



THE SPIN PROJECT

Independent Media Institute
 77 Federal Street
 San Francisco, CA 94107
 phone 415.284.1420
<http://www.spinproject.org>
info@spinproject.org

Big Events, Red Letter Days, and More Hooks Than You Can Shake a Stick At

2006 SPIN Project Progressive Editorial Calendar

An Editorial Calendar is one of the basics of creating an effective Communications Plan, and now is the time to start thinking about your communications efforts for the rest of 2006.

In this document you'll find a list of events, holidays and other dates you can use as hooks for your pitches to reporters throughout the year. We'll also be publishing excerpts of the calendar in our e-newsletter throughout the year.

January

January 1 – New Years Day- ask your local or state decision-makers to make a New Years Resolution to “stamp out hunger” or provide quality education for all, etc.

January 4- Congress Convened – Place an op ed in your local paper calling your Congressman and Senators to vote the values of fairness and equality.

January 9- Alito confirmation hearings begin

January 16 Martin Luther King, Jr. Day – an opportunity to promote civil rights and racial justice

January 18- Senate convenes

January 22 Anniversary of Roe Vs. Wade – opportunity to talk about the importance of choice and other reproductive justice issues.

January 29- Chinese New Year

February

February -TV sweeps, new coverage tends to be more sensational, consumer driven

February – Black History Month

February 6 SuperBowl Sunday

February 15- Deadline for joint congressional bipartisan committee looking into governmental failures in responding to Katrina.

February 10-26 Winter Olympics in Turin, Italy

February 14 Valentines Day – A great opportunity to build positive relations with elected officials and community leaders. Send a Valentine – privately or publicly in the media – to “Leaders we Love” who have championed our issues.

February 20 President's Day

February 25-28 National Governors Association Winter Meeting. Washington DC

March

March- Women's History Month, March Madness (NCAA playoffs)

March 5- The Oscars –This can be a great time to invent your own awards for members or leaders: “Best Volunteer in a Supporting Role” “Best Leading Fundraiser” etc.

March 8- International Women's Day

March 19- Third anniversary of the beginning of the war in Iraq- use this as a hook to talk about what the war has meant to your community and your issue, i.e. misplaced priorities, militarization vs. education etc.

March 31 – Cesar Chavez Day (official in California, recognized in many communities). This is an important day to recognize farm laborers and – more broadly – immigrant rights. “Honor the hand that harvests your crop” -- Dolores Huerta, co-founder (with Chavez) of the United Farm Workers.

April

April 13- Passover

April 15 Tax Day -- Let's use this date to make the case for the role government has to play – what do our tax dollars fund? And let's use the day for accountability -- which corporations are shirking their public responsibilities with giant tax breaks?

April 16- Easter

April 22 Earth Day – An important day to highlight environmental health. Can also be a useful time for environmental and health groups to build relationships with elected officials, as they may be more open to hearing from you/meeting with you around this date.

May- Asian Pacific American heritage Month

May

May -TV sweeps, new coverage tends to be more sensational, consumer driven

May 1 May Day – Celebrate the eight hour work day and other vital workers rights. A great newshook to spotlight companies or industries who violate workers right (WalMart, anyone?)

May 14 Mother's Day – Let's use this day to honor working Moms who have to work double time to make it in bush's America. Let's honor the Moms who've lost their children to the war in Iraq. Let's highlight the Moms for whom the best gift would be public schools that work for their kids.

May 17- 52nd anniversary of Brown vs. Board of Education- opportunity for op-eds on racial justice in the education system

May 29 Memorial Day -- Let's use this weekend to host vigils and interfaith services to remember the soldiers killed in Iraq, and to call for an end to the bloodshed.

June

June - Gay Pride- profiles and features of the LGBT movement and their ongoing struggles for equal protections and marriage.

Early June -- Many summer Blockbuster movies will open and go full throttle With their marketing and PR around this time – can you link you issue to many of the soft news/entertainment features these films will generate?

Mid June – Last day of school, graduations- use score/report cards with public officials to grade how they measure up to important issues.

June 14 Flag Day. Every progressive American should plant a flag in the yard and use the opportunity to tell their neighbors why progressive values are American values.

June 18 Father's Day – what are Dads coming home from Iraq facing in their communities.

June 19 Juneteenth (official state holiday in Texas, celebrated in many communities). Marks the day Texas got word of the Emancipation Proclamation and the end of slavery in America – two and half years late. The holiday now celebrates African American freedom and achievement.

June 27 Anniversary of the Stonewall Rebellion – Thirty seven years ago, the gay pride movement was born when New York City Police raided a popular gay bar – and the patrons fought back.

July

July - TV sweeps, news coverage tends to be more sensational, consumer driven

July 4-Independence Day – features on immigrants who become naturalized citizens and stories about immigrants contributions to the U.S. Environmental groups can talk about “independence from oil”.

July 26- Anniversary of the Americans with Disabilities Act- op-eds, features and stories on the impact of this civil rights legislation on the disability rights community.

August

Late August Back to school – great timing for “the state of public education” stories.

September

September – Latino Heritage Month

September 4 Labor Day – A day to highlight the struggles of working families. Retail politicking begins for local and statewide candidates, as well as ballot measures. Use town hall events and candidate forum as an opportunity to make news and watchdog the issues

Septemebr 23- Rosh Hashanah

September 24- Ramadan begins

October

October- National Disabilitiy Employment Awareness Month

.October 2 Yom Kippur – On this day of Atonement, we can call on corporate

and political leaders to take responsibility for their mistakes, and ask them to pledge to do better.

Mid October – World Series

October TBA -- Target Adjournment for Congress – time to evaluate what they achieved and do in-district accountability.

October 9 Columbus Day

October 16- World Food Day

October 29 Black Tuesday – Seventy-seven years ago, the Great Depression began with a stock market crash.

November

November- American Indian Heritage Month

November --TV sweeps, new coverage tends to be more sensational, consumer driven

November 7 Election Day – Another opportunity to call for fair elections and make the case for reforms that will deliver the promise of democracy for all Americans.

November 11 Veteran’s Day – Let’s organize town halls meetings for Iraq veterans to speak out against the war.

Mid November – Many holiday blockbuster movies will open and go full throttle with marketing and PR around this time – can you link you issue to many of the soft news/entertainment features these films will generate?

November 22 Forty-third anniversary of John F. Kennedy’s Assassination

Nov. 18- National Adoption Day

November 24 Thanksgiving Day – An opportunity to highlight genetically modified foods and organics and slow food solutions. Also many media outlets will begin their “Season of Giving” type stories, which is an excellent opportunity to highlight local groups serving people in need.

November 25- International Day for the Elimination of Violence against Women

December

December 1- World AIDS Day

December 10-International Human Rights Day

December 16 Hanukkah

December 25 Christmas Day- which local politician is the Grinch who stole Christmas and who deserves coal in their stockings for failed promises or polices.

December 26 Kwanzaa