

NHTSA 2012 Communications Calendar

January 2012						
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 2012						
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			

March 2012						
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

April 2012						
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 2012						
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 2012						
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

July 2012						
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 2012						
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 2012						
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

October 2012						
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 2012						
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 2012						
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				

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
Media Buy

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 3 – 7, 2012

Drive Safety Work Week

October 21 – 27, 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