

2026 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, stewardship initiatives. Please submit all story ideas to utah@jpublicrelations.com and sorellgrow@utah.gov.

	Headline/Theme	SUMMARY	CAMPAIGN
January	Utah. America's Film Set. (Looking Beyond Sundance)	With Utah's final Sundance, what's on the horizon for film in Utah. This pitch will provide a preview of future film initiatives and underscore Utah's deep history and commitment to filmmaking.	<i>Film</i>
February	Under the Radar Ski Destinations: Ski Where the Locals Ski	Lesser-known mountains and off-the-beaten path ski and winter experiences.	<i>Ski & Winter</i>
March	Utah's History with Women's Suffrage (Then & Now): Woman-Owned Businesses	Tied to National Women's History Month (March)	<i>Trend-Based</i>
April	Utah's Dark Skies: New Ways and Places to Explore Utah's Night Sky	Short-lead pitch tied to International Dark Sky Week (April 13-20)	<i>Parks & Beyond</i>
May	The Great American Roadtrip Guide: National Parks, Dark Skies and Film Trail	Long-lead pitch tied to America 250 (July)	<i>Parks & Beyond</i>
June	Wellness Revolution: Relax, Renew & Recharge	Looking ahead to National Wellness Month (August)	<i>Parks & Beyond</i>
July	Americana Roadtrip Guide	Short-lead pitch tied to America 250 (July)	<i>Parks & Beyond</i>
August	A Dining Guide to Utah: Salt Lake City and Beyond	Highlighting Michelin-recognized, James Beard-awarded and other standout establishments.	<i>Urban & Outdoors</i>
September	The Best Small Towns in Utah for Big Adventure	A resounding "media favorite" pitch angle. News and happenings from Utah's small towns.	<i>Parks & Beyond</i>
October	Calling all Venturistas! Utah's Most Picturesque Spots	A visual guide to exploring key Urban and Outdoors experiences with a focus on women's lifestyle publications and coverage	<i>Utah Person</i>
November	Slow Travel in Southern Utah -- Winter Solitude	Seasonal travel guide (including best practices for traveling safely in winter)	<i>Parks & Beyond, Ski & Winter</i>
December	Major 2027 News	Statewide news from key destination partners (openings, events, anniversaries and more) on the horizon for 2027	<i>All TBD</i>

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