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| Visibility |
| Strategy | Audience | Message | Placement | Action |
| * Highly visible DUI Enforcement
* Highly visible Party enforcement
* Post visibility of RBS enforcement
 | General Public | * DUI enforcement message
* Party enforcement message
* Credible enforcement message (citation stats)
* RBS enforcement
* Policy accountability
 | 1. TV coverage
2. Newspapers (earned)
3. Newspapers (paid)
4. Social media (Facebook, twitter)
5. Websites
6. Electronic signs
7. Letter from Police chief to media
8. News event
 | * Developing News advisory
* And News release (printable story)
* Posting messages on social media, website and electronic signs
* Develop print ad e.g. upcoming enforcement or post stats)
* Work with PD PIO
* Create talking points and recruit spokespersons e.g. community groups, neighborhood orgs
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| * Highly visible DUI Enforcement
* Highly visible Party enforcement
 | Young Adults (18 – 25) | Message same – modified to young adult audience | 1. Campus newspapers (earned/paid)
2. Posters/flyers
3. Email blasts
4. Radio
5. Door hangers
6. School electronic signs
7. Websites
8. Social media
 | * Develop campus partners to distribute message
* Create variety of message formats
* Create Facebook safe party page
* Recruit college student groups
* Partner with neighborhood groups to distribute message(s) in the community
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| * Highly visible DUI Enforcement
* Highly visible Party enforcement
 | High School Students (13-18) | Message same – modified to under 18 audience e.g. zero tolerance for DUI and SHO accountability  | 1. School newspaper
2. Posters/flyers
3. Presentations
4. Electronic signs
 | * Develop HS partners to distribute messages
* Work with PD SROs
* Create a variety of message formats
* Engage youth groups to promote enforcement strategy message
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| * Highly visible DUI Enforcement
* Highly visible Party enforcement
 | Parents | Message focus on social availability, accountability (SHO) and zero tolerance for DUI | 1. Newsletters (e.g. PTA)
2. Letter sent from HS
3. Email blast
4. Posters/flyers
5. TV, Newspapers (e.g. general audience)
 | * Develop partners at HS , parent groups (e.g. PTA) to help get message distributed
* Create a variety of message formats
* Recruit parents spokespersons
 |
| * Highly visible DUI Enforcement
* Highly visible Party enforcement
* Post visibility of RBS enforcement
 | Alcohol businesses | Message focuses on DUI reduction, intoxication and enforcement of ABC laws e.g. over service.  | 1. Bar association newsletter
2. Website
3. Safety card with bill
4. Table tents
5. Posters/flyers in bar
6. Bar / Restaurant website
 | * Enlist bar owners to post, distribute visibility materials
* Create a variety visibility message formats
* Include visibility component as part of RBS trainings
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