

# FY 2009 Annual Report



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## Executive Summary

### ***Description of Problems (using standard performance measures)***

- To decrease the fatality rate per 100 million vehicle miles traveled from 2.07 in 2007 to 2.00 by the end of 2009.
- To decrease the injury rate per 100 million vehicle miles traveled from .74 in 2007 to .65 by the end of 2009.
- Reduce the alcohol-related fatality rate from .8 per VMT in 2007 to .75 in 2009.
- To decrease alcohol-related fatalities from 39% in 2007 to 36% by the end of 2009.
- Reduce the number of alcohol-related fatalities from 345 in 2007 to 320 by the end of 2009.
- Increase the number of DUI arrests from 24,851 in 2007 to 26,000 by the end of 2009.
- To reduce driver fatalities aged 16 – 20 involved in alcohol-related fatal crashes from 10% in 2007 to 8% by the end of 2009.
- To increase seat belt usage among all motorists from 71.8% in 2007 to 76% in 2009.
- Reduce the percentage of traffic deaths among teens ages 16-20 from 12% in 2007 to 10% by the end of 2009.
- Increase child restraint usage from 77.5% in 2007 to 80% by the end of 2009.

- Reduce traffic deaths among children ages 0-15 from 41 in 2007 to 35 by the end of 2009.
- To increase the percentage of BAC test results in drivers involved in fatal traffic crashes from 30.7 in 2006 to 40% by the end of 2009.
- To reduce speed related fatalities from 320 or 36% in 2007 to 310 or 35% during 2009.
- To implement two traffic safety studies in 2009.

### ***Accomplishments (using standard performance measures)***

- *The fatality rate fell from 2.07 in 2007 to 1.80 in 2008, reaching below 2.0 for the first time.*
- *The injury rate fell from .73 per 100M VMT in 2007 to .66 per 100M VMT in 2008.*
- *Alcohol fatality rate fell from .81 to .61 in 2008.*
- *Alcohol-related fatalities decreased by 15%, from 316 in 2007 to 266 in 2008.*
- *DUI arrests increased to 32,530 in 2008, the most in this decade reflecting a 30.9% increase over 2007 and a staggering 44.5% increase since 2005.*
- *Alcohol-related fatalities in 15 to 20 year olds fell from 9.9% in 2006 to 8.2% in 2008.*
- *Seat belt usage has increased from 71.8% in 2007 to 76% in 2009*
- *Traffic deaths among teenagers, 16-20, decreased from 12% in 2007 to 9% in 2008*
- *Traffic deaths among children ages 0-15 fell from 41 in 2007 to 33 in 2008*
- *BAC test results rose by 2.94%, from 31.78% in 2007 to 34.72% in 2008*
- *Speed related fatalities fell to 327, down from 349 in 2007.*
- *Motorcycle fatalities fell from 51 in 2007 to 40 in 2008, a 17.6% decrease.*

**Crash Summary:**

For 2008, there were 77,122 reported traffic crashes, which represented a decrease from 77,664 in 2007. Crashes by severity were: Fatal - 711, Injury – 19,613 and Property Damage Only – 53,798. The 2008 fatality rate decreased to 1.80 per 100 million VMT from 2.07 in 2007. This rate becomes the lowest ever recorded. Mississippi demographics are: 2,938,618 population; 2,676,493 licensed drivers; 2,608,525 registered vehicles. Vehicular miles traveled in millions were 43,561. The alcohol fatality rate per VMT was .61 in 2008, down from .8 in 2007.

**Accomplishments:**

For 2008, there was a 11.4% reduction in total fatalities, with 34% alcohol-related fatalities. The number of alcohol-related fatalities fell by 15.8%, from 316 in 2007 to 266 in 2008. Both the safety belt "Click It Or Ticket" campaign and the "Over the Limit, Under Arrest" sustained DUI enforcement campaign have been successful. The Mississippi Highway Patrol received \$2,460,000 in call-back overtime to conduct these enforcement blitzes.

**Challenges:**

Mississippi became the 22nd state to pass the primary safety belt law during the 2006 legislative session. Its effective date was May 27, 2006, to coincide with the Memorial Day holiday. With this new law, our safety belt usage rate increased to 73.6% from the 2005 rate of 60.8%. While this change is a differential of 12.8 percentage points, it actually represents a 21% increase in safety belt usage. Seat belt usage continues to be a challenge. The current rate has risen to 76% but that is still below the national average of 83%. Also, alcohol-related traffic crashes accounted for 34% of the total number of fatalities in year 2008, making these crashes the MS Office of Highway Safety's first priority in program planning.

**Section 163 Funds**

No section 163 funds were expended in FY 2009.

## Impaired Driving Program

The Mississippi Office of Highway continues to place impaired driving as a serious issue in dealing with the state's high number of fatalities. Thus, while the impaired driver is the primary contributing factor in fatal crashes within the state every year, extensive efforts are still being made to contain or otherwise reduce this very serious offense. Mississippi participates in all National Crackdowns on Drunk Driving, complete with Paid Media and high visibility enforcement.

### Goals

#### Alcohol and Other Drugs

- Reduce the alcohol-related fatality rate from .8 per VMT in 2007 to .75 in 2009.
  - *Alcohol fatality rate fell from .81 to .61 in 2008.*
- To decrease alcohol-related fatalities from 39% in 2007 to 36% by the end of 2009.
  - *The alcohol-related fatalities fell from 39% in 2007 to 34% in 2008.*
- Reduce the number of alcohol-related fatalities from 345 in 2007 to 320 by the end of 2009.
  - *Alcohol-related fatalities decreased by 15%, from 316 in 2007 to 266 in 2008.*

#### Young Drivers and Alcohol

- Reduce percentage of traffic deaths among teens ages 16-20 from 12% in 2007 to 10% in 2009.
  - *Traffic deaths among teenagers, 16-20, decreased from 12% in 2007 to 9% in 2008.*
- Reduce driver fatalities aged 16 – 20 involved in alcohol-related fatal crashes from 10% in 2007 to 8% by the end of 2009.
  - *Alcohol-related fatalities in 15 to 20 year olds fell from 9.9% in 2006 to 8.2% in 2008.*

### Achievements

The state's 34% of alcohol-impaired traffic fatalities is only two percent more than the national average of 32% for 2008. Alcohol-impaired fatalities decreased by 50, a 15.8% reduction from 316 during 2007 to 266 during 2008. The alcohol-impaired fatality rate fell as well, from .8 in 2007 to .61 in 2008. During 2008, there were 4,751 drivers with serious injuries. Of note, the percentage of BAC test results in drivers involved in fatal traffic crashes rose from 31.78 in 2007 to 34.72% in 2009.

