

Public Relations Editorial Timeline

January/February

Long-Lead

- Summer Offerings/Events/Deals

Short-Lead

- Spring Ski Offerings/Events/Deals
- Easter Promotions

March/April

Long-Lead

- Fall Foliage Offerings/Events/Deals

Short-Lead

- Summer Offerings/Events

May/June

Long-Lead

- **Holiday (Thanksgiving, Christmas, New Year's) Offerings/Events**

Short-Lead

- Summer Outdoor Activities (River-rafting, hiking etc.)

July/August

Long-Lead

- Winter and Ski Offerings/Events/Deals

Short-Lead

- Late Summer/Labor Day/Fall Offerings/Events/Deals

September/October

Long-Lead

- Spring Offerings/Events
- Easter Promotions

Short-Lead

- **Holiday (Thanksgiving, Christmas, New Year's) Offerings/Events**

** "long-lead" stories (eg. magazines)

"short-lead" stories (eg. newspapers and Web sites.)

Send website updates and calendar of events to Visitors@utahvalley.com.

Send Fact Sheets and Press Releases to Arnold@utahvalley.com.