

Worksheet: Creating a media advocacy calendar

Creating a media advocacy calendar timeline can help you identify key moments in the political process or opportunities — such as holidays, anniversaries or other key dates — far enough in advance that you can prepare and act effectively. For example, you can prepare for key legislation by having prepared materials and trained spokespeople, a press kit and supporting information. Or you can take advantage of a seasonal event, such as Asthma Awareness Month, to promote a clean air initiative. Just be sure your efforts to gain media attention are newsworthy. Use this worksheet to help you develop your timeline.

Media advocacy activity timeline				
<p>Overall strategy The change we would like to see is: _____</p> <p>The person or decision-making body with the power to make this change is: _____</p>				
Month	Key moments (Policymaking)	Advocacy actions	Possible news hooks	Media actions
October 2015			<ul style="list-style-type: none"> • Domestic Violence Awareness Month • Nat'l Breast Cancer Awareness Month • LGBT History Month • Oct. 16, World Food Day • Oct. 31, Halloween 	

November 2015			<ul style="list-style-type: none"> • Nov. 3, Election Day • Nov. 11, Veteran's Day • Nov. 26, Thanksgiving Day • Nov. 27, Black Friday (shopping) 	
December 2015			<ul style="list-style-type: none"> • Dec. 1, World AIDS Day • Dec. 5, International Volunteer Day • Dec. 6, Hanukkah begins • Dec. 10, Int'l Human Rights Day • Dec. 21, Winter Solstics • Dec. 25, Christmas Day • Dec. 26 – January 1, Kwanzaa 	
January 2016			<ul style="list-style-type: none"> • New Year's Day • MLK Day (3rd Monday) 	
February 2016			<ul style="list-style-type: none"> • February 14, Valentine's Day • President's Day (3rd Monday) • Chinese New Year (date changes) • The Oscars (date changes) • American Heart Month • Nat'l Cancer Prevention Month 	

<p>March 2016</p>			<ul style="list-style-type: none"> • March 8, Int'l Women's Day • Spring break (date changes) • March 31, Cesar Chavez Day • Nat'l Youth Violence Prevention Week (dates change) 	
<p>April 2016</p>			<ul style="list-style-type: none"> • Passover (date changes) • Easter (date changes) • April 15, Tax Day • April 22, Earth Day • April 7, World Health Day • Nat'l Infant Immunization Week (last full week) • Nat'l TV Turn-off Week (last full week) 	
<p>May 2016</p>			<ul style="list-style-type: none"> • May 1, May Day • Mother's Day (2nd Sunday) • Memorial Day (last Monday) • Nat'l Women's Health Week (second full week) • Bike to Work Week (second full week) • May 17, Anniversary of the Brown vs. Board of Education Supreme Court decision • Nat'l Physical Fitness Month 	

June 2016			<ul style="list-style-type: none"> • Father's Day (3rd Sunday) • June 19, Juneteenth • June 21, Summer begins 	
July 2016			<ul style="list-style-type: none"> • July 4, Independence Day • July 26, 25th Anniversary of the Americans with Disabilities Act 	
August 2016			<ul style="list-style-type: none"> • Back to School month • Aug. 2, 25th anniversary of first smoking ban • Aug. 26, Women's Equality Day • Aug. 29, 10th anniversary of Hurricane Katrin 	
September 2016			<ul style="list-style-type: none"> • National Hispanic Heritage Month • Sept. 1, Labor Day • Sept. 7, Grandparents Day 	

<p>October 2016</p>			<ul style="list-style-type: none"> • Domestic Violence Awareness Month • Nat'l Breast Cancer Awareness Month • Oct. 16, World Food Day • Oct. 31, Halloween 	
<p>November 2016</p>			<ul style="list-style-type: none"> • Nov. 3, Election Day • Nov. 11, Veteran's Day • Nov. 26, Thanksgiving Day • Nov. 27, Black Friday (shopping) 	