

## Michigan Office of Highway Safety Planning Communications Calendar FY2023 (subject to change throughout the year)

	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
			Paid Media	Earned Media			
October 2022	Teen Driver Safety Week	Oct 16 to Oct 22	—	<ul style="list-style-type: none"> <li>News release</li> <li>Fact sheet</li> <li>OHSP social media</li> </ul>	<ul style="list-style-type: none"> <li>Files due Aug 16</li> <li>NR &amp; FS data due Sep 16</li> </ul>	<ul style="list-style-type: none"> <li>\$0</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Dennis</li> <li>Program: Alicia</li> </ul>
	Teen Driver Safety Awareness Program	Oct 2022 to Jul 2023	<ul style="list-style-type: none"> <li>Social media ads</li> </ul>	—		<ul style="list-style-type: none"> <li>\$53,000</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Nancy</li> <li>Program: Alicia</li> </ul>
	Pedestrian Safety Enforcement Week • Selected cities/counties	Oct 29 to Nov 4	<ul style="list-style-type: none"> <li>Social media ads for the enforcement in target areas</li> </ul>	<ul style="list-style-type: none"> <li>News release</li> </ul>	<ul style="list-style-type: none"> <li>Files due Aug 29</li> <li>NR data due Sep 29</li> </ul>	<ul style="list-style-type: none"> <li>Part of overall \$400,000 pedestrian budget</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Nancy</li> <li>Program: Alicia</li> </ul>
	National Pedestrian Safety Month	October 2022	<ul style="list-style-type: none"> <li>Social media ads for Daylight Saving Time and Halloween</li> </ul>	<ul style="list-style-type: none"> <li>OHSP social media</li> </ul>			
	Operation Safe Stop	October 2022	—	<ul style="list-style-type: none"> <li>News release</li> <li>Fact sheet</li> <li>OHSP social media</li> </ul>	<ul style="list-style-type: none"> <li>Files due Aug 1</li> <li>NR &amp; FS data due Sep 1</li> </ul>	<ul style="list-style-type: none"> <li>\$0</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Dennis</li> <li>Program: Alicia</li> </ul>
	Winter Safe-Driving Awareness	Oct 2022 thru Winter 2023	<ul style="list-style-type: none"> <li>Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>Fact sheet</li> <li>OHSP social media</li> <li>Banners</li> </ul>	<ul style="list-style-type: none"> <li>Files due Aug 1</li> <li>FS data due Sep 1</li> </ul>	<ul style="list-style-type: none"> <li>\$206,000 overall</li> <li>\$170,000 paid ads</li> <li>\$36,000 operating (banners for FY24)</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Dennis</li> <li>Program: Jamie</li> </ul>
November 2022	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
				Paid Media	Earned Media		
	Buckle Up in Your Truck	Nov 2022 to Apr 2023	<ul style="list-style-type: none"> <li>Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>\$300,000</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Dennis</li> <li>Program: Kara</li> </ul>
	Third District IMPACT • Bay, Genesee, and Saginaw Counties	Nov 2022 to Mar 2023	<ul style="list-style-type: none"> <li>Social media ads</li> </ul>	—		<ul style="list-style-type: none"> <li>\$100,000</li> </ul>	<ul style="list-style-type: none"> <li>Comms: Dennis</li> <li>Program: Christy</li> </ul>
22	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
				Paid Media	Earned Media		

December 2022	Speed Enforcement • Includes drugged driving	Dec 1, 2022 to Feb 28, 2023	• Social media ads	<ul style="list-style-type: none"> <li>• News release</li> <li>• Local template</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• OHSP social media</li> </ul>	<ul style="list-style-type: none"> <li>• Files due Oct 1</li> <li>• NR &amp; FS data due Nov 1</li> </ul>	• \$1 million	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Pat</li> </ul>
	Older Driver Awareness Week	Dec 5 to Dec 9	—	• OHSP social media		• \$0	<ul style="list-style-type: none"> <li>• Comms: Kendall</li> <li>• Program: Alicia</li> </ul>
	Drive Sober or Get Pulled Over Enforcement	Dec 16, 2022 to Jan 1, 2023	• Social media ads	<ul style="list-style-type: none"> <li>• News release</li> <li>• Local template</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• OHSP social media</li> </ul>	<ul style="list-style-type: none"> <li>• Files due Oct 16</li> <li>• NR &amp; FS data due Nov 16</li> </ul>	• \$1.65 million (total for three impaired enforcements)	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Pat</li> </ul>
	RiderCoach Recruitment (including separate paid media outreach for range aides)	Beginning in December 2022	• Social media ads	• OHSP social media		• \$196,000	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Alicia</li> </ul>
	NHTSA Annual Report	Dec 27	No media Content, design, and distribution			N/A	• Comms: Nancy
February 2023	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
			Paid Media	Earned Media			
	Shadow Rider Project (motorcyclist training)	Beginning in February 2023	<ul style="list-style-type: none"> <li>• Social media ads</li> <li>• Postcard mailing</li> </ul>	• OHSP social media		<ul style="list-style-type: none"> <li>• \$25,000 overall</li> <li>• \$11,000 paid ads</li> <li>• \$14,000 operating (postcard mailing)</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Alicia</li> </ul>
April 2023	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
			Paid Media	Earned Media			
	Distracted Driving Public Education Campaign	April 2023	• Social media ads	• OHSP social media		• \$300,000	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Alicia</li> </ul>
	Distracted Driving High School Action Kits		—	<ul style="list-style-type: none"> <li>• News release</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• Banners</li> <li>• Posters</li> </ul>	<ul style="list-style-type: none"> <li>• Files due Jan 2</li> <li>• NR &amp; FS data due Jan 17</li> </ul>	• \$46,000 operating	

