

Publicity & Outreach Activity Summary
NHTSA Rural Hi-5 Demonstration



Reporting agency: _____ Today's date: _____

Information reflects publicity/outreach for the month of: _____

Total # project mgmt. hours: _____ Total # officers participating in publicity: _____

Rank of officer(s) who participated in publicity/outreach events: _____

Please provide the **total number of publicity events** that occurred for this program:

Press release: _____ PSA: _____ Printed story: _____

Press conference/ News briefing: _____ TV news story: _____

Other (describe): _____

Please provide the name of any media outlets that aired a story/article related to this program:

Please indicate the type of content contained in messaging:

Enforcement-centered Seat belt observation results Health-related data

Economic/societal costs Other (describe) _____

The items below relate to **all publicity and outreach used for this seat belt demonstration program** (i.e. enforcement, educational, general program messaging).

❖ Indicate type(s) of **social media** used (check all that apply):

Twitter Instagram SnapChat Facebook

Agency website Other (describe) _____

*Project Mgmt/Publicity/Outreach Activity Summary
NHTSA Seat Belt Demonstration (cont.)*

Please provide applicable Twitter handle(s), hashtags, Facebook page, website addresses, etc.: _____

❖ Indicate types of **signage** used (check all that apply):

- Roadside signs Posters
 Electronic message boards Memes
 Other (describe) _____

Approx. location of signs: _____

Brief description of message: _____

❖ Describe any **community outreach** efforts (e.g. speaking engagements, attending community events, handing out fliers) in which your agency or community partners participated for this program.

❖ Please provide the names of **partnering agencies or community partners** who may have helped with publicity or outreach efforts this month.

❖ Please provide and describe any **costs** associated with the development and distribution of any earned media this month.