NHTSA 2008 Communications Calendar

January 08	February 08	March 08	April 08	May 08	June 08
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	12	1	12345	1 2 3	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29	²³ (30) ²⁴ (31) 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31	29 30
July 08	August 08	September 08	October 08	November 08	December 08
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
12345	1 2	1 2 3 4 5 6	1 2 3 4	1	123456
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11	2 3 4 5 6 7 8	78910111213
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18	9 10 11 12 13 14 15	14 15 16 17 18 19 20
20 21 22 23 24 25 26	17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 23 24 25 26 27
27 28 29 30 31	^{24/} ₃₁ 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31	^{23/30} 24 25 26 27 28 29	28 29 30 31

January 28 - February 4, 2008

Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

March 10 - 17, 2008

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

March 30 - April 6, 2008

Teens

Message: TBD

April 21 – May 2, 2008

Motorcycle Awareness

OCCUPANT PROTECTION

Message: Share the Road with Motorcycles

May 12 - June 1, 2008

"Click It or Ticket"

National Enforcement Mobilization
(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

OCCUPANT PROTECTION

Message: Click It or Ticket

June 22 – July 6, 2008

Fourth of July

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest. Secondary Message: Buzzed Driving Is Drunk Driving

August 13 - September 1, 2008

Impaired Driving National Enforcement Crackdown

(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

IMPAIRED DRIVING

Message: Drunk Driving. Over the Limit. Under Arrest.

September 21 – 27, 2008

CPS Week

OCCUPANT PROTECTION

Primary Message: 4 Steps for Kids Secondary Message: Booster Seats

October 24 - 31, 2008

Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

November 17 - 30, 2008

Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket

November 30 - December 12, 2008

Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

December 13-31, 2008

Holiday Season

(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Other Communications Support

Buckle Up in Your Truck Rural Occupant Protection Speed Youth Advertising Nighttime

Note: Calendar dates and themes are subject to change.



For more information, visit www.TrafficSafetyMarketing.gov