The young drivers and passengers ages 16 to 20 that were unbelted when killed have also decreased from 78% in 2007 to 72% in 2008. Teenagers (ages 16 to 20 actually) were 10.9% of the occupant deaths in 2008 showing a decrease from the 12% in 2007, additionally, alcohol-related fatalities for this age group decreased from 10% in 2007 to 8.2% in 2008. The Mississippi underage driver accounts for 10.6% of all Mississippi drivers arrested for DUI.

Another noted accomplishment is the increased number of DUI arrests made within the state. In 2008 DUI arrests increased to 32,530, the most in this decade. This reflects a significant 30.9% increase over last year and a staggering 44.5% increase since 2005. As a whole, DUI arrests went up while alcohol related fatalities went down.

As with previous years, rankings were utilized to determine where specific traffic safety problems were most prevalent. Thus, special funding emphasis and concentration were given to law enforcement agencies located within the top thirty cities and counties which were identified as having 65% of the total impaired driving fatalities and severe injuries in Mississippi. This method was used in order to ensure the most proficient funding locations were and to ensure the problem of impaired driving was being effectively addressed throughout the state.

Mississippi's AR fatalities reductions can be attributed to the continuation of sustained DUI enforcement projects. During this fiscal year, approximately 84 DUI enforcement projects were funded with 154. OHS continues to recognize the importance of providing substantial funding to MHSP for sustained enforcement. As a result, the number of MHP DUI arrests continues to increase. As a high fatality state, the OHS was able to appropriate over \$2 million in 154 alcohol funds to MHP. These monies were used for call-back for overtime which provided the engagement of special DUI enforcement details in highly traveled areas such as roads leading to and from casinos. The details utilized troopers, city police county deputies and constables who worked in target problem areas during peak hours in each of the nine MHSP districts.

Other participating law enforcement agencies engaged in four high visibility enforcement efforts during this blitz campaign. Detailed activities included checkpoints and saturation patrols. Results of these blitz efforts produced over 1,700 DUI arrests during the Labor Day campaign period compared to 1,599 DUI arrests ascertained during the previous year. Also, there were nearly 67% more checkpoints conducted by reporting agencies for a total of 24,538 total hours worked.

Another attribute to the state's improved crackdown, mobilization and sustained enforcement can be credited to the decision to expand the Law Enforcement Liaison (LEL) program which was designed to provide joint, cross-training for laws enforcement officers designed to keeping them abreast of the various campaign requirements encouraged and required by both NHTSA and OHS.

In past years, the MS OHS employed three part time officers as Law Enforcement Liaisons to assist in reaching and developing rapport among more law enforcement agencies statewide. During 2009, OHS employed three full time Law Enforcement Liaisons, dividing their responsibilities, respectively, within Northern, Central and Southern Mississippi. Nine network coordinators (one from each highway patrol district) were also established. Activities included providing enforcement training, public information and education campaigns and giving assistance with report requirements. As a result, greater morale and motivation toward combating impaired drivers have increased among law enforcement officers and more importantly, the number of agencies which applied for impaired driving enforcement grants significantly increased throughout the state. Thus, greater law enforcement efforts, decreased fatalities and increased and improved reporting are but a few of the benefits after having expanded the LEL program.

The 154 funding also allowed for the continuation of the employment of a Traffic Safety Resource Prosecutor (TSRP) whose primary responsibility is to improve the state's DUI conviction rate. The TSRP continued to serve as both a resource liaison while provided continual, progressive legal assistance, support and information to prosecutors, judges and law enforcement officers on highway safety related issues. In addition to the numerous DUI trainings and seminars the TSRP provided, a DUI Basic Training Conference for Prosecutors. Also, a legal update on DUI cases and related traffic case law was provided to approximately 200 municipal judges during this time as well.

### **410 Funding**

A total of 12 projects were appropriated utilizing 410 funding. The low number of agencies funded under this source is due to the required match. MHP was given \$1,000,000 to continue to conduct high visibility during sustained enforcement. As with other alcohol funding, enforcement efforts were concentrated in the thirty counties which have been identified as having 65% of the total impaired driving fatalities and severe injuries in Mississippi. MHP, in coordination with local jurisdictions and more specifically with projects funded by OHS, conducted two checkpoints per month during the "Drunk Driving, Over the Limit, Under Arrest" campaign.

The Department of Public Safety was awarded \$500,000 for paid media during the sustained enforcement campaign. Radio, television, billboards and print ads were purchased on an on-going basis before, during and after planned enforcement activities.

### ***Impediments to Achievements***

Like some other states with high fatality rates, Mississippi has a huge percentage of thoroughfares located on rural roads. As a rule, sheriff departments are not allowed to run radar, thus risky drivers typically engage in excessive speeds, and, unfortunately in far too many cases, in alcohol consumption, thus lending more to hazardous and erratic driving.



## Occupant Protection Program

### **Goals- Increase seat belt usage rate to the national average of 83%.**

- To increase seat belt usage among all motorists from 71.8% in 2007 to 76% in 2009.
  - *Seat belt usage has increased from 71.8% in 2007 to 76% in 2009.*
- Increase child restraint usage from 77.5% in 2007 to 80% by the end of 2009.
  - Child restraint usage remained at 77.5% in 2009.

### **Achievements:**

#### **Section 402**

The Mississippi OHS participates in all national mobilizations for seat belt enforcement, including the Click It or Ticket Campaign during May. The MOHS also coordinates sustained enforcement of occupant protection laws throughout the year. We also conducted an aggressive Teen Demo COIT campaign to address our young drivers who choose not to buckle. OHS utilizes 402 funds for paid media campaigns and seat belt enforcement, and reports law enforcement activities as required by NHTSA. Recognizing the importance of Occupant Protection, OHS has hired an Occupant Protection Coordinator who is tasked with providing additional attention and strengthening our program. Additionally, the LEL networks have spent an intense amount of time highlighting the importance of enforcing CIOT to law enforcement throughout the state.

Mississippi State University, Social Science Research Center, conducts the occupant protection surveys for the MS Office of Highway Safety. In year 2008, a new seat belt survey was developed, approved and implemented. The new design included 168 observation sites in 16 Mississippi counties. The old design was comprised of 409 observation sites in 16 counties. The results of these surveys were practically identical, thereby providing sufficient evidence that the newly designed survey functions properly and provides representative numbers for the state. Overall, the baseline indicated a 74.2% belt use rate and when compared to the 76% count in the post CIOT campaign survey, virtually no change occurred.

Mississippi State University also produces our motorcycle survey. Mississippi has an excellent usage rate for motorcycle helmets. For a number of years, the helmet use rate has been over 99%. In 2007, motorcycle registrations were 39,599, with 51 motorcycle fatalities. In 2008, motorcycle fatalities decreased by 17.6% to 40.

