**High Visibility Enforcement (HVE)**

**Checklist**

|  |  |  |
| --- | --- | --- |
| **Roadside DUI Checkpoint**  **Date:** | | |
|  | **High Visibility Elements** | **Action** |
|  | 1. Electronic message sign(s) |  |
|  | 1. High Intensity lights |  |
|  | 1. Large signs (e.g. DUI Checkpoint tonight) |  |
|  | 1. Operation command vehicles / vans / police cruisers (with lights/messaging) |  |
|  | 1. Other: |  |
|  | **Media / Visibility** |  |
|  | 1. News advisory (who, what, where and why) |  |
|  | 1. News release (detailed description of event) |  |
|  | 1. Reporter ride-along (exclusive) |  |
|  | 1. Media output tracking |  |
|  | 1. Paid newspaper HVE ad |  |
|  | 1. Paid radio announcement |  |
|  | 1. Signs – highlighting DUI HVE (in downtown business area) |  |
|  | 1. Posters, Coasters, table tents placed in licensed establishments |  |
|  | 1. Flyers, cards, water bottles with DUI HVE message |  |
|  | 1. Commercial electronic signs e.g. schools, businesses |  |
|  | 1. Posters, flyers on HS, college campuses |  |
|  | 1. Newsletters, email blasts, presentations to target audience |  |
|  | 1. Publicize DUI results following Operation |  |
|  | 1. Social media HVE posting   (e.g. FaceBook, Twitter) |  |