

2024 UOT Pitch Calendar
January - December



All story idea submissions are reviewed by the UOT’s Public Relations team and shared with the larger UOT team. Story ideas that meet our monthly headline criteria will be used in monthly headline pitches, proactive media pitching, and as a resource for reactive media leads.

In addition, we are always interested in receiving long-lead story ideas including: "what’s new" (new attractions, hotel, and restaurant openings, programming, etc), holiday/seasonal happenings, and [Forever Mighty](#)® topics.

Please submit all story ideas via this [form](#) or to utah@jpublicrelations.com

| | HEADLINE | | HEADLINE |
|-----------|--|----------|---|
| January | Sundance Film Festival: Where to Eat, Play and Stay in Park City & Salt Lake City (The 40th Edition) | February | In Love. In Utah. (Southern Utah) |
| March | We’ve Got Spirits, Yes We Do! (Distilling and Brewing News) | April | Utah's Dark Sky Moment: Unique Ways and Places to Explore Utah's Night Sky |
| May | 100 Years of Film: When Hollywood Came to Utah. | June | Uniquely “Utah” Summer Experiences |
| July | The Best Small Towns in Utah | August | National Wellness Month: Explore the Wellbeing Power of Utah's Natural Landscapes |
| September | A Local’s Guide to Utah: The Insider Spots Most Visitors Miss | October | The Best of the Best: Winter Basecamps and Travel Deals |
| November | Ski Utah for ALL | December | Major 2025 News |

Please submit stories prior to the headline distribution month to be considered for inclusion. Questions? Please contact aloughridge@utah.gov or utah@jpublicrelations.com