The Occupant Protection program specialists provided leadership through the Mississippi Office of Highway Safety and worked to coordinate programs with the MS Safe Kids Coalition, the MS Department of Health, the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. OHS promoted the 2009 Child Passenger Safety Week and "Click It or Ticket" for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe

Kids coalition provided checkpoints statewide, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson. The child restraint usage in Mississippi has remained at 77.5% since 2007. The official report will not be available until January 2010.

The Mississippi Student Advisory Board is a group of students selected each year from across the state. These students are selected for the leadership and passion for continuing the mission of the Office of Highway Safety. This year 15 students designed, planned, and implemented Club Officer Training and Teens on the Move. These students also relay information on our programs back to their schools and spread the message throughout their communities. SAB also coordinated a 3-D Safety Fair during December promoting safe driving during the holiday season. They coordinated with several state agencies and local agencies focusing on drugs, alcohol, and seat belt safety. These students assist with our Buckle Up for Life program.

Mississippi Students Against Destructive Decision promotes seat belt safety and other highway safety issues by speaking at schools across the state and producing Mississippi Buzz (quarterly newsletter). SADD is comprised of over 160 chapters in the state of Mississippi. These peer-to-peer education groups work diligently in their schools and communities and bring to bring awareness of highway safety and healthy lifestyle issues. These groups are the key for OHS to share their message in our schools

“Teens on the Move” (TOTM) our largest event of the year. Approximately 2,000 students attend this one day event. TOTM gives back to those students who worked hard all year on highway safety issues, while continuing to educate them in a fun and innovative way. The Mississippi Student Advisory Board plans and implements the program. This year’s theme was “Road Less Traveled.” A banner contest was conducted as well as awards given out to the Most Outstanding Youth Group, Most Outstanding Student and Advisor of the Year for middle and high school.

“Rock the Belt” is an event created to promote seat belt safety. “Rock the Belt” is a recreation of the quick click challenge adding in rock and roll music. The first was held at Hancock County High School in Kiln, MS where 1,000 students participated in the presentation and 16 students competed for “Rock the Belt”. A new logo was designed to be used as a magnet to be placed on the students’ cars, banners and t-shirts. Rock the Belt continues to reach students across Mississippi. Plans are in the works to continue the program in elementary and middle schools as well as at the college level.

“Club Officer Training,” a statewide conference for middle and high school students, offered workshops promoting highway safety issues including occupant protection, leadership skills, alcohol/drug prevention, and related topics. This program reached approximately 600 students and adults. In 2009, the theme was “I Choose.” A PSA contest was released to students to share their creative talents. The students can create a 30 second radio or TV PSA regarding the importance of seat belts

Buckle for Life Program was held in February at the Old Capitol Inn. Buckle for Life program acknowledges those law enforcement officers who write child safety restraint and seat belt violation tickets. Each officer is awarded a certificate, a lapel pin (different levels – bronze, silver, gold and platinum) and the top three officers receive a collection of gifts received from the community. This luncheon is a small token of our appreciation for all the hard work they conduct on a daily basis. Over 200 officers were presented with certificates and pins. These officers wrote a total of 5,703 child restraint and 26,396 seat belt tickets.

A total of 21 occupant protection 402 grants were funded, including thirteen mini-grants for areas of the state where the seatbelt usage rates were low. Paid Media was also purchased with 402 funds for participation in the 2009 Click It or Ticket activities (For more information, see the attached Paid Media Section).

### **Section 405**

Section 405 funds, used exclusively for occupant protection projects, were used to fund the Mississippi State Department of Health's Child Passenger Safety Program. This program distributed car seats to Mississippi's economically disadvantaged population through the 82 county health departments, and reached over 250,000 Mississippians with Child Passenger safety literature and correct restraint usage information.

### **Section 406**

Remaining 406 funds were used to purchase paid media for the 2009 Click It or Ticket Campaign.

### ***Impediments to Achievements-***

Mississippi must continue to strive to increase the seat belt usage rate to the national average of 83%. The remaining 25% of Mississippians who refuse to wear their seat belts is the biggest challenge we as an agency face. Over \$1,000,000 was dedicated exclusively to Occupant Protection. Unlike previous years, our seat belt usage increased to 76% in 2009.

## Traffic Records Program

**Goal: Enhance traffic records usage for implementing data-driven comprehensive, statewide traffic safety planning.**

- Performance Measure/Traffic Records: To increase the percentage of BAC test results in drivers involved in fatal traffic crashes from 30.7% in 2006 to 40% by the end of 2009.
  - *BAC test results rose by 2.94%, from 31.78% in 2007 to 34.72% in 2008*

### **Achievements:**

#### **Section 402**

During FY 2009, the State Traffic Records Committee met periodically to monitor progress of traffic records improvement projects underway in all participating agencies. Special emphasis was placed on building Web-based data reports and assessing the needs to begin developing a RFP for the Comprehensive Citation/Conviction Electronic Data System.

Preparation and dissemination of statistical reports continued to be major traffic records activities. These reports were used for OHS planning, problem identification, evaluation, special analyses and responses to outside requests for data. Ad hoc queries come from the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public. Testimony was presented to the House Transportation Subcommittee for ATV safety/awareness and driver distraction issues.

Another analysis was prepared for the legislature documenting the enforcement of the compulsory liability insurance law. This involved citation studies and crash analyses and subsequently proved that strict law enforcement has elevated the amount of drivers carrying insurance. DPS used Reportbeam to create an automated suspension process for drivers in crashes with no insurance.

#### **Section 408**

Section 408 funding is being utilized in the development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources. The following Section 408 program activities were accomplished in FY 2009.

During 2009, the Crime Laboratory Division of DPS purchased a Coroner – Medical Examiner Uniform Automated System to track BAC on traffic fatalities and enhance collection of BAC on surviving drivers in fatal crashes. This need has continued since it was documented that blood alcohol data for drivers involved in fatal crashes had dropped from 75% to 40% over the last ten years. When case law by the Mississippi Supreme Court

negated our mandatory statute for testing of all drivers in fatal crashes regardless of driver physical conditions, our testing decreased significantly. Coroners are encouraged to coordinate with local law enforcement officers to order blood/breath tests performed on surviving drivers where probable cause for impairment is a factor in fatal crashes.

A laptop computer was distributed to each of 82 county coroners during September, 2009. Training was conducted at four regional sites: Jackson, Gulfport, Columbus and Batesville. The software uses a Web-based application to collect the official death record (ME-1). A central server at the crime lab is the database repository. This system is a comprehensive case record management system that includes all deaths, including motor vehicle fatalities.

During FY 2009, the State Traffic Records Committee and a DPS workgroup met several times to begin a needs analysis for the Comprehensive Citation/Conviction System. This project is a complex technology venture to collect citation data by computer in the law enforcement officer's vehicle. This system would allow retrieval of personal identification from magnetic stripes or bar-code. The citations would be printed in the vehicle and given to the offender. An electronic citation would then be sent to the court jurisdiction, which would promote timely, accurate and complete citation data from issuance to court adjudication to final placement on the driver history file.

