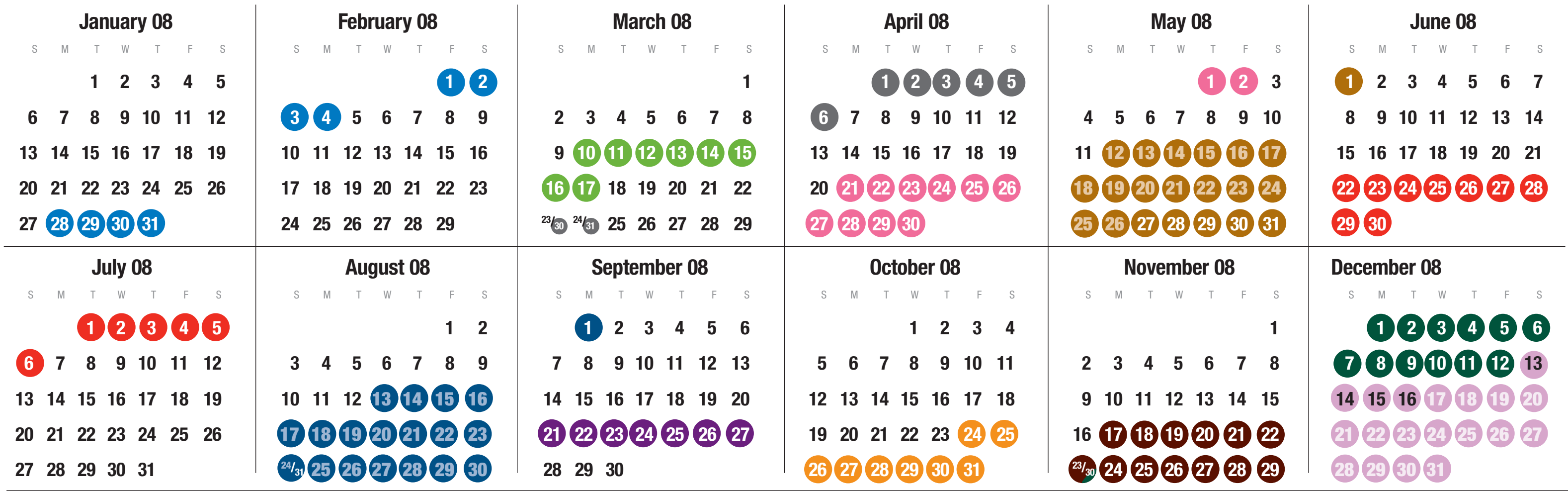


# NHTSA 2008 Communications Calendar



## 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](http://www.TrafficSafetyMarketing.gov)

