**High Visibility Enforcement (HVE)**

**Checklist**

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

(e.g. FaceBook, Twitter) |  |