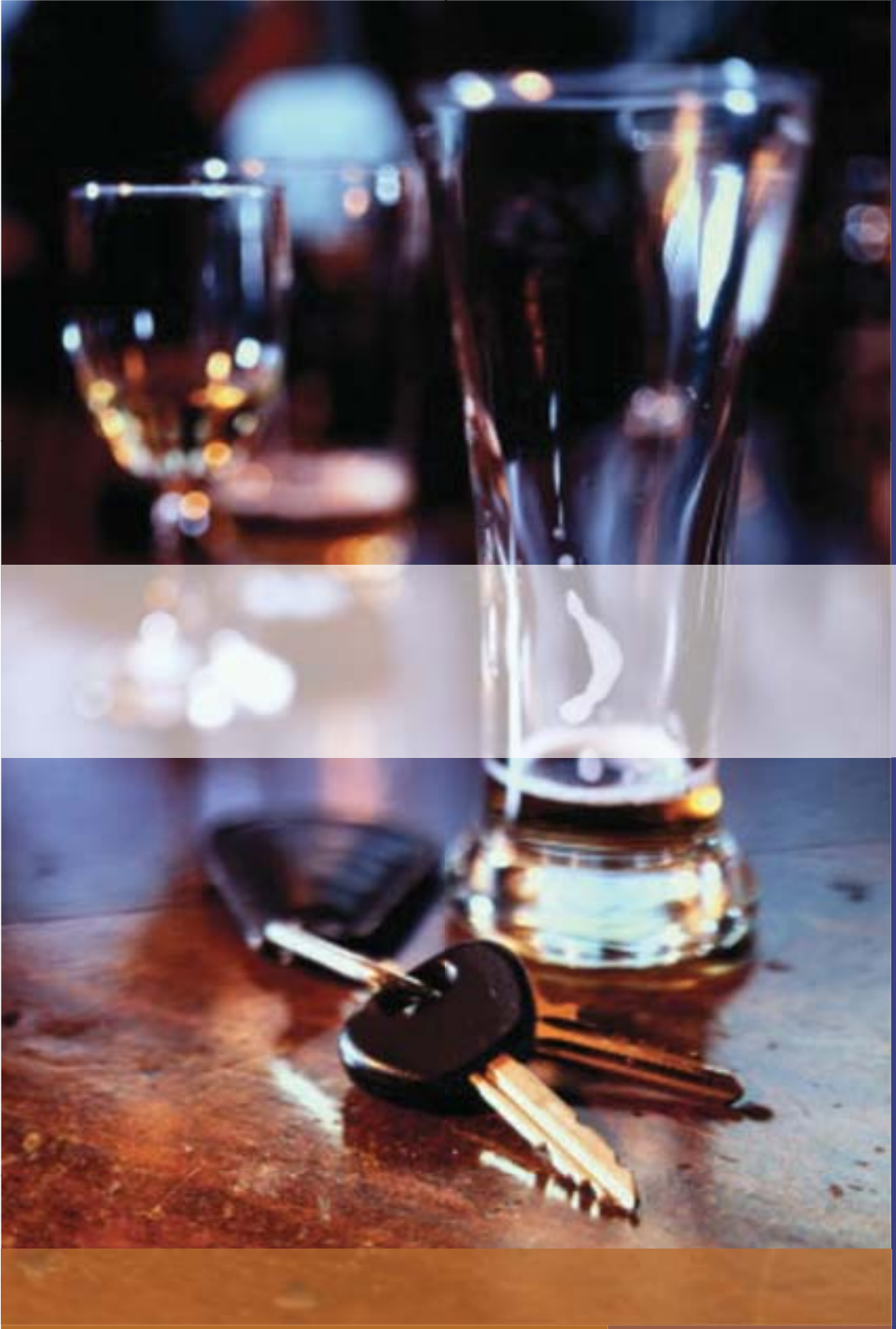
# COPTAILS 101

CALIFORNIA OFFICE OF TRAFFIC SAFETY

BUSINESS, TRANSPORTATION & HOUSING AGENCY • STATE OF CALIFORNIA •

## Anti-DUI Media Event Planning Guide from the California Office of Traffic Safety



Perhaps we put contact information in this area? What do you think, Angie?

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CALIFORNIA OFFICE OF TRAFFIC SAFETY

California Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823

Dear Avoid Grantee:

The Office of Traffic Safety is pleased to provide you with this media event guidebook — COPtails 101 — to assist agencies in planning a "COPtails" media event in your area. With so many agencies in California taking part in regional "Avoid" programs during FY 2004, we thought it would be helpful to provide information and tips for working with the media to kickoff your holiday enforcement efforts. This is intended to assist you in meeting the media relations and kickoff requirements of your grant.

Enclosed you will find helpful information for planning the event, suggestions for working with restaurant staff, tips for coordinating beverage service and sample materials to help secure media coverage of the event.

It is our hope that a series of "COPtails" events will take place in the primary media markets in California, as well as smaller markets served by "Avoid" programs. The "COPtails" events, taking place the first part of December, will also serve as the kickoff for California's annual Drunk and Drugged Driving (3D) Prevention Month campaign.

Those "Avoid" grantees planning their own "COPtails" events will also receive a "COPtails" kit, which will include a supply of cocktail napkins, coasters, a "COPtails" banner, press kit folders, and custom drink glasses and aprons for use with media appearances. We encourage grantees to take advantage of these materials to help brand the event and make it more visually appealing for the media.

On behalf of the OTS, I hope you find this information helpful. If you have any questions about planning your event, or need technical assistance, please contact OTS Communications Manager, Mike Marando, at (916) 262-2975 or mmarando@ots.ca.gov or contact your regional coordinator.

