDoux Days(June 10-11, 2016)	Bighorn Mountain Festival, Buffalo (July 8, 9 & 10, 2016)	High Country Cowboy Gathering, Dubois	Don King Days Sheridan September 6 & 7, 2015)			New Year's Even Ball Drop, Cheyenne	Encampment Winter Carnival	WY Winter State Fair, Lander			Spring into Yellowstone: Birding and Wildlife Festival												
	Woodchopper's Jamboree, Encampment June 18, 2016 - June 19, 2016)	Oyster Ridge Music Festival, Kemmerer (July 29-31, 2016)	Steinley Cup, Saratoga Aug 20, 2016			New Year's Eve Buck & Ball- Gillette			PInedale winter carnival Feb. 17-20, 2017.			Comic Con May 12-14, 2017												
	Wright Days (June 24 @ 8:00 am - June 26 @ 5:00 pm)	Targhee Fest (July 15-17, 2016)	Story Days (Aug 26-28)																					
	Donkey Creek Festival, Gillette (June 24-26, 2016)	Jubilee Days, Laramie (July 2-10, 2016)	River Festival, Green River (Aug 19-20, 2016)																					
	Flaming Gorge Days (6/26-28/2014)	Bighorn Lake Day	Sweetwater Blues 'n' Brews Festival (Aug 13, 2016)									Wyoamerica Tour in Jackson @ 8:00pm												
	Overland Stage Stampede, Green River (Rodeo) (June 3 & 4, 2016)	Wind River Mountain Festival (July 22-24)	Art on the Green, Green River																					
	Green River Kayak Competition		Powell Plunge Kayak Rodeo, GR																					
	Quilting on the Green, Green River (June 3 and 4, 2016)		Nowoodstock/Ten Sleep Music Festival (Aug 12-14, 2016)																					
	Super Day, Cheyenne		Targhee Bluegrass Festival (August 12-14, 2016)																					
			Wyoming State BBQ Championship and Bluegrass Festival, Worland (August 19 & 20, 2016)																					
			Designated Aug. 22 "Day on the Range" to promote shooting sports here in Wyoming																					