

2025 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 to utah@jpublicrelations.com

	HEADLINE		HEADLINE
January	Winter In Southern Utah: Peak Solitude Season	February	In Love. In Utah. "2.0"
March	The Trails & Tales of Utah (Pie trail, film trail, etc).	April	Utah's Dark Sky Moment: New Ways to Explore Utah's Night Sky
May	Uniquely "Utah" Summer Family & Multi-Gen Experiences	June	Parks & Beyond: Explore Southern Utah’s Hidden Gems
July	An Animal Lover's Guide to Utah - Domestic & Wild	August	National Wellness Month: Explore the Wellbeing Power of Utah's Natural Wonders
September	The Best Small Towns in Utah	October	Where to Ski, Stay & Après
November	A Dining Guide to Utah: Salt Lake City & Beyond	December	Major 2026 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