Sincerely,

Christopher Murphy
Deputy Director

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# 1. Situation

After more than a decade of decline, alcohol related injuries and fatalities are back on the rise in California for the fourth consecutive year. In response to this disturbing trend, the California Office of Traffic Safety (OTS) has funded a variety of programs targeting Alcohol and Other Drugs, including 25 "Avoid" programs throughout California. These programs are aimed at bringing together regional law enforcement agencies in a collaborative manner to conduct concentrated DUI efforts, including sobriety checkpoints and saturation patrols. The goal is to make an impact on the community by bringing together resources from multiple agencies that would otherwise be unable to conduct such efforts due to lack of support or resources. The winter and New Years holidays are key periods for the "Avoid" programs.

Each year the California Office of Traffic Safety, in partnership with the CHP, leads the state's efforts for California's annual Drunk and Drugged Driving (3D) Prevention Month campaign — a concentrated public education effort aimed at promoting the dangers of impaired driving during the holidays. The "Avoid" programs are a key component of California's 3D Month efforts.

Working with the media to promote the activities of the "Avoid" programs, specifically promoting sobriety checkpoints, is critical in order to maximize the effectiveness of the programs. Research continues to demonstrate that the deterrent effect of checkpoints, publicized in advance, is one of the most beneficial elements of the law enforcement effort. The OTS hopes to assist grantees in effectively promoting their program activities in order to realize this benefit.

# 2. COPtails Background

The "COPtails" media event was created for the OTS in 2001 in response to the need for a new signature event for the State's Drunk and Drugged Driving (3D) Prevention Month campaign. From 1991 and 2000, the campaign's signature event had been "Lights on for Life," bringing together law enforcement statewide in a very visual manner to promote upcoming high enforcement periods over the holidays.

A partnership between OTS, the California Highway Patrol and California Restaurant Association, "COPtails" marries the concept of promoting the use of designated drivers in a social setting with uniformed officers as the messenger, providing credibility to the anti-DUI message. The combination has proven to be an attractive package for the media.

"COPtails" events typically take place at a well-known restaurant or bar (previous locations have included Rio City Cafe and Fat City in Sacramento and the Crocodile Cafe in Pasadena), beginning with a press conference in late morning, prior to the lunch crowd. Law enforcement agencies from the surrounding area ("Avoid" member agencies) are invited to send a few officers to take part in the event, including serving complimentary non-alcoholic drinks to lunch patrons during the noon lunch hour. The visual of officers from multiple agencies provides a clear example of the breadth of commitment in the community.

# 3. Event Planning

There are a variety of issues to consider when planning a special event intended to appeal to the media. Is the location convenient? Is the date or time competing with another event? How do you entice the media to actually show up? This section is designed to provide specific tips for smart event planning. Please use it as a guideline, but be sure to tailor planning to your specific situation.

It should be noted that news conferences should be held when there is a visual story to tell or a need to get information out to all media sources at once. Unless the news to be released is critical and brand new, talking heads are generally not well-received. The "COPtails" event has provided excellent visuals for the media, helping to ensure the story, impaired driving, is covered and aired.

## DATE & TIME

Ideally, news conferences should be held in a location that is easily accessible to the media and in a venue that is relevant to the message being presented (such as a bar or restaurant for "COPtails"). Keep the following tips in mind when establishing the date and time of your event:

- ❑ Choose a time and date that are most convenient for reporters. Generally mornings (not before 9:30 am) or early afternoons on Tuesday, Wednesday or Thursday work well.
- ❑ Be mindful of the fact that a good media shot will include customers, so plan your event at a time of day when the restaurant is likely to be somewhat crowded. For example, an 11:30 am press event which ends at noon works well. If you are forced to begin at an off-peak time, plan to plant customers at a few tables which can be used for photo opportunities.
- ❑ Avoid broadcast schedules like noon and 5 pm.
- ❑ Be sure your event is not scheduled for the same time as another newsworthy event in the same area, as you don't want to compete for media attention.

## VENUE SELECTION

OTS staff will determine the locations for all "COPtails" events, as well as the date and time to ensure that events in close proximity are not planned to compete with one another for media attention. Additionally, the OTS will work with the California Restaurant Association to identify members who have a commitment to impaired driving and are active in the effort, as well as the Department of Alcoholic Beverage Control (ABC) to ensure that locations have licenses which are in good standing.

OTS has found that restaurants having local appeal and a connection to the community work very well for "COPtails" — particularly those with a bar area spacious enough to be conducive to multiple officers serving drinks. It's well worth the time to visit the venue in advance to get a feel for the place and whether it will work well.

Once a location has been identified and is found to 1) be a member of the CRA, 2) meet Department of Alcoholic Beverage Control clearance and 3) the restaurant manager has agreed to host the event, the following logistical items should be considered and planned for in advance:

### Location Checklist

- ❑ Is adequate parking available? Is special parking needed for VIPs?
- ❑ Does the restaurant have an area or room that is somewhat separate and can be designated for the press conference without interrupting their business operation (and will be quiet enough for a press conference)?
- ❑ Is the manager or owner willing to provide complimentary "COPtails" to customers for a limited period of time (one or two hour period)? See drink menu and sample recipes in section 5.
- ❑ Schedule a follow up site visit a few weeks before the event when the manager or other designated staff person is available to walk through details with you.

## SITE VISIT

Conducting a thorough site visit several weeks in advance is critical to executing a successful event. The site visit provides the opportunity to identify set up needs, review items you need the restaurant to provide and helps to plan key shots for the media. Plan to bring a draft event agenda to the site visit so you can accurately walk through all stages of the event. Consider:

### Site Visit Checklist

- ❑ Confirm whether the manager will be there the day of the event. If not, who is your designated contact person? What time will you need to arrive for set up? Will someone be there early to let you in?

- ❑ Review all ingredients needed for preparing "COPtails" drinks with the manager and confirm the restaurant is willing/capable of purchasing the necessary items (call a few days in advance of the event to reconfirm that this has been done). Leave a copy of the drink recipes with the manager, as well as a sample menu (see section 5). Also confirm whether the restaurant is willing to use custom event coasters and cocktail napkins the day of the event (bring these with you the morning of).