For years, DPS had wanted to expand its Traffic Records analytical capabilities, especially using GIS technologies and Web-based tools, but lacked the manpower and expertise to do it in-house. During FY 2009, the Public Safety Data Laboratory was established by the Social Science Research Center at Mississippi State University. The SSRC, in partnership with the Mississippi Highway Safety Patrol and the Mississippi Department of Public Safety, created a series of Management Information Reports from Mississippi traffic data sources (Driver Licenses Services, Trooper Reporting System, ReportBeam, Federal Fatal Accident Reporting System, e.g.). SSRC has a public website that contains statistical reports with query capability and links to OHS and other DPS portals. The SSRC ([www.ssrc.msstate.edu](http://www.ssrc.msstate.edu)) has nearly 60 years of experience in conducting a broad array of projects for federal, state, and private organizations. The Center has approximately 100 Research Fellows, Research Associates, Graduate Students, and Support Staff conducting research on applied projects. The SSRC maintains several laboratories that are available for the proposed project: the Wolfgang Frese Survey Laboratory, the Decision Support Laboratory, Societal Monitoring Laboratory (GIS/spatial analysis), several secure data facilities, and the Public Safety Data Laboratory. The Center also developed and operates the Mississippi Alcohol and Safety Education Program (MASEP), which is the state's mandated intervention program for first-time DUI offenders. The Public Safety Data Laboratory has currently established a longitudinal database of drivers, DUIs, citations, and crash files with over a decade of data on DUI offenders.

There is a vast need for utilizing the GIS capabilities of our present traffic records systems. Reportbeam requires coordinates on all traffic crashes. DUI citations include coordinates also. MSU-SSRC has many data structures that contain GIS attributes, such as demographics, topography, road environments, etc. The university research associates have

the expertise to create unlimited analyses of the traffic records data to promote pro-active traffic enforcement for the Mississippi Highway Patrol and local law enforcement.

### ***Impediments to Achievements-***

The most significant impediment to progress in traffic records improvements is the lack of communication between the Administrative Office of Courts (AOC) and the Department of Public Safety. We can design a complete data collection and storage system for E-Citation applications, but if the courts are not capable of receiving the electronic data, then the system has met its critical path obstacle.

There have been enough problems with the current electronic transfer of court disposition records to DPS to show that, without a thorough review of court records processes, the endeavor would be futile. Any changes to uniform citation formats and/or procedures require concurrence from AOC, Attorney General, Secretary of State, the State Auditor's Office, and the Department of Public Safety.

To further compound the problem, Mississippi has three levels of traffic courts: Justice courts for MHP and sheriff citations; Municipal courts for medium to large city police departments; and Mayoral courts for small city departments. This division of courts causes major problems with integration and uniformity.

## **Police Traffic Services Program**

**Goals: Reduce traffic –related fatalities associated with driving in excess of the posted speed limit.**

- To reduce speed related fatalities from 320 or 36% in 2007 to 310 or 35% during 2009.
  - *Speed related fatalities fell to 327 in 2008, down from 349 in 2007.*
  - *Motorcycle fatalities fell from 51 in 2007 to 40 in 2008, a 17.6% decrease.*

### **Section 402**

The Police Traffic Services Coordination Project maintained the Law Enforcement Liaison –Traffic Enforcement Network (T.E.N.) program. The networks consisted of 82 counties with approximately 257 local municipalities that fall within nine (9) districts of the Mississippi Highway Patrol troops. Three full-time State Regional Law Enforcement Liaison Officers were assigned to the Northern, Central and Southern regions, with regional LELs assigned to each of the nine MHP districts.

The Law Enforcement Liaison (LEL) Project with the University of Southern Mississippi continued in FY 2009, conducting Standardized Field Sobriety Training (SFST), Traffic Occupant Protection Strategies (TOPS), Complete Traffic Stops (CTS), and a pilot (DRE-ARIDE) training.

The MHSP Uniformed Division of Public Affairs within the Department of Public Safety continued the MHP statewide Highway Safety Public Education campaign. This campaign was conducted by each of the nine Public Affairs Officers in the nine Highway Patrol Districts. The PAO supported and promoted the “Click it or Ticket” and the “Drunk Driving: Over the Limit, Under Arrest” state/national campaigns. The MHP conducts sustained speed enforcement as part of their regular duties. No federal funding was allocated for MHP during FY 2009. The Mississippi Highway Safety Patrol C.R.A.S.H. (Collision Reconstruction Analysis on State Highways) project expanded in depth MHP’s collision investigation and reconstruction techniques.

Police Traffic Services Projects were implemented in Bay St. Louis, Jones County, Pearl, and Hernando. These projects focused on speed enforcement, and other traffic related issues including seat belt and DUI. These projects fund sustained speed enforcement at a local level.

### ***Impediments to Achievements-***

By law, Mississippi sheriffs’ departments cannot run radar on county roads, where the majority of the traffic related crashes occur. Legislation has been introduced for the past ten

years, yet the bills die in committee each year. In the 2010 Legislative session, bills for allowing sheriffs and their deputies to run radar will be introduced again.

### **Roadway Safety Program**

***Goals-Minimize the risk of highway crashes through targeted roadway improvements by the year 2010.***

- In an effort to control traffic and reduce fatalities, fund two traffic safety signing studies with local agencies for FY 2009.
  - Two traffic safety signing studies were conducted in 2009.

### ***Achievements:***

#### **Section 402**

Like most all states across the nation, the State of Mississippi has been lacking in both traffic engineering expertise and traffic support services, which understandably has hindered the state's ability to meet the demands for traffic engineering effectiveness at both the state and local levels. The main reason for this problem is the lack of funds available for these local agencies to bring their roadway traffic control signs, etc, into compliance.

With these problems in mind and the lack of expertise available on a local level to meet or address these insufficient traffic engineering needs, the OHS funded the following projects for FY 2009:

<b><u>Localities</u></b>		<b><u>Project Activity - FY 2008</u></b>
<b>1. JSU (T2 Center)</b>	<b>(6<sup>th</sup> Year)</b>	<b>Traffic Safety Training</b>
<b>2. Clinton</b>	<b>(1<sup>st</sup> Year)</b>	<b>Traffic Safety Signing Study</b>
<b>3. Summit</b>	<b>(1<sup>st</sup> year)</b>	<b>Traffic Safety Signing Study</b>

Jackson State University T<sup>2</sup> Center for Technology continued to train local county and city officials in the MUTCD standards and assist with roadway safety initiatives in their communities. The Mississippi Center for Technology Transfer (MCT<sup>2</sup>) Road Safety Training Initiative was an opportunity to direct and increase training resources to under-served rural communities to improve safety and reduce fatality rates on local roadways in Mississippi. The goals for the project were (1) to implement a safety project on a regional level to include a partnership between counties and local government in each county, (2) to establish working relationships on safety training with elected officials, law enforcement, street work crews and road work crews in rural Mississippi, and (3) to conduct training sessions in each of the Transportation Districts (Northern, Central and Southern). These workshops were conducted statewide in the target counties with high fatality rates.