April 2023 April 2023 April 2023 April 2023 April 2023	Distracted Driving Enforcement		—	<ul style="list-style-type: none"> <li>• News release</li> <li>• Local template</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• OHSP social media</li> <li>• Banners</li> </ul>	<ul style="list-style-type: none"> <li>• Files due Jan 2</li> <li>• NR &amp; FS data due Jan 17</li> </ul>	<ul style="list-style-type: none"> <li>• Part of \$70,000 operating Outreach Banners</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Pat</li> </ul>
	Drugged-Driving Public Education	Apr 2023 to Sep 2023	<ul style="list-style-type: none"> <li>• Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$500,000</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Christy</li> </ul>
	2022 Michigan Traffic Fatalities	April 2023	—	<ul style="list-style-type: none"> <li>• News release</li> </ul>		<ul style="list-style-type: none"> <li>• \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Kendall</li> </ul>
	Motorcyclist All Gear Education Campaign	Apr 2023 to Aug 2023	<ul style="list-style-type: none"> <li>• Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$39,000 (includes creative production)</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Alicia</li> </ul>
	Bicyclist Safety Education	Apr 2023 to Sep 2023	<ul style="list-style-type: none"> <li>• Social media ads</li> <li>• Facebook Live event for distracted driving and bicyclist safety</li> </ul>	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$300,000 overall</li> <li>• \$289,000 paid ads</li> <li>• \$8,000 creative</li> <li>• \$3,000 operating (distribute drive-around card)</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> <li>• Program: Alicia</li> </ul>

May 2023 May 2023 May 2023 May 2023	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
			Paid Media	Earned Media			
	Click It or Ticket	May 15 to Jun 4	<ul style="list-style-type: none"> <li>• Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• News release</li> <li>• Local template</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• OHSP social media</li> <li>• Banners</li> </ul>	<ul style="list-style-type: none"> <li>• Files due Mar 15</li> <li>• NR &amp; FS data due Apr 15</li> </ul>	<ul style="list-style-type: none"> <li>• \$1.65 million</li> <li>• Part of \$70,000 operating Outreach Banners</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Pat</li> </ul>
	Motorcycle Safety Month National Bike Month	May 2023	—	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Nancy</li> </ul>
	Impaired Motorcyclist Campaign	May 2023 to Aug 2023	<ul style="list-style-type: none"> <li>• Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$520,000 overall</li> <li>• \$500,000 paid ads</li> <li>• \$20,000 operating (project TBD)</li> </ul>	<ul style="list-style-type: none"> <li>• Program: Alicia</li> </ul>

May 2023	Rear Seat Belt Public Education	May 2023 to Aug 2023	• Social media ads	• OHSP social media		• \$150,000	• Comms: Dennis • Program: Kara
	Pedestrian Safety Education	May 2023 to Sep 2023	• Social media ads	• OHSP social media • Separate outdoor for “Stay in Your Car” messaging		• \$400,000 overall • \$370,000 paid ads • \$19,000 video • \$8,000 creative • \$3,000 operating (distribute decoy video)	• Comms: Nancy • Program: Alicia
	Teen Passenger Safety	May 2023 to Sep 2023	• Social media ads	• OHSP social media		• \$125,000	• Comms: Dennis • Program: Alicia
June 2023	<b>Campaign or Message</b>	<b>Dates</b>	<b>Tactics</b>		<b>UMTRI Data Updates</b>	<b>Budget</b>	<b>Staff</b>
			<b>Paid Media</b>	<b>Earned Media</b>			
	Booster Seat	Jun 2023 to Sep 2023	• Social media ads	• OHSP social media		• \$300,000	• Comms: Dennis • Program: Kara
July 2023	<b>Campaign or Message</b>	<b>Dates</b>	<b>Tactics</b>		<b>UMTRI Data Updates</b>	<b>Budget</b>	<b>Staff</b>
			<b>Paid Media</b>	<b>Earned Media</b>			
	Fourth of July/Drive Sober or Get Pulled Over • Stepped up impaired-driving enforcement (plus seat belt and speed)	Jul 1 to Jul 30	• Social media ads	• OHSP social media • Speed banner		• \$1.65 million (total for three impaired enforcements) • Part of \$70,000 operating Outreach Banners	• Comms: Dennis • Program: Pat
August 2023	<b>Campaign or Message</b>	<b>Dates</b>	<b>Tactics</b>		<b>UMTRI Data Updates</b>	<b>Budget</b>	<b>Staff</b>
			<b>Paid Media</b>	<b>Earned Media</b>			
	Bicyclist Safety Enforcement Week • Selected cities/counties	Aug 7 to Aug 13	• Social media ads for the enforcement in target areas	• News release	• Files due Jun 7 • NR data due Jul 7	• Part of overall \$300,000 bicycle budget	• Comms: Nancy • Program: Alicia

August 2023	Drive Sober or Get Pulled Over	Aug 18 to Sep 4	<ul style="list-style-type: none"> <li>• Social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• News release</li> <li>• Local template</li> <li>• Fact sheet</li> <li>• Sample social posts</li> <li>• OHSP social media</li> <li>• Banners</li> </ul>		<ul style="list-style-type: none"> <li>• \$1.65 million (total for three impaired enforcements)</li> <li>• <a href="#">Part of \$70,000 operating Outreach Banners</a></li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Pat</li> </ul>
September 2023	Campaign or Message	Dates	Tactics		UMTRI Data Updates	Budget	Staff
			Paid Media	Earned Media			
	Child Passenger Safety Week/ Seat Check Saturday	Sep 17 to Sept 23	—	<ul style="list-style-type: none"> <li>• OHSP social media</li> </ul>		<ul style="list-style-type: none"> <li>• \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Comms: Dennis</li> <li>• Program: Kara</li> </ul>