- ❑ Suggest that the bartender who will be working the day of the event be part of the meeting so you have a chance to review plans with the person behind the bar (also confirm whether it's okay for officers to mix drinks with the bartender — this has been a big hit with the media). See the back cover of this guide for a photo of California Highway Patrol Sgt. Tim Maley at Fat City in Sacramento.

- ❑ Suggest that the bartender plan to make a supply of the drinks in advance so they are ready when the officers come to pick up an order. Plan to have these drinks ready at the time the press conference is scheduled to end. The media can't always stay long, so plan to have the shot ready to go for the cameras.

- ❑ Remind the bartender that all ingredients are to be non-alcoholic. You don't want your local TV station to get a shot of the bartender using real champagne to make non-alcoholic "Black Cherry Champagne" by accident.

- ❑ Identify the area where the podium will be set up and confirm proximity of electrical outlets, as needed. Make a note to bring extension chords just in case. Also make arrangements for a podium sign (the COPtails logo can be found on the CD in the back of this guide). Plan to have Velcro and tape handy to affix the sign to the podium.

- ❑ Designate, with the manager, a few key tables in close proximity to the bar area where event speakers and key VIPs may be seated and served a "COPtail" following the press conference. This makes a great shot for the media.

## LOGISTICS

Give some thought to the following details in advance and your event will run smoothly:

### Logistics Checklist

- ❑ Make arrangements to have a professional photographer shoot the press conference and take shots of officers serving drinks to patrons. Make a point to get a group shot of all speakers and key dignitaries that are present.

- ❑ Determine whether a podium and/or sound system must be brought in or rented. If possible, have a sound technician on site during the event to troubleshoot any technical problems. Consider renting a molt box for the media to connect to in order to ensure sound quality.

- ❑ Identify convenient parking for VIPs and other dignitaries (or plan to block off a few parking spaces if possible).

- ❑ Will signage be needed to direct the media and others in attendance?

## LAW ENFORCEMENT PARTICIPATION

The level to which "COPtails" is received by the media (and the amount of airtime the story receives) is largely due to the impact and visuals presented by officers. In addition to standing behind event speakers during the press conference as a show of support, the officers serving drinks to customers are, of course, what makes "COPtails" appealing.

The idea is to provide a mechanism for law enforcement to interact with the public in a way that demonstrates their dedication to preventing impaired driving, yet in a festive manner. In order for officers to deliver on this, it's helpful to provide detailed information in advance so they know what to expect and what will be expected of them (see section 5 for sample letters of invitation and confirmation).

### Law Enforcement Checklist

- ❑ Send out the invitation to participate several weeks in advance, providing guidance on the number of officers each agency should send (do you have room for 6 or 20 servers)? In order to prevent officers standing around with no customers to serve, try to manage the numbers.
- ❑ Designate one person to be the law enforcement coordinator, making sure participation is reconfirmed a day or two prior. This person should also be responsible for giving a briefing to other officers before the press conference.
- ❑ Ensure that those participating know where to go and to arrive at least a half hour early so they can be briefed. Include the bartender in this briefing so that any questions can be answered in advance.

## SPEAKERS

Another key to a successful press conference is to keep the speakers to a minimum, and their remarks on message and to the point. Choose speakers carefully. Plan to include a representative from OTS and the CHP in your event, as well as local law enforcement representatives.

### Speaker Checklist

- ❑ Identify and invite speakers several weeks in advance to secure their availability.
- ❑ Identify one speaker to serve as the emcee, making opening remarks, introducing other speakers as needed and closing the press conference.
- ❑ Prepare talking points in advance to keep speakers on track and avoid duplication of remarks. Send out draft remarks one week in advance.
- ❑ Try to limit the number of speakers to five or less.
- ❑ Limit remarks to two to five minutes if possible.
- ❑ Find out if spokespersons will be available immediately following the event for interviews.
- ❑ Send each speaker a copy of the agenda a few days in advance, reconfirming their participation a few days prior.
- ❑ Make an effort to find a Spanish-speaking person from the DUI area (e.g. police officer, MADD, OTS, etc.)

# 4. Media Relations

This section of the guidebook is intended to provide direction on how to work with the media to promote the "Avoid" program and, specifically, the "COPtails" media event. After all, the purpose of holding a press event is to entice the media so that the story is carried to the public en masse.

Essential media relations tools include a: media advisory, press release and fact sheet, as well as visual images that grab the public's attention and enhance coverage of the event. A description of these media relations tools are provided along with samples and document templates to help grantees implement the "COPtails" media event.

All media materials should include a contact name and phone number (alternate phone number if available). Always be prepared to offer additional information to reporters and coordinate media interviews with key spokespeople from your agency and partnering organizations.

Please keep the OTS apprised of media efforts conducted by your agency. Always submit media materials to your Regional Coordinator and Mike Marando for approval at least three business days in advance, and prior to distribution. Materials can be sent to Mike Marando at mmarando@ots.ca.gov.

## MEDIA TOOLS

A **Media Advisory** is a single-page announcement outlining the who, what, when, where and why of your "COPtails" event. Much like an invitation, a media advisory should clearly list the event location date and time. Be sure to include parking information and directions, making it easy for the media to find. Identify all participating agencies and organizations and include the name, title and affiliation of scheduled press conference speakers. It's also a good idea to indicate whether a Spanish-speaking sppokesperson will be available. It's important as well to spell out a compelling reason for *why* the media and the community should take interest in "COPtails." For example:

> "Alcohol-related fatalities have increased for the past four consecutive years in California after more than a decade of decline. In 2002, 1,411 people were killed and more than 32,000 were injured in alcohol-related crashes — up from 1,308 deaths and 31,806 injuries in 2001."

Also include a brief description of your "Avoid" program and the dollar amount of the supporting OTS grant.

