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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 |
| * 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 |
| * 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 |
| * 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 |