

NHTSA 2013 Communications Calendar

January 2013						
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		

February 2013						
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		

March 2013						
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

April 2013						
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				

May 2013						
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	

June 2013						
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

July 2013						
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			

August 2013						
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

September 2013						
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					

October 2013						
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 2013						
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

December 2013						
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	1	Jan. 2014		

Note: Calendar dates and themes are subject to change.

February 3, 2013

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

March 17, 2013

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving
Social Media: Twitter Party

April 2013

National Distracted Driving Awareness Month

May 2013

Motorcycle Safety Awareness Month
Primary Message: Motorists and Motorcyclists Share the Road
Bike Month
Primary Message: Make Bicycling Safe for Riders of ALL Ages

May 20 – June 2, 2013

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

June 17, 2013

National Ride to Work Day
MOTORCYCLE SAFETY
Message: Share the Road with Motorcycles

July 4, 2013

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

August 2013

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

August 16 – September 2, 2013

Impaired Driving
National Enforcement Crackdown
Primary Message: Drive Sober or Get Pulled Over
Media Buy

September 15 – 21, 2013

Child Passenger Safety Week
National Seat Check Saturday
OCCUPANT PROTECTION
Social Media: Twitter Party - Child Passenger Safety

October 20 – 26, 2013

National Teen Driver Safety Week
OCCUPANT PROTECTION

October 31, 2013

Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

November 28, 2013

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

November 25 – December 13, 2013

Thanksgiving Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving
Social Media: Twitter Party

December 13, 2013 – January 1, 2014

Holiday
IMPAIRED DRIVING
Primary Message: Drive Sober or Get Pulled Over
TVB Project Roadblock: Buzzed Driving Is Drunk Driving
Media Buy
TV Road Block