Advisories should be sent via fax or email two or three business days before an event and again on the morning of the event. Remember, weekly newspapers require more lead time than daily publications. Radio and TV generally need only two days notice. Once the advisories have been sent, place follow up calls to media contacts to offer any additional information and gauge their interest in reporting on the event. Always call television News Assignment Editors the morning of the event to remind them of the time and location and communicate any last minute changes.

**Press Releases** offer a complete story of the "COPtails" event and "Avoid" program activities. Current issues, such as a local tragedy or recent statistics on the number of deaths and collisions involving alcohol or drugs in the local area, help to emphasize the gravity of the problem and inspire the media to take interest.

The information included in a press release should be organized in a "pyramid" style — with the most pertinent information revealed in the top of the press release and all supporting information toward the bottom. Presenting the key information in the first two paragraphs helps protect the integrity of your message, even if the press release is edited for available space.

Include quotes from local authorities or well-known community leaders to support your story. If possible, use digital pictures to complement the press release and attract interest in the subject. Press releases should be double-spaced and printed on one side. It's best to keep press releases to one page; two pages at the most. You may want to enclose a copy of "COPtails" drink recipes to be published with the story (see "Drink Recipes" in Section 5).

In preparing the press release, monitor local media outlets to determine which reporters cover transportation and traffic safety. At larger publications it is important to target specific reporters

and section editors. At smaller publications, all press releases may pass directly through the Editor.

**Fact Sheets** present the media with a snapshot of the problem and your program's solution. Hard-hitting current facts on DUI arrests, fatalities and injuries throughout the nation may be compared to identical statistics for your county or the state. Include a brief statement that captures the essence of the "Avoid" program, along with a description of upcoming sobriety checkpoints and saturation patrols. A fact sheet should be a concise document from which reporters can quickly pull story facts and information.

A **Contact Sheet** lists the name, title and phone number of a spokesperson from each participating agency or organization. This sheet is an open invitation for the media to contact these individuals for interviews pertaining to "Avoid" program efforts. Make sure each contact is aware they may be contacted and prepared to give interviews at any time. This can be included in a press kit.

**Photographs** lend detail to a story that simply can't be captured by words. Whenever possible, include digital photographs that complement the press release. Images of officers mixing up "COPtails" behind the bar, or officers serving festive non-alcoholic drinks to patrons are visuals that highlight key moments for viewers and readers.

Keep in mind that television and some newspaper reporters will bring cameras. Create a visual atmosphere that offers good photo opportunities. Make sure your event is held in a well-lit environment with plenty of room for photographers to move about. Remove any distracting signage or decorations that take away from event elements. Stage the shot.

## EVENT CREW COVERAGE

To achieve successful coverage of "COPtails," you must have access to a comprehensive database of media outlets in your area, including daily and weekly newspapers, news radio programs and television stations. If you are in need of a media list for you area, please contact Mike Marando at the Office of Traffic Safety at (916) 262-2975 or via email at mmarando@ots.ca.gov.

Make phone calls in advance and ask for the specific contact information of the reporter or editor for transportation, health and safety, lifestyle or other relevant beats. Find out if the contact prefers to receive news via email or fax, as this will greatly increase the odds for successful delivery and receipt of your media materials. For television and radio, gather the station call letters and channel frequency information. For print outlets, find out the publication cycle (daily, weekly, monthly, etc.) and circulation number.

In the days leading up to the "COPtails" event, you can prepare fax cover sheets and build an email address book of media contacts to guarantee timely and efficient distribution of press materials. Plan to send the media advisory to all contacts two to three business days before the event. Place follow up calls that same day to gauge interest and provide any additional information. One day prior to the event, send the media advisory to the entire list of contacts once more. Make a second round of follow-up calls the morning of the event to remind outlets of the time and location.

At the event, assign someone to keep track of media in attendance and provide them with a media kit which includes the event agenda, press release, "COPtails" drink recipes, fact sheet and contact sheet. Many television stations will send a cameraman only. In this case it is particularly important to provide the cameraman with a media kit to see that the footage is edited properly for the story and assist news anchors in recapping the event.

Help direct media to the press conference area and see that they will get clear audio and visual shots of the speakers and other event elements. Inform news crews of any opportunities for one-on-one interviews with spokespeople following the press conference portion of the event and offer to facilitate this connection. Always try to have at least one Spanish speaking representative on hand to conduct interviews with Spanish media outlets.

Press releases should be sent out immediately following the event. Follow up calls to media, particularly those outlets who were unable to attend the event, should be completed the same day. <u>This is your opportunity to really sell the story, offer additional information and coordinate interviews or provide photos.</u> Try to find out when the story will publish.

## SCHEDULING INTERVIEWS

Schedule media interviews as an opportunity to garner coverage leading up to and the day of the event. Identify the most appropriate television or radio programs for reaching your intended audience and send a pitch letter to the producer to describe your idea for an interview or story opportunity. Follow up with the producer to further explore your idea and set an appointment for the interview.

For television, be prepared with several visual elements or live demonstrations for the cameras. You may offer to bring an officer to the set to demonstrate how to prepare non-alcoholic "COPtails" drinks on-air. Offer the prepared "COPtails" beverages to the show's host(s) during the interview. If you provide a drink recipe demonstration, check that you have all the necessary ingredients, garnishes, glassware and any equipment (knife, can opener, blender, etc.) and that the officer is comfortable preparing the drinks on camera. It's a good idea to do a dry run and practice a few times in advance. Also be sure to provide the reporter or host with a "COPtails" apron, which can be found in the "COPtails" kit.

You may also schedule radio or newspaper interviews to be conducted in the studio, or over the phone. Many interviews are live, so make sure all participants are comfortable with their talking points. Review the "Frequently Asked Questions" page in section 5.

## MEDIA TRACKING

OTS is very interested to know what media covered your event and to see clips and any press coverage. Keep a running list of the media outlets that attend the event and any media interviews that take place. Find out when the story or interview will run and make arrangements to track it.

