

# 2026 Radio Sales Campaigns & Special Events Calendar

For additional details and demos, please visit [RodSchwartz.com](http://RodSchwartz.com)

JANUARY						
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

As We Enter This New Year  
Be Kind to Yourself  
Reflections on Gratitude  
Ten Top Tax Tips  
Your Money Your Future  
Shop Local First!  
Health and Fitness Tips  
(multiple categories)

JULY						
S	M	T	W	Th	F	S
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26	27	28	29	30	31	

4 Independence Day  
(Founders of Our American Republic)  
**NEW: CELEBRATE AMERICA – 250 YEARS!**  
Independent Retailer Month:  
Shop Local First!  
Salute to Our Small Businesses

FEBRUARY						
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Profiles in Black History  
Pets & Their People  
Heart Health Month  
Radio Recruitment Lead-Ins  
  
14 Valentine's Day  
16 Presidents Day  
Presidential Portraits  
21-28 FFA Week

AUGUST						
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23	24	25	26	27	28	29
30	31					

Salute to the American Farmer  
Back-to-School Safety Tips  
At-Home Learning Success Tips  
Eye Health Tips  
Anti-Bullying Campaign  
High School Football  
Drug Abuse Prevention  
Don't Text and Drive

MARCH						
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29	30	31				

Love Your Car  
Home Improvement Tips  
Gardening Tips  
Salute to Our Small Businesses  
  
15-21 Nat'l Agriculture Week  
17 St. Patrick's Day

SEPTEMBER						
S	M	T	W	Th	F	S
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27	28	29	30			

Love Your Car  
Hunting Safety Tips  
  
7 Labor Day  
11 Patriot Day  
Salute to Police & Firefighters  
Salute to Our 911 Operators  
20-26 Nat'l Farm Safety Week

APRIL						
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26	27	28	29	30		

Child Abuse Prevention  
Nat'l Distracted Driving Awareness Month  
Salute to the Class of 2026  
  
5 Easter Treasures  
19-25 Administrative Professionals Week  
22 Think Green!

OCTOBER						
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25	26	27	28	29	30	31

Breast Cancer Awareness Month  
Dental Hygiene Month  
Nat'l Bullying Prevention Month  
Fire Prevention Month  
  
4-10 4-H Week  
31 Halloween Safety Tips

MAY						
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24	25	26	27	28	29	30
31						

Military Appreciation Month  
Salute to Police & Firefighters  
  
4-8 Teacher Appreciation  
6-12 Nurses Week  
7 Nat'l Day of Prayer  
10 Mother's Day  
16 Armed Forces Day  
25 Memorial Day

NOVEMBER						
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22	23	24	25	26	27	28
29	30					

Exercise Your Right to Vote  
Shop Local First! (holiday)  
Salute to Our Small Businesses  
  
11 Veterans Day  
11 Remembrance Day  
21-28 National Bible Week  
26 Thanksgiving Treasures  
Reflections on Gratitude

JUNE						
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21	22	23	24	25	26	27
28	29	30				

Salute to Our Dairy Industry  
It's Fair Time!  
Summer Safety Campaign  
Boating & Swimming Safety  
Stay Safe in the Sun  
Safe Driving Tips  
  
14 Flag Day  
21 Father's Day

DECEMBER						
S	M	T	W	Th	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Don't Drink & Drive  
Don't Text & Drive  
Winter Safety Tips  
  
25 Christmas Treasures  
25 Celebrate Christmas!  
  
As We Enter This New Year (run through mid-January)