The City of Clinton and the Town of Summit conducted a traffic signing study to enhance and update their traffic control devices in keeping with the MUTCD standards. The Traffic Safety Signing Study addressed the following: Traffic signing, signalization, pavement



markings, traffic operations, pedestrian and vehicular crash experience, school safety and other related fields of traffic systems.

***Impediments to Achievements-***

Lack of funding at the city and county levels for signing projects continues to be a problem in Mississippi. Poor roads and traffic control devices contribute in part to our high number of traffic related fatalities.

## **Paid Media Report**

During FY 2001- 2009, the Mississippi Office of Highway Safety (OHS) participated in a region wide safety belt campaign entitled “Click It or Ticket” (“Buckle Up, Mississippi, It’s the Law and It’s Enforced” was used during the 2003 Memorial Day blitz). The CIOT campaign is all inclusive, with enhanced enforcement, paid media, earned media, and community outreach. During the 2001 campaign, Mississippi’s safety belt usage rate rose from 49% to 62%, a 13 point increase in percentage points. During 2002, CIOT was used again, with no increase. In 2003, the message was changed to “Buckle Up, Mississippi, It’s the Law and It’s Enforced”, which again did not increase the safety belt usage rate. A high visibility enforcement campaign was utilized, with the rate again stabilizing at 62%. In 2004, the safety belt rate increased to 63% with “Click it or Ticket”. Unfortunately, the rate fell in 2005 to 60.8%. On May 27, 2006, Mississippi’s Safety Belt Law changed to a Primary Law. With the passage of the Primary Enforcement Law, a highly publicized safety belt enforcement campaign with paid media, Mississippi achieved its highest safety belt usage rate ever, 73.6%! In May 2007 the safety belt usage rate was 71.8% showing a slight decrease from 2006, and the 2008 safety belt usage went down slightly to 71.3%. In 2009, the safety belt usage increased significantly to 76%.

In 2004, child restraint usage increased to 71% up from 63% in 2000. The 2006 results show a substantial increase to 75%. The Child Restraint usage rate rose again to 77.5% for the year 2007, the highest usage rate ever reported. In the 2008 Legislative Session, The Mississippi Legislature passed a booster seat law, requiring all children 4 to 6 be properly fitted and seated in belt positioning booster seats. Hopefully, with the passage of this law, and the subsequent media campaign, the public will become more aware of the importance of child safety seats and booster seats, and the rate for Child Restraints will continue to increase.

In 2009, CIOT paid media was used to support safety belt enforcement by utilizing a television and radio ad campaign. The “Drunk Driving, Over the Limit, Under Arrest” paid media campaign continued during Christmas 2008/New Year’s Day 2009 and for Labor Day 2009.

### **Click It Or Ticket Paid Media (See Attachments)**

In 2001-9, the OHS attempted to increase safety belt usage with strong paid media and high visibility enforcement campaigns. During 2001-2002, the Click it Or Ticket Campaigns were handled within the Office of Highway Safety. During the past seven years, the Public Affairs Office of the Department of Public Safety was assigned the OHS campaign by the Commissioner of Public Safety as one of many duties. This agency is separate from the OHS.

For 2009, a total of \$337,640.84 was used for CIOT Memorial Day/Teen Demo Campaign paid media. Of the \$239,534.34 for CIOT, approximately \$157,203.34 was used for television and cable ads, and \$71,553.00 for radio ads. An extensive CIOT Teen Demo Campaign was also conducted totaling \$98,106.50 with \$59,274.75 on TV ads, \$22,231.75 on radio ads, and \$16,600 on web, movie theater trailers and ballpark advertising.

During the 2009 May Mobilization, 3,170 television ads and 4,705 for radio ads were run, plus an additional 775 TV and 1520 Radio for CIOT Teen Demo. For earned media, 8 CIOT press conferences were held for the Memorial Day Blitz period. Other earned media included 20 television news stories, 73 radio news stories, and at least 50 print articles. Electronic Billboards from the Mississippi Department of Transportation and businesses statewide participated as well, including M & F Bank, Motel 6, Walgreens, and Community Bank.

Due to the elaborate media campaigns and additional enforcement for the 2009 Memorial Day Blitz, the 2009 Seat belt survey showed a significant increase in usage from 71.3% to 76%.

### **Drunk Driving, Over the Limit, Under Arrest (See Attachments)**

The Department of Public Safety, in conjunction with the MS Office of Highway Safety, produced television and radio ads for the NHTSA endorsed the Impaired Driving campaign for Labor Day Mobilization 2009 targeting males 18-34. Unlike the 2007 mobilization, the Christmas/New Year mobilization in December 2008, entitled "Drunk Driving, Over the Limit, Under Arrest", was both television and radio.

Paid media was purchased for Christmas 2008/New Year 2009, for the "Drunk Driving, Over the Limit, Under Arrest" Campaign. The Flight Dates for the paid media were from December 13, 2007 – December 31, 2008. The total amount spent was \$198,741.00 which includes \$84,335.00 spent on television ads, \$52,193.00 for radio spots, \$36,913.00 on print, and \$25,300.00 on billboard ads during the project period.

The "Drunk Driving, Over the Limit, Under Arrest" Campaign was continued during Labor Day 2009, from August 21-Sept 7. During the Labor Day paid media time period, \$339,901.00 was spent, with \$181,367.06 for television, \$86,532.72 for radio, \$31,100.00 for outdoor electronic billboards, \$29,149.38 for print, \$7,315.25 for internet, and \$4,437.00 for movie theatres. During this time 5,980 television spots and 4,765 radio spots were aired, covering the entire viewing audience of the state. There were 18 press events held during the Labor Day enforcement period. Approximately 45 television news stories, 40 radio news stories, and 86 print news stories gave additional earned coverage of the high visibility enforcement campaign and the paid media ads.