To track media placements, utilize one of the media tracking services in your community. Look under Clipping Bureau in you local yellow pages for media tracking services and establish a service account several days prior to the dissemination of any media materials. Provide a list of key words (such as "COPtails," "Avoid," impaired driving, etc.), key people and any additional information that will likely appear in a story or interview. You can also forward a copy of your press release and advisory to ensure the tracking service will capture the placements.

# 5. Sample Materials

This section contains sample materials and templates to use in planning your "COPtails" event, including:

- ❑ media advisory
- ❑ press release
- ❑ speaker and law enforcement invitations
- ❑ speaker and law enforcement thank you letters
- ❑ drink recipes
- ❑ drink menu

In addition to the templates found here, electronic templates can be found on the CD in the back of this guide.

## MEDIA ADVISORY - TEMPLATE

**FOR IMMEDIATE RELEASE** **Contact: [CONTACT]**
**[RELEASE DATE]**
**[CONTACT PHONE NUMBER]**

**[HEADLINE]**
***[Subheadline]***

**WHAT:** "COPtails" news conference to kick-off the **upcoming** high enforcement period and California's annual Drunk and Drugged Driving (3D) Prevention Month campaign. Law enforcement from **[#]** area agencies are preparing for upcoming saturation patrols and sobriety checkpoints to deter impaired driving during the holidays.

The "COPtails" event will feature law enforcement officers from throughout **[REGION]** serving non-alcoholic beverages to restaurant patrons as a reminder to celebrate responsibly during the holiday season. The complimentary beverages will be served at **[LOCATION]**, located in **[CITY/AREA].** The beverages are provided courtesy of **[BEVERAGE SPONSORS]**.

**WHO:** **[SPEAKERS], [TITLES], [ORGANIZATIONS]**
**[CONTRIBUTING AGENCIES/ORGANIZATIONS]**
**[AVOID MEMBER AGENCIES]**

**WHEN:** **[DATE]**
News conference at **[TIME]** - "COPtails" drink service from **[APPOINTED TIME]**.

**WHERE:** **[LOCATION]**
**[ADDRESS]**

WHY: Alcohol-related fatalities have increased for the fourth consecutive year in California after more than a decade of decline. In 2002 1,411 people were killed and 32,041 were injured in alcohol related crashes in California.*

###

* California Highway Patrol 2002 provisional data.

## PRESS RELEASE - TEMPLATE

**FOR IMMEDIATE RELEASE**
[RELEASE DATE]

**Contact:** **[Name], [Agency/Organization]**
[Office Phone Number] [Alternate number]

[HEADLINE]
***[Subheadline]***

([**City**], Calif.) – [Lead sentence offers "the hook" and intrigues readers to continue. Additional sentences present the who, what, when, where, why and how of "COPtails" — up front, in the first paragraph.]

[Second paragraph describes the goal of the Avoid program and "COPtails" event. Include a quote from an important authority or well-known community leader. Try to break the quote up, using the proper journalistic attribution (said Office of Traffic Safety Deputy Director Christopher Murphy or California Highway Patrol Commissioner D.O. "Spike" Helmick). Be sure to have all quotes approved.]

[Following paragraphs may include DUI statistics from the previous year specific to your area. Background information on the "Avoid" program, and the efforts of partnering agencies and organization may also be summarized in a way that supports information in the first and second paragraphs.]

Try to limit the press release to no more than one page, double-spaced. Use the following as a concluding sentence:

Funding for the "Avoid" program is provided by a grant from the California Office of Traffic Safety through the Business, Transportation and Housing Agency.

###

[Cite source(s) of any statistics or survey information.]

## "COPtails" AGENDA FOR PRESS KITS - TEMPLATE

"COPtails" [HOST CITY] News Conference

[ DATE]
[TIME]

[LOCATION]

AGENDA

| | | |
|---|---|---|
| [TIME PERIOD] | [Welcome/opening remarks] | [NAME], [TITLE]<br>[ORGANIZATION] |
| [TIME PERIOD] | | [NAME], [TITLE]<br>[ORGANIZATION] |
| [TIME PERIOD] | | [NAME], [TITLE]<br>[ORGANIZATION] |
| [TIME PERIOD] | | [NAME], [TITLE]<br>[ORGANIZATION] |
| [TIME PERIOD] | [Closing remarks] | [NAME], [TITLE]<br>[ORGANIZATION] |

Media Q&A

["COPtails" TIME PERIOD] Law enforcement officers serve "COPtails" non-alcoholic beverages

###

## SPEAKER INVITATION LETTER - TEMPLATE

## DISTRIBUTE AS SOON AS EVENT DATE IS CONFIRMED

[MONTH] [DAY], [YEAR]

[FIRST NAME] [LAST NAME]
[TITLE]
[ORGANIZATION]
[ADDRESS]
[CITY], [STATE] [ZIP CODE]

Dear [SPEAKER NAME]:

The [AVOID THE #] and the California Office of Traffic Safety would like to invite you to speak at a kickoff media event to launch our program's upcoming impaired driving efforts in the [GEOGRAPHIC REGION]. The event, "COPtails," will also help launch California's annual Drunk and Drugged Driving (3D) Prevention Month campaign taking place in December.

The "COPtails" event will begin with a news conference followed by law enforcement officers from agencies throughout [REGION] serving non-alcoholic beverages to restaurant patrons, reminding them to celebrate responsibly during the holiday season.

The event will be held at [LOCATION] on [DATE] and will begin promptly at [TIME]. [LOCATION] is located in [CITY/AREA] at [ADDRESS].

As the [SPEAKER'S INDUSTRY] plays such an important role in the fight against impaired driving, the [AVOID THE #] would be honored to have you participate in the "COPtails" event this year.

Please have your staff confirm your participation in this year's news conference by contacting ["COPtails" COORDINATOR] at [CONTACT PHONE NUMBER] by [DEADLINE]. [HE/SHE] will provide the remainder of the details. Talking points can be arranged upon request.

