



A partnership between American Library Association and FINRA Investor Educator Foundation

# Promotional Calendar and News Hooks

When it comes to getting media attention, timing is critical. Holidays, tax time, back-to-school are all times when reporters are looking for stories. We invite you to use the following news hooks to get attention for your projects. Watch the listserv for tips and sample pitches as these events become timely.

September	October	November	December	January	February
<p><b>Back to School</b></p> <p>Developing smart money habits when kids are young</p> <p>Financial literacy options for youth</p> <p>Helping parents talk money with kids</p> <p><a href="#">Generation Money</a></p>	<p><b>Paying for College</b></p> <p><a href="#">College Board announcements about cost of college</a></p> <p><a href="#">Project on Student Debt</a> publishes its analysis of college student indebtedness, including state-by-state analysis</p> <p>High school seniors need to weigh college debt</p>	<p><b>Beat the Post-holiday Debt Crunch</b></p> <p>Money saving strategies during the holiday season</p> <p><a href="#">National Financial Capability Study</a></p>	<p><b>Tax Preparation and Planning</b></p> <p>Valuable news hook for libraries that are VITA (Volunteer Income Tax Assistance) sites and that offer free tax return preparations</p>	<p><b>New Year's Resolutions</b></p> <p>Saving more</p> <p>Re-thinking your investments</p> <p>Mutual funds information — showcase your collection</p> <p>Following through on those financial resolutions</p>	
March	April	May	June	July	August
<p><a href="#">The Bureau of Economic Analysis</a></p> <p>National Income and Product Accounts Savings Rates</p> <p>(One of the reports on general economic activity is released and media is eager for stories.)</p>	<p><b>Taxes Due</b></p> <p>Financial Literacy Month</p> <p><a href="#">National Library Week</a></p> <p><a href="#">Money Smart Week @ your library</a> (April 23–30, 2016) with Federal Reserve Bank of Chicago</p> <p>(Great opportunities for pitching financial literacy in library's stories.)</p> <p>Tax planning for next year</p>	<p><b>Mother's Day</b></p> <p>Women planning for their financial future</p> <p><a href="#">Study: Women, Financial Literacy and Credit Card Behavior</a></p>	<p><b>Graduation</b></p> <p>Is your recent high school grad prepared to make good financial decisions upon entering college or the work force?</p> <p>Unsolicited credit card offers to graduates: parent's role and advice to young adults</p> <p>Credit card debt and young adults</p>		