## TOTAL PAID MEDIA FOR FY 2009

<b>Holiday Period</b>	<b>Television amounts</b>	<b>Radio amounts</b>	<b>Print Ads/ Internet</b>	<b>Billboard</b>	<b>Total</b>
Christmas/New Years 2008 DDOLUA	\$84,335.00	\$52,193.00	\$36,913.00	\$25,300.00	\$198,741.00
May Memorial Day 2009 CIOT/Teen Demo	\$216,478.09	\$93,784.75	\$27,378.00	-0-	\$337,640.84
Labor Day 2009 DDOLUA	\$181,367.06	\$86,532.72	\$36,464.63	\$35,537.00	\$339,901.41
<b>Total</b>	<b>\$482,180.15</b>	<b>\$232,516.47</b>	<b>\$100,755.63</b>	<b>\$60,837.00</b>	<b>\$876,283.25</b>

## ATTACHMENTS

CLOT Fact Sheet  
CLOT News Release  
CLOT Post Media Buy Report  
CLOT Law Enforcement Reporting Form  
CLOT Letter to Law Enforcement  
COIT Post Media Buy Report  
CLOT Post Mobilization Report (On NHTSA Website)  
2009 Mississippi Safety Belt and Motorcycle survey (Separate Document)  
2009 Child Passenger Safety Survey ( Separate Document)  
DDOTLUA Fact Sheet  
DDOTLUA News Release  
DDOTLUA Law Enforcement Plan  
DDOTLUA Labor Day Mobilization Report ( On NHTSA Website)  
DDOTLUA Labor Day Law Enforcement Reporting form  
DDOTLUA 2009 Post Media Buy Report



## FACT SHEET



### ***Click It or Ticket* National Mobilization Launches May 18, 2009 Enhance Your Enforcement Efforts With National Data and Trends**

#### **Riding Unbuckled in 2009 — Who Is Most at Risk?**

- **Nighttime drivers** — Of the 14,464 passenger vehicle occupants who died in motor vehicle crashes between the nighttime hours of 6 p.m. to 5:59 a.m. in 2007, nearly **two-thirds** (63%) were **NOT** wearing seat belts — compared to less than **half** (45%) of the passenger vehicle occupants killed during the daytime hours of 6 a.m. to 5:59 p.m.
- **Young adults and teens** — Young people 16 to 24 years old were again reported to have the lowest observed seat belt usage rate of any other age group. In 2007, 63 percent of passenger vehicle occupants 16 to 24 killed in fatal crashes were **NOT** wearing seat belts.
- **Men** — Men are less likely than women to buckle up. This is especially true of young men. In 2007, 66 percent of male drivers and 73 percent of male passengers 18 to 34 killed in passenger vehicles were **NOT** wearing their seat belts.
- **Pickup truck drivers and passengers** — Drivers and passengers of pickup trucks, particularly young males, continue to have lower seat belt usage rates than occupants of other passenger vehicles. In 2008, the observed seat belt use rate was only 74 percent in pickup trucks, compared to 84 percent in passenger cars. In 2007, 67 percent of pickup truck drivers and 71 percent of pickup truck passengers who were killed in traffic crashes were **NOT** buckled up.
- **African Americans** — Observed seat belt usage rates among African Americans continue to trend downward. In 2004, observed usage rates among African Americans and Caucasians were equal at 80 percent each; in 2007 the observed usage rate for Caucasians was 83 percent, compared to 75 percent for African Americans.

#### **Buckling Up — Proven Lifesaving Benefits**

- **Significantly reducing risk** — Worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickups, SUVs, and minivans.
- **Staying inside the vehicle** — 76 percent of passenger vehicle occupants who were totally ejected from their vehicles in 2007 were killed. But only three percent of passenger vehicle occupants killed in fatal crashes who were wearing seat belts were totally ejected.
- **Surviving rollovers** — A motorist can increase the odds of survival in a rollover crash in a light truck by nearly 80 percent by wearing a seat belt.
- **Coming through a crash alive** — In 2007, 72 percent of the passenger vehicle occupants who were involved in fatal crashes **and** were buckled up, survived the crashes.

– more –

***Click It or Ticket 2009 — Taking Success to the Next Level***

- **National belt use now the highest ever** — The 2008 observed national belt usage rate rose 1 percentage point, to 83 percent, the highest national rate ever achieved. With your help, we can raise the bar in 2009 — and save even more lives.
- **High-visibility enforcement at work** — The proven power of high-visibility belt law enforcement, including seat belt checkpoints, will take center stage during the 2009 *Click It or Ticket* mobilization, which runs May 18 – May 31.
- **A “round the clock” campaign** — To convince more nighttime drivers to buckle up, the 2009 mobilization will include both day **and** night enforcement activities.
- **Local efforts and national reach** — Thousands of State and local law enforcement agencies across the Nation will participate in *Click It or Ticket 2009*. Together we can enforce seat belt laws, convince more Americans to buckle up — and ultimately save more lives.

**Find out more about seat belt safety and *Click It or Ticket 2009* at [www.nhtsa.gov](http://www.nhtsa.gov)**



## 2009 *Click It or Ticket* Talking Points

**GOAL/POSITIONING:** The goal is to get more drivers and passengers to always buckle up every trip, every time. **[Local Organization]** is joining with thousands of state and local law enforcement agencies and highway safety officials across the Nation May 18–31 to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to increase seat belt use and reduce highway fatalities and injuries – with a new emphasis this year on convincing more motorists to buckle up – day **and** night.

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### KEY MESSAGES:

- ✓ **The risk of being involved in a fatal crash is significantly greater at night as compared to the daytime.**
  - NHTSA research shows that fewer people wear their seat belts at night than during the day.
- In 2007, 14,464 passenger vehicle occupants died in crashes between the hours of 6 p.m. and 5:59 a.m., according to NHTSA research. Of that number, 63 percent were not wearing seat belts, compared to 45 percent of unbelted daytime (6 a.m. and 5:59 p.m.) occupants.
  - Depending on the hour of the day, belt use among passenger vehicle occupant fatalities can vary by nearly 31 percentage points – from a high of 61 percent at 10 a.m. to a low of 30 percent at 3 a.m.
- **Seat belts save lives – they are the best defense against injuries and fatalities.**
  - In 2007 alone, seat belts saved an estimated 15,147 lives. An additional 5,024 lives could have been saved if seat belts were worn at the time of the crashes.
  - One in five Americans still fails to buckle up regularly.
  - Employing safe driving practices, day and night, is the key to keeping drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.
- ✓ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs May 18- 31.**
  - **[Local Organization]** will be out in force stopping and ticketing unbelted motorists.
  - Unless you have money to burn and want to risk a ticket or worse – your life -- you need to always remember to *Click It or Ticket* day **and** night.

For additional information, please visit [www.nhtsa.gov](http://www.nhtsa.gov).





## 2009 *Click It or Ticket* Talking Points (Youth)

**GOAL/POSITIONING:** The goal is to get more young drivers and passengers to always buckle up, every trip, every time. Traffic crashes are the leading cause of death for young people 15 to 20 years old, and more than half of young drivers killed in 2007 weren't wearing their seat belts at the time of the crashes. Although they are novice drivers, teens are more inclined to take risks and indulge in showoff behavior, like not wearing seat belts. That's why **[Local Organization]** is joining with thousands of state and local law enforcement agencies and highway safety officials across the nation to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to reduce highway fatalities and injuries – with a new emphasis this year on convincing more young drivers to buckle up – day **and** night.