Thank you in advance for your consideration.

Sincerely,

[TITLE]
[AVOID HOST AGENCY]

## SPEAKER THANK YOU LETTER - TEMPLATE

## DISTRIBUTE THE WEEK FOLLOWING EVENT

**[MONTH] [DAY], [YEAR]**

**[FIRST NAME] [LAST NAME]**
**[TITLE]**
**[ORGANIZATION]**
**[ADDRESS]**
**[CITY], [STATE] [ZIP CODE]**

Dear **[SPEAKER NAME]**:

Thank you for joining the **[AVOID THE #]** and the California Office of Traffic Safety at the **[REGION'S]** "COPtails" media event in support of California's 2003 Drunk and Drugged Driving (3D) Prevention Month campaign. The continued support of organizations such as the **[SPEAKER'S ORGANIZATION]** help to make the campaign a continued success.

Thank you again for your continued support. We look forward to working with **[SPEAKER'S ORGANIZATION]** in the New Year.

Sincerely,

[AVOID HOST AGENCY REPRESENTATIVE]

## PARTICIPANT INVITATION LETTER - TEMPLATE

## DISTRIBUTE TWO TO THREE WEEKS IN ADVANCE

**[MONTH] [DAY], [YEAR]**

**[FIRST NAME] [LAST NAME]**
**[TITLE]**
**[ORGANIZATION]**
**[ADDRESS]**
**[CITY], [STATE] [ZIP CODE]**

Dear **[PARTICIPANT NAME]**:

The **[AVOID THE #]** and the California Office of Traffic Safety (OTS) would like to invite you to attend the upcoming "COPtails" media event to kick off **[REGION'S]** upcoming high enforcement period and California's annual Drunk and Drugged Driving (3D) Prevention Month campaign taking place in December.

Following the press conference, the "COPtails" event will feature officers from **area** agencies serving non-alcoholic beverages to restaurant patrons, reminding them to celebrate responsibly during the holiday season.

The event will be held on **[DATE]** at **[TIME]** at **[LOCATION],** located in **[CITY/AREA]** at **[ADDRESS]. [PARKING INFORMATION].**

Please RSVP to **["COPtails" COORDINATOR]** at **[CONTACT PHONE NUMBER]** by **[DEADLINE]**. Thank you in advance for your continued support of California's efforts to deter impaired driving.

Sincerely,

**[AVOID HOST AGENCY REPRESENTATIVE]**
**[AVOID HOST AGENCY]**

## PARTICIPANT THANK YOU LETTER - TEMPLATE

## DISTRIBUTE THE WEEK FOLLOWING EVENT

**[MONTH] [DAY], [YEAR]**

**[FIRST NAME] [LAST NAME]**
**[TITLE]**
**[ORGANIZATION]**
**[ADDRESS]**
**[CITY], [STATE] [ZIP CODE]**

Dear **[PARTICIPANT NAME]**:

Thank you for participating in the **[REGION'S]** "COPtails" event to kick-off the **[AVOID THE #]** high enforcement period in conjunction with California's 2003 Drunk & Drugged Driving (3D) Prevention Month campaign. The continued support of your organization helps demonstrate California's broad and unwavering commitment to preventing impaired driving.

The support of organizations like **[PARTICIPANT'S ORGANIZATION]** is critical to preventing impaired driving throughout the California. Again, thank you for your support of the **[AVOID THE #]**. We look forward to working with you in the coming year.

Wishing you safe and happy holidays,

**[AVOID HOST AGENCY REPRESENTATIVE]**
**[AVOID AGENCY]**

## LAW ENFORCEMENT "COPtails" INVITATION - TEMPLATE

## DISTRIBUTE TWO TO THREE WEEKS IN ADVANCE

**[MONTH] [DAY], [YEAR]**

## MEMORANDUM

**TO:** **[NAME]**
**[AVOID MEMBER AGENCY]**

**FR:** **[NAME], [TITLE]**
**[AVOID COORDINATOR]**

**RE:** **[AVOID THE #] DECEMBER KICKOFF MEDIA EVENT**

The [**AVOID THE #**], Office of Traffic Safety and California Highway Patrol are currently planning for the "Avoid" media kickoff event to be held on [**DATE**]. As a member agency of the [**AVOID THE #**], your department is invited to take part in a media event, "COPtails," to launch the upcoming holiday high enforcement period and California's annual Drunk and Drugged Driving (3D) Prevention Month campaign. We ask that you send [**NUMBER OF OFFICERS**] to the event.

Following the press conference, "COPtails" will feature officers from [**AVOID THE #**] agencies serving non-alcoholic beverages to patrons, reminding them to celebrate responsibly during the holiday season. The media event will be held on [**DATE**] at [**TIME**] at [**LOCATION**], located at [**ADDRESS**]. Please plan to arrive by [**APPOINTED TIME**].

During the news conference, officers will be asked to stand behind event speakers as a visual show of support. Following the news conference, representatives from your agency will be asked to join fellow officers in serving a selection of complimentary non-alcoholic beverages to [**RESTAURANT**] patrons from [**APPOINTED TIME PERIOD**]. Participating officers will receive a briefing on site to review protocol for serving beverages to customers.

Please confirm your agency's participation in "COPtails" by [**DATE**] by contacting [**"COPtails" COORDINATOR**] at [**PHONE NUMBER**] or [**EMAIL ADDRESS**]. Thank you in advance for your continued support of California's effort to deter impaired driving. Happy Holidays!

## LAW ENFORCEMENT CONFIRMATION - TEMPLATE

## DISTRIBUTE 4-5 DAYS PRIOR TO EVENT

**[MONTH] [DAY], [YEAR]**

*CONFIRMATION — REMINDER*

TO: **[AVOID MEMBER AGENCY CONTACT]**
**[DEPARTMENT]**

FR: **[AVOID "COPtails" COORDINATOR]**
**[PHONE] / PAGER]**

RE: "COPtails" Media Event/Avoid Kickoff

This is to confirm your participation in the **[AVOID THE #]** "COPtails" news conference on **[DATE]**.

