

2010-2011 NDDOT Media Calendar

October 2010	November 2010	December 2010	January 2011	February 2011	March 2011
S M T W Th 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	S M T W Th 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	S M T W Th 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	S M T W Th 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 29 30	S M T W Th 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	S M T W Th 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 2011	May 2011	June 2011	July 2011	August 2011	September 2011
S M T W Th 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	S M T W Th 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	S M T W Th 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	S M T W Th 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	S M T W Th 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	S M T W Th 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

October 1-2, 2010, Southeast Jamestown Region
October 15-16, 2010, Southwest Dickinson Region
October 22-23, 2010, Southwest Bismarck Region
October 29-30, 2010, Northeast Grand Forks Region
October 29-30, 2010, Southeast Fargo Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the limit. Under Arrest.*

October 27-31, 2010, Statewide
 Impaired Driving Focus
 Media Message: *Social Norming*

November 3-9, 21-28, 2010, Statewide
 Occupant Protection Focus
 Media Message: *Social Norming*

November 10-20, 2010, Statewide
 Occupant Protection Focus
 Media Message: *Pick Your Click/Click It or Ticket*

November 26-27, 2010, Northwest Minot Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the limit. Under Arrest.*

December 3-4, 2010, Northwest Williston Region
December 17-18, 2010, Northeast Devils Lake Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

December 15, 2010 - January 1, 2011, Statewide
 Impaired Driving Focus
 Media Message: *Social Norming*

February 3-6, 2011, Statewide (Super Bowl)
 Impaired Driving Focus
 Media Message: *Social Norming*

February 5-6, 2011, Northeast Devils Lake Region
February 5-6, 2011, Southeast Fargo Region
February 5-6, 2011, Southwest Bismarck Region
February 11-12, 2011, Northeast Grand Forks Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest*

March 17-18, 2011, Southwest Dickinson Region
March 18-19, 2011, Northwest Williston Region
March 18-19, 2011, Northwest Minot Region
March 18-19, 2011, Southeast Jamestown Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

March 15-21, 2011, Statewide
 Impaired Driving Focus
 Media Message: *Social Norming*

April 1-30, 2011, Statewide (Alcohol Awareness Month)
 Underage Drinking Focus
 Media Message: *Parents LEAD*

April 29-30, 2011, Northwest Williston Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

May 1-31, 2011, Statewide
 Motorcycle Awareness
 Media Message: *Share the Road*

May 5-7, 2011, Northeast Grand Forks Region
May 27-28, 2011, Northwest Minot Region
May 27-28, 2011, Southeast Jamestown Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

May 9 - June 5, 2011, Statewide
 Occupant Protection Focus
 Media Message: *Pick Your Click/Click It or Ticket*

June 10-19, 2011, Southeast Fargo Region
June 17-25, 2011, Southwest Bismarck Region
June 21-30, 2011, Southwest Dickinson Region
June 24-25, 2011, Northeast Devils Lake Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

June 27 - July 4, 2011, Statewide
 Impaired Driving Focus
 Media Message: *Social Norming*

July 1-2, 2011, Northwest Minot Region
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

July 1-17, 2011, Statewide
 Occupant Protection Focus
 Media Message: *Social Norming*

July 18-31, 2011, Statewide
 Distracted Driving Focus
 Media Message: *Social Norming*

August 1-14, 2011, Statewide
 Impaired Driving Focus
 Media Message: *Social Norming*

Aug. 18 - Sept. 5, 2011, Labor Day Crackdown, Statewide
 Impaired Driving Focus
 Media Message: *Drunk Driving. Over the Limit. Under Arrest.*

Note: Dates and promotions may change. Last update: October 2010



North Dakota Department of Transportation, Safety Division www.dot.nd.gov