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### KEY MESSAGES:

- ✓ **Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds in America due in large part to low seat belt use.**
  - In 2007, 4,807 passenger vehicle occupants 15 to 20 years old were killed in motor vehicle traffic crashes.
  - In 2007, 2,762 passenger vehicle drivers 15 to 20 years old died on our nation's highways, and an estimated 238,000 were injured.
  - Fifty-eight percent of these drivers killed were NOT wearing their seat belts at the time of the crashes.
  - Among the 1,584 passenger vehicle drivers 15 to 20 years old killed, 64 percent were unrestrained in nighttime (6 p.m. to 5:59 a.m.) motor vehicle traffic crashes. During the daytime (6 a.m. to 5:59 p.m.), of the 1,151 drivers 15 to 20 who were killed, 49 percent were not wearing seat belts.
- **Seat belts save lives – they are the best defense against motor vehicle injuries and fatalities**
  - § Among passenger vehicle occupants 4 and older in 2007, seat belts saved an estimated 15,147 lives. An additional 5,024 lives could have been saved if seat belts were worn at the time of every crash.
  - § Research has found that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and reduce the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.
  - § Employing safe driving practices, day and night, is the key to keeping young drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.
- ✓ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs from May 18 to May 31.**

- § **[Local Organization]** will be out in full force stopping and ticketing unbelted motorists.
- § Unless you have money to burn and want to risk a ticket, or worse – your life — you need to always remember to *Click It or Ticket* day **and** night.

For additional information, please visit [www.nhtsa.gov](http://www.nhtsa.gov).  
Leading-cause-of-death data is based on 2005 numbers.



## ***Click It or Ticket*** **Sample News Release**



**FOR IMMEDIATE RELEASE: (Date)**  
**CONTACT: (Name, Phone, E-mail Address)**

Note: *Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.*

### **(Organization Name) Launches *Click It or Ticket* To Help Save Lives *Enforcement Blitz ‘Buckling Down’ On Those Not Buckled Up—Day and Night***

**(City, State)** - During 2007, more than 14,000 people in passenger vehicles died in crashes while unbelted. About half of these lives could have been saved if they had been wearing seat belts at the time of the crash. As sad as this statistic is, the numbers are even worse at night than during the day, according to new figures released by the National Highway Traffic Safety Administration.

Nationwide in 2007, 14,464 passenger vehicle occupants died in highway crashes during evening and night-time hours (6 p.m. to 5:59 a.m.), and fully 63 percent of those killed in crashes (8,319) were not wearing their seat belts. By contrast, during daylight hours, 45 percent (5,917) of those killed were not wearing seat belts.

In **(name of state/county)**, **(insert state or county level fatality numbers)** vehicle occupants died during 2007, and of those, **(insert percent of unbelted fatalities)** were not wearing seat belts.

That's why **(Organization's Name)** is joining state and local law enforcement agencies and highway safety groups in supporting an aggressive national *Click It or Ticket* seat belt enforcement campaign from May 18 through May 31. Police will be ticketing unbelted vehicle occupants around the clock—night and day.

“Consistent research has shown that fewer people are buckling up at night, when the risk of a being in a fatal crash is greatest.” said **(Full Name/Title of Local Law Enforcement Official)**. “That’s why **(state)** police will be out in force at night as well as during the day to make sure that drivers and passengers take seat belts, and seat belt laws, seriously.”

-more-

**(Last Name of Local Law Enforcement Official)** added that regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. **(He/She)** noted that, when worn correctly, seat belts have been proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent, and by 60 percent in pickup trucks, SUVs and minivans.

Seat belts are the single most effective piece of safety equipment in a vehicle, yet NHTSA observational studies show that nearly one out of five Americans still fails to wear a seat belt when driving or riding in a motor vehicle.

Stepped-up law enforcement activities will be conducted during the 2009 *Click It or Ticket* mobilization period from May 18-31. The mobilization is being supported by an \$8 million national paid advertising campaign, which, along with additional state advertising, will encourage every driver and passenger to buckle up, especially at night.

“Seat belts clearly save lives. But, unfortunately, too many folks still need a tough reminder, so we are going to be out in force day and night in 2009 buckling down on those who are not buckled up,” said **(Last Name of Local Law Enforcement Official)**.

“Wearing your seat belt costs you nothing, but not wearing it will. So unless you want to risk a ticket, or worse, your life, please remember to buckle up night and day. Don’t forget, *Click It or Ticket* isn’t just a campaign slogan, it’s a promise!” **(Last Name of Local Law Enforcement Official)** said.

For more information, please visit [www.nhtsa.gov](http://www.nhtsa.gov) .

**###**



Reporting Agency: \_\_\_\_\_

Reporting On: \_\_\_ DUI Enforcement \_\_\_ Safety Belt Enforcement   ü   Both

**Specific Enforcement Activity this Month:**

**Total Officer-hours worked by reporting agency, during reporting period:**

**Specifically on DUI Enforcement: \_\_\_\_\_**

**Specifically on Belt Enforcement: \_\_\_\_\_**

**Specifically on Combined DUI / Belt Enforcement: \_\_\_\_\_**

**Percentage of the total hours worked as overtime: \_\_\_\_\_%**

**Percentage of the total hours worked at checkpoints: \_\_\_\_\_%**

**Number of Checkpoints conducted: \_\_\_\_\_**

Briefly describe the specific DUI and/or Safety Belt enforcement operations, other than checkpoints, worked this month:

\_\_\_\_\_

**Approximate Total\* numbers of enforcement actions taken, statewide, this reporting period (if the total numbers for some category is unknown, please mark it as: "Unk")**

Click It or Ticket: May 18, 2008 – May 31, 2009

DUI Arrests	Seatbelt Violations	Child Restraint Violations	Felony Arrests	Stolen Vehicles Recovered	Fugitives Apprehended
Suspended Revoked Licenses	Uninsured Motorists	Speeding	Reckless - Careless Driving	Drug Arrests	Other (Specify)

Name of person submitting this report: \_\_\_\_\_

Office: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Earned Media: Press conferences held \_\_\_\_\_

TV news stories aired this month \_\_\_\_\_

Radio news stories aired this month \_\_\_\_\_

Print news stories run this month \_\_\_\_\_

Other (specify) \_\_\_\_\_

Fax to: Blitz Reports, LEL Office 601/932-0896 or fill out this form online at:  
[www.msstorm.net](http://www.msstorm.net) (Office) 601/932-2522

Please Complete and Submit this Report by: June 16, 2009
--

May 11, 2009

During the 2009 Memorial Day Blitz period, the State of Mississippi will join our nation in "Click It or Ticket", May 18 through May 31, a coordinated seat belt enforcement effort to reduce the number of lives lost in vehicle crashes on our roads and highways.