**WHEN:** **[DATE]**
Arrive by **[TIME ]**
Law Enforcement briefing at **[TIME]**
News Conference to begin promptly at **[TIME]**

**WHERE:** **[LOCATION]**
**[ADDRESS]**

**CONTACT:** Please check in with **["COPtails" COORDINATOR]** when you arrive. **[HE/SHE]** will provide direction regarding participation in the news conference and "COPtails" beverage service instructions.

**OTHER:** During the news conference, you will be asked to stand behind the speakers as a visual show of support. Immediately following the news conference, please proceed to the designated meeting area to begin serving. Plan on being available until **[END TIME]**. If things wrap up earlier than expected, you will be released.

Please feel free to call me with any questions at **[PHONE/PAGER NUMBER]**. I look forward to seeing you on **[DATE]**.

# FREQUENTLY ASKED QUESTIONS (FAQ)

## California's Drunk And Drugged Driving (3D) Month

### 1. What is 3D Month?

Drunk and Drugged Driving (3D) Prevention Month is a monthlong public awareness campaign conducted at the national level to bring attention to the dangers of impaired driving during the holidays.

### 2. Why is California taking part in 3D Month?

Each year the Office of Traffic Safety and California Highway Patrol work together to prevent impaired driving during peak travel periods, including the Christmas and New Year holidays. In 2002, 1,411 people were killed and 32,041 injured in alcohol related crashes in California.* This is the fourth consecutive increase in injuries and fatalities after more than a decade of decline.

*CHP provisional data.

### 3. What is California doing to prevent impaired driving?

During FY 2004, the Office of Traffic Safety provided more than $15 million in funding to 73 grantees in California to conduct efforts aimed at enforcement and education of the state's DUI laws. The OTS also currently has 25 "Avoid" programs which are regional groups of law enforcement agencies who work together to conduct sobriety checkpoints, saturation patrols and strike teams. This approach enables the pooling of staffing and equipment resources so that local departments are able to conduct efforts that would not be able to execute on their own. More than 330 law enforcement agencies throughout California are currently taking part in the "Avoid" programs.

### 4. Are DUI arrests going up in California?

According to the 2003 Annual Report of the California DUI Management Information System Report by DMV, the number of DUI arrests in 2001 was 178,950 — down from 183,955 in 2000.

### 5. Are the majority of DUI offenders repeat offenders in California?

Among convicted DUI offenders in 2000, 74.8 percent were first offenders and 25.2% were repeat offenders (one or more prior convictions within the previous seven years).

# IMPAIRED DRIVING FACTS & FIGURES

## 2003 Drunk & Drugged Driving (3D) Prevention Month

### National 2002 Crash Statistics*

- 17,419 people were killed and 258,000 people were injured in alcohol-related crashes nationwide.
- Last year alcohol was involved in 41 percent of all fatal crashes.
- Approximately three in every 10 Americans will be involved in an alcohol-related crash during their lifetime.
- In 2002, there was one alcohol-related fatality every 30 minutes.

* National statistics are based on FARS 2002 Early Assessment of Motor Vehicle Crashes, National Highway Traffic Safety Administration (NHTSA).

### California 2002 Crash Statistics**

- 1,411 people were killed and 32,041 were injured in alcohol-related crashes in California.
- Alcohol involved traffic fatalities increased 7.9 percent in 2002 — the fourth consecutive increase after more than a decade of decline.
- There were 1,269 alcohol-involved fatal collisions and 20,735 alcohol-involved injury collisions statewide.
- DUI arrests in California decreased from 178,950 in 2001 to 178,098 in 2002.
- The average age of an arrested DUI offender was 34 years of age.
- September 12, 2000, marked the first day California was without a traffic fatality since May 1, 1991.

** California statistics are based on California Highway Patrol 2002 provisional data and Department of Motor Vehicles 2002-DUI MIS Report.

# NON-ALCOHOLIC DRINK RECIPES TO MAKE THE PARTY SIZZLE!

Liven up your party with these "liquor-less libations!"

## Winter Wassail

1 quart apple juice
1 quart apple cider
8 oranges
4 lemons
16 cinnamon sticks (for garnish)
8 whole cloves
6 whole allspice berries
1/4 tsp. mace

- In large pot, combine apple juice and cider. Wash and slice oranges and lemons. Add to cider mixture.
- Wrap 6 cinnamon sticks, cloves, allspipce and mace in cheescloth, and add to juice. Simmer 30 minutes.
- Ladle into mugs. Garnish with cinnamon sticks.

Serves 10

## Swinger's Sling

8 ounces seltzer water
2 ounces Rose's Lime Water
4 tablespoons whiskey sour mix
lime zest
maraschino cherries

- Combine seltzer, lime water and sour mix in a cocktail shaker with ice. Shake.
- Strain liquid into martini glass.
- Garnish with lime zest and a cherry.

Serves 2

## Front Porch Julep

1 qt ginger ale
1/4 cup sugar
1 pint cold water
2 bunches fresh mint
6 lemons, whole; 2 lemons sliced

- In a large container, combine ginger ale, water and sugar. Juice 6 lemons in to mixture. Stir well.
- Pack tall tumblers 1/2 full with mint sprigs. Using a wooden paddle, crush mint until stems are broken.
- Pour in liquid over crushed ice. Garnish with fresh mint sprigs, lemon slices and a straw.

Serves 8

## Black Cherry Champagne

1 bottle alcohol-free champagne
black cherry juice
black or maraschino cherries, with stems
lemon zest
superfine sugar

- Sugar-frost two tall champagne glasses.
- Fill glasses with 2/3 chilled champagne and 1/3 chilled cherry juice.
- Garnish with a cherry and a piece of lemon zest.

Serves 2

All drink recipes courtesy of CSAA's *Cheers!* program.

