



Ideas for Promoting Operation Dry Water

OPERATION DRY WATER

July 3 - 5, 2020

Getting the attention of the news media – and the public – on the issue of boating under the influence means getting the information out through multiple outlets. Here are some promotional ideas for your Operation Dry Water campaign:

- Reach out to surrounding law enforcement agencies and partner with them to expand the outreach and enforcement of your Operation Dry Water campaign.
- Coordinate with other agencies that may not have a marine unit to launch a joint campaign to promote sober driving both on the road and on the water.
- Coordinate with your local media outlets and partnering agencies to host a media day prior to Operation Dry Water weekend. This gives the media outlets an opportunity to conduct interviews and record video with officers or public relations contacts without interrupting patrol plans on the weekend of Operation Dry Water.
- Schedule a media ride-along day prior to Operation Dry Water weekend for local media outlets. Have multiple officers available for interviews and boats ready to take news crews out on the water to record video.
- Add visual impact to a press conference. Have your press conference at a lake or other body of water with patrol boats behind the podium and in the water.
- At a lake/river, hang Operation Dry Water banners at the launch ramps or from marine law enforcement patrol boats. Distribute brochures or promotional items to boaters on the water.
- Coordinate with area alcohol retailers (liquor stores, convenience stores) and dining establishments to display Operation Dry Water posters and flyers on windows, cooler doors, etc. to remind everyone to drive sober – on the road and on the water.
- Provide rubber or paper wristbands to boat operators/passengers who are not drinking alcohol. Ask restaurant owners to provide free water and soda to those with wristbands to promote sober boating during the designated Operation Dry Water weekend.
- Park a wrecked boat with an Operation Dry Water banner next to a highway or lake access road that gets heavy trailer boat traffic.

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- Use your agency's social media account to send out messages leading up to Operation Dry Water weekend, as well as during and after the official weekend. Post images throughout the weekend showing boaters and officers.
- Use hashtags in your social media posts.

The official campaign hashtags are:

- #operationdrywater
- #opdrywater
- #neverbui
- #ODW
- #ODW20

Other safe boating hastags:

- #BoatSafeBoatSober
- #BoatSober
- #SafeBoating
- #NeverBUI

Downloadable graphics for print banners, brochures, flyers and more can be found [here](http://operationdrywater.org) at operationdrywater.org.

"The Operation Dry Water campaign is coordinated nationally by the [National Association of State Boating Law Administrators](http://www.nasbla.org) (NASBLA) and is produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the [U.S. Coast Guard](http://www.uscg.mil)."