**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.

<table>
<thead>
<tr>
<th>Media advocacy activity timeline</th>
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</thead>
<tbody>
<tr>
<td><strong>Overall strategy</strong></td>
</tr>
<tr>
<td>The change we would like to see is:</td>
</tr>
<tr>
<td>The person or decision-making body with the power to make this change is:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Key moments (Policymaking)</th>
<th>Advocacy actions</th>
<th>Possible news hooks</th>
<th>Media actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2015</td>
<td></td>
<td></td>
<td>• Domestic Violence Awareness Month</td>
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<td></td>
<td></td>
<td></td>
<td>• Nat’l Breast Cancer Awareness Month</td>
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<td>• LGBT History Month</td>
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<td></td>
<td></td>
<td></td>
<td>• Oct. 16, World Food Day</td>
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<td></td>
<td></td>
<td></td>
<td>• Oct. 31, Halloween</td>
<td></td>
</tr>
</tbody>
</table>
| November 2015 | Nov. 3, Election Day  
Nov. 11, Veteran’s Day  
Nov. 26, Thanksgiving Day  
Nov. 27, Black Friday (shopping) |
| December 2015 | 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 | New Year’s Day  
MLK Day (3rd Monday) |
| February 2016 | 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 |
<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
</table>
| March 2016 | • March 8, Int’l Women’s Day  
• Spring break (date changes)  
• March 31, Cesar Chavez Day  
• Nat’l Youth Violence Prevention Week (dates change) |
| April 2016 | • 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) |
| May 2016   | • 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 |
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</thead>
</table>
| June 2016  | • Father’s Day (3rd Sunday)  
             • June 19, Juneteenth  
             • June 21, Summer begins |
| July 2016  | • July 4, Independence Day  
             • July 26, 25th Anniversary of the Americans with Disabilities Act |
| August 2016| • 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| • National Hispanic Heritage Month  
               • Sept. 1, Labor Day  
               • Sept. 7, Grandparents Day |
| October 2016 | • Domestic Violence Awareness Month  
• Nat’l Breast Cancer Awareness Month  
• Oct. 16, World Food Day  
• Oct. 31, Halloween |
| November 2016 | • Nov. 3, Election Day  
• Nov. 11, Veteran’s Day  
• Nov. 26, Thanksgiving Day  
• Nov. 27, Black Friday (shopping) |