# COPtails DRINK MENU - TEMPLATE

CALIFORNIA OFFICE OF TRAFFIC SAFETY

CHP

CALIFORNIA Restaurant ASSOCIATION

*Non-alcoholic drink recipes courtesy of CSAA's Cheers! Program.*

COP TAILS

[LOGO OR NAME HERE]

DESIGNATED DRIVER OR PATROL CAR?
PICK YOUR RIDE.

Front/Back

COP TAILS

**December is** California's Drunk and Drugged Driving (3D) Prevention Month. The [AVOID THE #], Office of Traffic Safety, California Highway Patrol and Department of Alcoholic Beverage Control want you to celebrate responsibly. That means taking the keys from someone who should not drive and providing non-alcoholic beverages to designated drivers if you're hosting a holiday celebration.

**[RESTAURANT NAME]** will serve complimentary non-alcoholic drinks today from **[TIME TO TIME]** to introduce alcohol-free alternatives to traditional holiday beverages. An officer from an area law enforcement agency taking part in the **[AVOID THE #]** will be your server. When cops serve alcohol-free cocktails, you get "COPtails!"

*The "Avoid" program is a collective effort among regional law enforcement agencies to prevent impaired driving via public education of the state's impaired driving laws, including saturation patrols and sobriety checkpoints. Funding for the program is provided by a grant from the California Office of Traffic Safety through the Business, Transportation and Housing Agency.*

**Winter Wassail**

*A festive mix of warm apple cider, lemons, oranges and berries zested with cinnamon. Served with a cherry and lemon zest.*

**Black Cherry Champagne**

*A bubbly array of alcohol-free champagne and black cherry juice sprinkled with lime zest and served with a cherry.*

**Swinger's Sling**

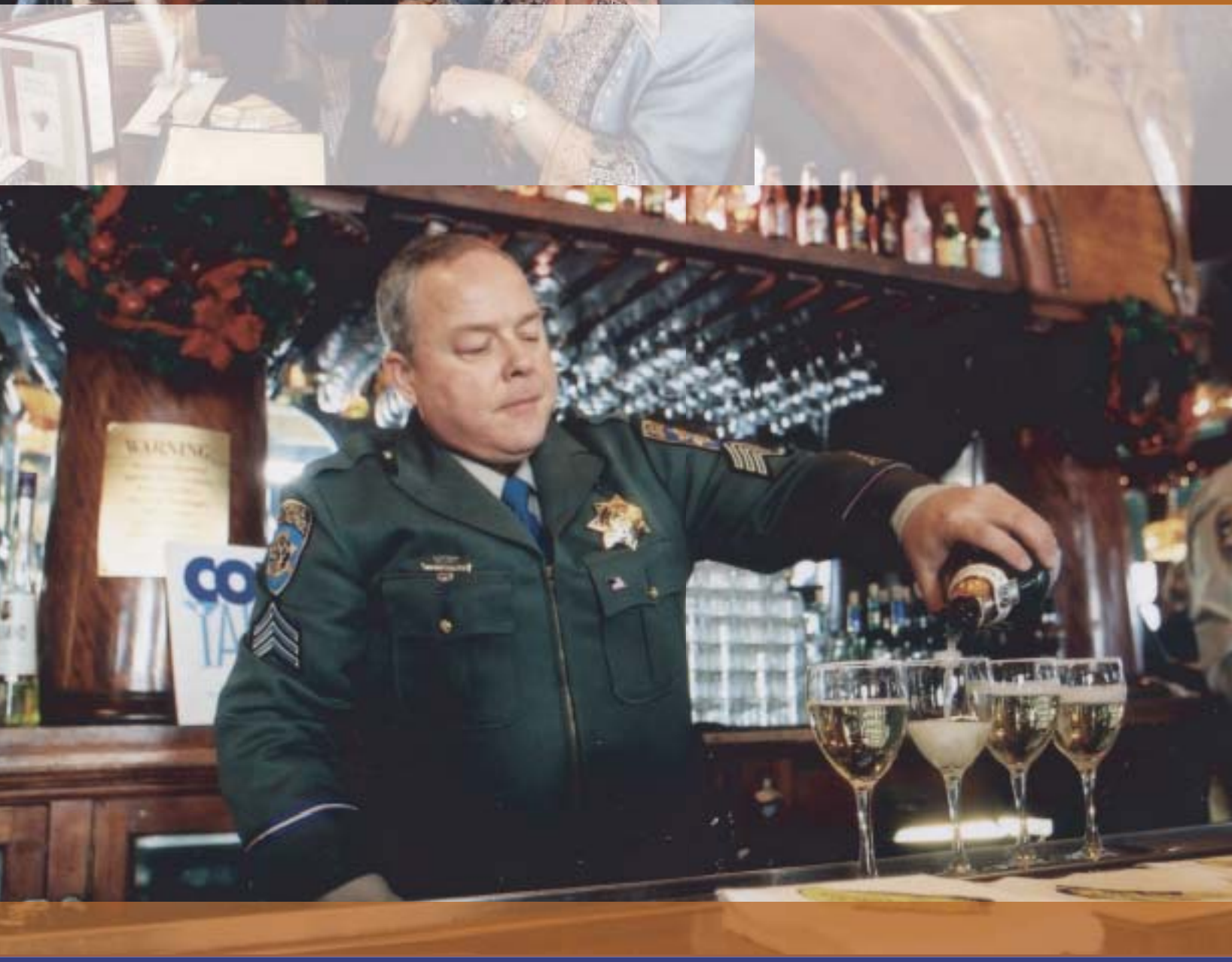
*A refreshing blend of seltzer, lime and whiskey sour mix garnished with a maraschino cherry dashed with lime.*

**Front Porch Julep**

*An exciting mix of ginger ale, mint and lemon served over crushed ice with fresh mint sprigs and lemon slices.*

*We hope you will serve these "COPtails" to designated drivers at your holiday gathering.*

Inside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