

## DUE DATES FOR AUGUST

### ARTICLES

Topic brief due by: **May 21<sup>st</sup>, 2024**  
Draft of content due by: **June 3<sup>rd</sup>, 2024**  
Content promoted to media: **July 1<sup>st</sup>, 2024**



### RADIO

Production brief due by:  
**July 2<sup>nd</sup>, 2024**



### VIDEO

Production brief due by:  
**June 3<sup>rd</sup>, 2024**



## TOPICAL DATES FOR AUGUST

- August long weekend, most provinces (August 5<sup>th</sup>)
- International Day of the World's Indigenous Peoples (August 9<sup>th</sup>)
- International Youth Day (August 12<sup>th</sup>)
- World Humanitarian Day (August 19<sup>th</sup>)
- Public Service Pride Week (August 19<sup>th</sup> – 23<sup>rd</sup>)
- International Overdose Awareness Day (August 31<sup>st</sup>)

## CONTENT INSPIRATION FOR AUGUST

### AUTOMOTIVE

- Fuel-efficient driving techniques
- Car maintenance tips to save you money this summer
- Tips to help choose the right insurance coverage

### ENVIRONMENT & NATURE

- Tips to extend your summer outdoors
- Easy tips to reduce energy usage
- Ways to protect the environment in your community

### FAMILY & COMMUNITY

- Ways to set your kids up for back-to-school success
- Boredom-busting tips to get kids through the end of summer
- Tips to keep the whole family safe while swimming

### FINANCE

- Strategies for reducing household expenses
- Planning for children's education costs
- Tips to save big on back-to-school spending

### FOOD, NUTRITION & WELLNESS

- Farm-to-table freshness in August
- Tasty ways to enjoy vegetables
- Healthy and nutritious recipes for a strong start to the school year

### HEALTH & SAFETY

- How to stay hydrated and avoid heatstroke risks
- Ways to prepare for the fall allergy season
- Immunity boosting tips for the family before school starts
- Ways to take the stress out of back-to-school season

### HOME & GARDEN

- Tips to take your backyard to the next level
- Ways to create the ultimate home entertaining space
- Home security tips for while you are away

### NEWCOMERS

- Building an emergency fund? Financial literacy tips for newcomers
- Finding housing in Canada

### SENIORS/50+

- Stay active and fit with senior-friendly outdoor exercises
- Delicious and nutritious: Heart-healthy recipes using local Canadian ingredients

### TRAVEL & LEISURE

- Tips to make the most of summer travel