NHTSA 2014 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Happy New Year!

FEBRUARY 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

February 2
Super Bowl XLVIII
IMPAIRED DRIVING
Primary Message: *Fans Don't Let Fans Drive Drunk*

MARCH 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

March 17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*

APRIL 2014

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

National Distracted Driving Awareness Month

MAY 2014

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Motorcycle Safety Awareness Month
Primary Message:
Share the Road with Motorcyclists

Bicycle Safety Month

May 5
Cinco de Mayo
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

May 12 – May 26
Click It or Ticket

JULY 2014

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

July 4
Fourth of July
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
Secondary Message: *Buzzed Driving Is Drunk Driving*

AUGUST 2014

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Back to School Safety Month
Primary Message: *Walk, Bike, and Ride to School Safely!*

August 13 – September 1
Drive Sober or Get Pulled Over
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
Media Buy

SEPTEMBER 2014

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September 14 – 20
Child Passenger Safety Week
OCCUPANT PROTECTION
Twitter Chat: *Child Car Safety*

September 20
National Seat Check Saturday
OCCUPANT PROTECTION

OCTOBER 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

October 19 – 25
National Teen Driver Safety Week
OCCUPANT PROTECTION
Primary Message: *Buckle Up America. Every Trip. Every Time.*

October 31
Halloween
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

NOVEMBER 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

November 27
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buckle Up America. Every Trip. Every Time.*

National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: *Click It or Ticket*
Media Buy

JUNE 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

June 16
Ride to Work Day
MOTORCYCLE SAFETY

DECEMBER 2014

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 28 – December 9
Pre-Holiday Season
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*

December 10-31
Holiday
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
Media Buy

TVB Roadblock: *Buzzed Driving Is* Drunk Driving

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www.nhtsa.gov