## NHTSA 2007 Communications Calendar

| January 07 | February 07 | March 07 | April 07 | May 07 | June 07 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{llllll} 1 & 2 & 3 & 4 & 5 & 6 \end{array}$ |  | $1 \quad 2 \quad 3$ | $\text { (1) } 24567$ | $\text { (1) 23 } 4$ | $1$ |
| $\begin{array}{llllllll}7 & 8 & 9 & 10 & 11 & 12 & 13\end{array}$ | (4) $\begin{array}{lllllll}5 & 6 & 7 & 8 & 9 & 10\end{array}$ | $\begin{array}{lllllllll}4 & 5 & 6 & 7 & 8 & 9 & 10\end{array}$ | (8) $9 \times 10111121314$ | $\begin{array}{llllllll}6 & 7 & 8 & 9 & 10 & 11 & 12\end{array}$ | $\begin{array}{lllllllll}3 & 4 & 5 & 6 & 7 & 8 & 9\end{array}$ |
|  | (11)1213)(14)1516 17 | (11) 12 (13)(14) 15 (16) 17 | $\begin{array}{lllllll}15 & 16 & 17 & 18 & 19 & 20 & 21\end{array}$ | 13 (14)(15)(16)1718 19 | $\begin{array}{llllllll}10 & 11 & 12 & 13 & 14 & 15 & 16\end{array}$ |
| $\begin{array}{lllllll}21 & 22 & 23 & 24 & 25 & 26 & 27\end{array}$ 28 293031 | $\begin{array}{lllllll} 18 & 19 & 20 & 21 & 22 & 23 & 24 \\ 25 & 26 & 27 & 28 & & \end{array}$ | $\begin{array}{lllllll} 18 & 19 & 20 & 21 & 22 & 23 & 24 \\ 25 & 26 & 27 & 28 & 29 & 30 & 31 \end{array}$ | 22 23 24) (25) 26 (27) 28 <br> 29) 30 | (20)21)22 23 (24) 25 26 <br> (27) 28293031 | $\begin{array}{llllll}17 & 18 & 19 & 20 & 21 & 22\end{array}$ (24) 25 26 27 28 29 30 |
| July 07 | August 07 | September 07 | October 07 | November 07 | December 07 |
| m T w T F | ${ }^{\prime}$ | ${ }^{\prime}$ | s m T w T | s m t w it fes | s m T w T F s |
| (2)34567 | $\begin{array}{lllll}1 & 2 & 3 & 4\end{array}$ |  | $\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6\end{array}$ | 12 | 1 |
| 8891011121314 | $\begin{array}{llllllll}5 & 6 & 7 & 8 & 9 & 10 & 11\end{array}$ |  | $\begin{array}{lllllll}7 & 8 & 9 & 10 & 11 & 12 & 13\end{array}$ | $\begin{array}{lllllllll}4 & 5 & 6 & 7 & 8 & 9 & 10\end{array}$ | (3) $4 \times 678$ |
|  | 121314 (151617 18 | $\begin{array}{llllllll}9 & 10 & 11 & 12 & 13 & 14 & 15\end{array}$ | $\begin{array}{lllllll}14 & 15 & 16 & 17 & 18 & 19 & 20\end{array}$ | 11 (12)1314)1516 17 | 9 (10 11 (12 13 (14) 15 |
|  | (19 20 21)22 23 (24) 25 | $\begin{array}{lllllll}16 & 17 & 18 & 19 & 20 & 21 & 22\end{array}$ |  | (18)19 (20 21) 22 23 24 | 1617 $18192021 \quad 22$ |
| 293031 | 26 27 28 293031 |  | (28)29 3031 | (25) $2627 \quad 28 \quad 2930$ |  |


| January 28 - February 4, 2007 |
| :---: |
| Super Bowl Sunday |
| IMPAIRED DRIVING |
| Primary Message: Fans Don't Let Fans Drive Drunk |
| February 11-17, 2007 |
| CPS Week |
| OCCUPANT PROTECTION |
| Primary Message: Booster Seats <br> Secondary Message: 4 -Steps for Kids |
| March 11-17, 2007 |
| St. Patrick's Day |
| IMPAIRED DRIVING |
| Primary Message: Buzzed Driving is Drunk Driving |
| April 1-8, 2007 |
| Teens |
| Message: TBD |


| April 23 - May 4, 2007 | August 15 - September 3, 2007 |
| :---: | :---: |
| Motorcycle Awareness | Impaired Driving National Enforcement Crackdown |
| IMPAIRED DRIVING |  |
| Message: TBD | IMPAIRED DRIVING |
|  | Drunk Driving. Over the Limit. Under Arrest. |
| May 14-28, 2007 |  |
| "Click It or Ticket" | October 26-31, 2007 |
| National Enforcement Mobilization | Halloween |
| OCCUPANT PROTECTION | IMPAIRED DRIVING |
| Message: Click It or Ticket | Primary Message: Buzzed Driving is Drunk Driving |
| June 24 - July 7, 2007 | November 12-25, 2007 |
| Fourth of July | Thanksgiving Weekend Travel |
| IMPAIRED DRIVING |  |
| Primary Message: Drunk Driving. Over the Limit. Under Arrest. | OCCUPANT PROTECTION |
| Secondary Message: Buzzed Driving Is Drunk Driving | Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket |

December 1 - 14, 2007
Holiday Season
IMPAIRED DRIVING
Primary Message: $\quad$ Buzzed Driving is Drunk Driving
December 15-31, 2007
Holiday Season
IMPAIRED DRIving
Primary Message: Drunk Driving. Over the Limit. Under Arrest.
Other Communications Support

| Sports and Entertainment Marketing |
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| Buckle Up in Your Truck |
| Rural Occupant Protection |
| Speeding |
| Note: Calendar dates and |
| themes are subject to change. |

