**Social Host Campaign: Marketing Strategies**

**Advertising**

1. Press Release: Kicking off the campaign with a targeted announcement to all media outlets
2. Star (805) 437-0374, buy ad space but also feature no cost “Ask the Chief” column
3. Reporter 805.648.2244 ext. 237
4. Ventana (805) 648-2244
5. My Ventura News: Bi-weekly e-bulletin goes out midnights on Wednesday mornings the deadline is Monday (during the week that City Hall is open on Fridays). Email any items (20-30 words), an image and links to more info to Richard Newsham
6. My Ventura Rec Guide Ads (Next issue goes out January 2016 and production begins in November 2015)
7. CAPs: quick commercial type ad or interview
8. KEYT: work with their reporter to have a feature on this awareness campaign
9. Radio: Ads, interviews
10. Posters: Displayed at local businesses and on school campuses
11. Sign Board: Displayed during key events
12. Discount coupons to local businesses with campaign ad on one side of coupon
13. Social Media Blasts: FB, Twitter, Website
14. Downtown: Ads on Trash Cans (in addition to posters in store front windows)

**Community Outreach**

1. Make campaign plug at community council meetings, city council meeting, PTO or School Board meetings.
2. Work with school staff to plug info on loud speaker at the Football games during half time “The Ventura Police Department would like to remind all students and parents that the Social Host ordinance carries a $1,000 fine. Be smart, be cool, be legal and save lives by not supporting underage drinking.” Also, feature DUI trailer at games and dances.
3. Target middle and high schools during red ribbon week
4. Coordinate with SROs to spread the word at local schools
5. Email or Voicemail from Superintendent to High School families during targeted “party” times of big games and dances