NHTSA 2012 Communications Calendar

February 2012

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March 2012

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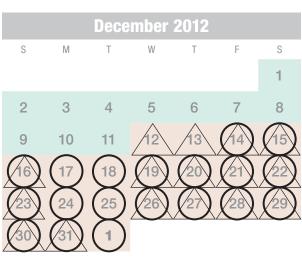
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October 2012									
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Note: Calendar dates and themes are subject to change.

February 5, 2012

Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

March 17, 2012

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving
Social Media: Twitter Party

April 2012

Alcohol Awareness Month

National Distracted Driving Awareness Month

May 2012

Motorcycle Safety Awareness Month

Primary Message: Motorists and Motorcyclists Share the Road

Bicycle Safety Month

Primary Message: Make Bicycling Safe for Riders of ALL Ages

May 14 - June 3, 2012

Click It or Ticket

National Enforcement Mobilization

OCCUPANT PROTECTION

Primary Message: Click It or Ticket

Media Buy

June 18, 2012

National Ride to Work Day

MOTORCYCLE SAFETY

Message: Share the Road with Motorcycles

July 4, 2012

Fourth of July

IMPAIRED DRIVING

Primary Message: Drive Sober or Get Pulled Over

August 2012

Back to School Safety Month

Primary Message: Walk, Bike, and Ride to School Safely!

August 15 - September 3, 2012

Impaired Driving

National Enforcement Crackdown

Primary Message: Drive Sober or Get Pulled Over

September 16 - 22, 2012

Child Passenger Safety Week

National Seat Check Saturday OCCUPANT PROTECTION

Social Media: Twitter Party

October 2012

International Walk to School Month

October 1 - 5, 2012

Drive Safely Work Week

October 14 - 20, 2012

National Teen Driver Safety Week OCCUPANT PROTECTION

October 31, 2012

Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

November 22, 2012

Thanksgiving Holiday Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

December 1 - 11, 2012

Pre-Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving
Social Media: Twitter Party

December 12, 2012 - January 1, 2013

Holiday

IMPAIRED DRIVING

Primary Message: Drive Sober or Get Pulled Over **Media Buy**

TV Road Block





