

## DUE DATES FOR MAY

### ARTICLES

Topic brief due by: **February 20<sup>th</sup>, 2024**  
Draft of content due by: **March 1<sup>st</sup>, 2024**  
Content promoted to media: **April 1<sup>st</sup>, 2024**



### RADIO

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



### VIDEO

Production brief due by:  
**March 1<sup>st</sup>, 2024**



## TOPICAL DATES FOR MAY

- Mental Health Awareness Month
- Speech & Hearing Awareness Month
- Vision Health Month
- Foot Health Month
- National Fitness Month
- Cinco de Mayo (May 5<sup>th</sup>)
- National Nurses Week (May 6<sup>th</sup>-12<sup>th</sup>)
- Emergency Preparedness Week (May 6<sup>th</sup>-12<sup>th</sup>)
- Mother's Day (May 12<sup>th</sup>)
- Victoria Day (May 20<sup>th</sup>)
- Canadian Immigrants Day (May 22<sup>nd</sup>)

## CONTENT INSPIRATION FOR MAY

### AUTOMOTIVE

- Spring car-maintenance tips
- Preparing your vehicle for summer road trips
- How to choose the right car insurance
- Tips for a greener commute

### ENVIRONMENT & NATURE

- How smart shopping choices can help the environment
- Ways to celebrate a planet-friendly Mother's Day
- Eco-friendly cleaning tips

### FAMILY & COMMUNITY

- Creative gift ideas for the whole family to celebrate Mom
- Tips for memorable family getaways
- Fun, feel-good ways to donate your time

### FINANCE

- Tips to protect your banking info
- Budgeting tips for your next vacation
- Ways to fight financial fraud
- Budget-friendly camping tips
- Smart money moves for newlyweds

### FOOD, NUTRITION & WELLNESS

- Cinco de Mayo recipes
- Tips for building healthy eating habits
- Mother's Day breakfast/brunch recipes
- Ways to set realistic fitness goals

### HEALTH & SAFETY

- Self-care tips for Mental Health Awareness Month
- Tips to stay safe on the water

### HOME & GARDEN

- Tips to plant a thriving garden
- Simple upgrades to increase your home's value
- Tips to make the most of your outdoor space

### NEWCOMERS

- Outdoor activities and hobbies for newcomers to discover

### SENIORS/50+

- Tips for gardening without pain
- Joint-friendly exercises that promote health and well-being

### TRAVEL & LEISURE

- Travel tips for long weekend getaways
- Tips to prep your cottage for the summer ahead