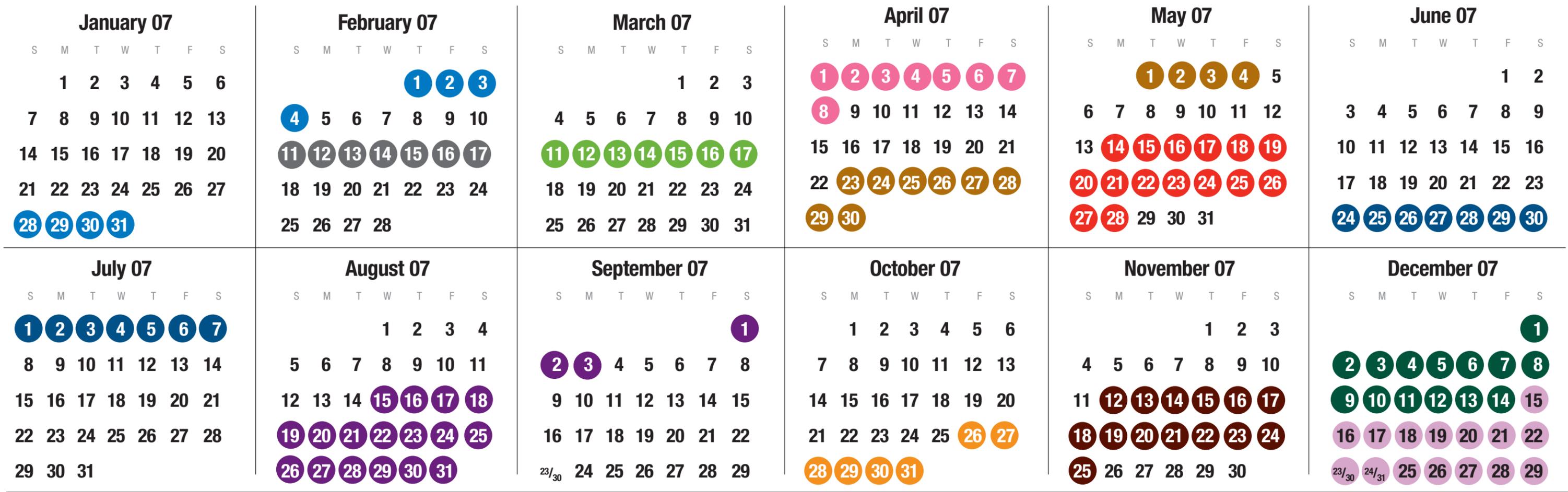


# NHTSA 2007 Communications Calendar



## 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  
 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

**Motorcyle Awareness**  
 IMPAIRED DRIVING  
 Message: TBD

## May 14 - 28, 2007

**"Click It or Ticket" National Enforcement Mobilization**  
 OCCUPANT PROTECTION  
 Message: Click It or Ticket

## June 24 - July 7, 2007

**Fourth of July**  
 IMPAIRED DRIVING  
 Primary Message: Drunk Driving. Over the Limit. Under Arrest.  
 Secondary Message: Buzzed Driving Is Drunk Driving

## August 15 - September 3, 2007

**Impaired Driving National Enforcement Crackdown**  
 IMPAIRED DRIVING  
 Message: Drunk Driving. Over the Limit. Under Arrest.

## October 26 - 31, 2007

**Halloween**  
 IMPAIRED DRIVING  
 Primary Message: Buzzed Driving is Drunk Driving

## November 12 - 25, 2007

**Thanksgiving Weekend Travel**  
 OCCUPANT PROTECTION  
 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: 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  
 Buckle Up in Your Truck  
 Rural Occupant Protection  
 Speeding

**Note: Calendar dates and themes are subject to change.**