The purpose of this campaign is to relay the message that if you don't wear a seat belt or use child seats, you will be cited. The actual enforcement campaign, consisting of safety checkpoints, call back details, and saturation patrols, will run from May 18th through May 31st. A kick off news conference has been set for May 21<sup>st</sup>.

Those agencies reporting CIOT results by the June 16<sup>th</sup> deadline will be entered into a drawing for incentives at the regional meetings of one mobile video System and Portable Breath Testers.

The Governor's Office of Highway Safety would like to thank you for your continued support of coordinated enforcement efforts to save lives. Please review the enclosed list of Law Enforcement Liaison staff and their contact numbers for your convenience.

Please fax your agency's completed CIOT report to the Pearl LEL location at 601-932-0896 by June 16<sup>th</sup>..

Sincerely,

Markas Marbury  
Director

Kim Proctor  
Governor's Representative  
For Highway Safety

OHS Law Enforcement Liaison Staff  
Contact Information

Training Unit:

Markas Marbury, Director	601-966-5000
Dianne Byrd, Office Manager	601-932-2522
Mike Hemrick, Senior Staff Trainer	601-863-6319
Tammy Moore, Staff Trainer	601-932-2522
Mark Cossitt, Staff Trainer	601-932-2522

LEL Network Coordination Unit:

Roger Vanlandingham - LEL, Northern Dist.	601-987-4990
Robert Hancock - LEL, Central Dist.	601-987-3782
Dale Turner - LEL, Southern District	601-987-3799
Markas Marbury - LEL, Troop C,	601-966-5000
Rob Banks – LEL, Troop D,	662-897-1063
Scott Worshom – LEL, Troop E,	662-393-6174
Shad Long – LEL, Troop F,	662-419-2709
Shawn Word –LEL, Troop G,	662-769-2724
Rick McCary – LEL, Troop H,	601-479-5757
Matthew Hiatt– LEL, Troop J,	601-544-5331
Adam Dedeaux – LEL, Troop K,	228-697-2403
David Nations – LEL, Troop M,	601-442-2752



**Mann&Associates**

 1437 Old Square Road; Jackson, MS 39211  
 Phone: 601-362-5424 Fax: 601-362-5425

**Post Media Buy Report**

 Mississippi Office of Highway Safety  
 Click It or Ticket; May 16-29, 2009

Target Demo: Males 18-34

Budget: \$250,000

**Budget by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions	Total
Broadcast TV	\$ 50,000	\$ 18,000	\$ 14,000	\$ 14,000	\$ 16,000	\$ 10,000			\$ 122,000
Cable TV	\$ 10,000	\$ 8,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 5,000	\$ 6,000		\$ 41,000
Radio	\$ 18,000	\$ 10,000	\$ 8,000	\$ 6,000	\$ 6,000	\$ 3,000		\$ 25,000	\$ 76,000
Other	\$ 6,000	\$ 1,200	\$ 800	\$ 500				\$ 2,500	\$ 11,000
<b>Total</b>	<b>\$ 84,000</b>	<b>\$ 37,200</b>	<b>\$ 26,800</b>	<b>\$ 24,500</b>	<b>\$ 26,000</b>	<b>\$ 18,000</b>	<b>\$ 6,000</b>	<b>\$ 27,500</b>	<b>\$ 250,000</b>

**Actual Expenditures by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions	Total
Broadcast TV	\$ 50,737	\$ 17,463	\$ 12,865	\$ 13,987	\$ 16,809	\$ 8,453			\$ 120,313
Cable TV	\$ 8,572	\$ 6,762	\$ 3,610	\$ 3,610	\$ 3,610	\$ 4,997	\$ 4,315		\$ 35,475
Radio	\$ 17,070	\$ 10,067	\$ 6,766	\$ 6,254	\$ 5,144	\$ 2,527		\$ 23,724	\$ 71,553
Other	\$ 5,837	\$ 1,769	\$ 698	\$ 300				\$ 2,600	\$ 11,203
<b>Total</b>	<b>\$ 82,215</b>	<b>\$ 36,061</b>	<b>\$ 23,938</b>	<b>\$ 24,151</b>	<b>\$ 25,563</b>	<b>\$ 15,978</b>	<b>\$ 4,315</b>	<b>\$ 26,324</b>	<b>\$ 238,544</b>

**# Paid Ads by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions	Total
Broadcast TV	258	71	91	96	72	69			657
Cable TV	178	180	75	75	75	108	139		829
Radio	711	364	312	260	312	156		260	2,375
Other	5	2	1	1				4	13
<b>Total</b>	<b>1,152</b>	<b>617</b>	<b>479</b>	<b>432</b>	<b>459</b>	<b>333</b>	<b>139</b>	<b>264</b>	<b>3,874</b>

**# Bonus Ads by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions	Total
Broadcast TV	156	39	80	31	61	70			437
Cable TV	76	220	69	69	69	40	145		687
Radio	666	364	312	104	208	156		208	2,018
Other									
<b>Total</b>	<b>898</b>	<b>623</b>	<b>461</b>	<b>204</b>	<b>338</b>	<b>266</b>	<b>145</b>	<b>208</b>	<b>3,142</b>

**Mann&Associates**

 1437 Old Square Road; Jackson, MS 39211  
 Phone: 601-362-5424 Fax: 601-362-5425

**Post Media Buy Report**

 Mississippi Office of Highway Safety  
 Click It or Ticket; May 16-29, 2009

Target Demo: Males 18-34

Budget: \$250,000

**Value of Bonus Ads\*\***

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	\$30,678	\$9,592	\$11,310	\$4,517	\$14,241	\$8,576			\$78,913
Cable TV	\$3,660	\$8,264	\$3,320	\$3,320	\$3,320	\$1,851	\$4,501		\$28,235
Radio	\$15,989	\$10,067	\$6,766	\$2,502	\$3,429	\$2,527		\$18,979	\$60,260
Other									
<b>Total</b>	<b>\$50,327</b>	<b>\$27,924</b>	<b>\$21,395</b>	<b>\$10,338</b>	<b>\$20,990</b>	<b>\$12,954</b>	<b>\$4,501</b>	<b>\$18,979</b>	<b>\$167,408</b>

**GRP by Market Area**

	Jackson***	Gulf Coast	Hattiesburg	Meridian***	Tupelo/Columbus	Greenwood/Greenville**	Southaven
Broadcast TV	346.7	207.8	179.1	104.7	247.3	211.8	
Cable TV	125.2	207.2	89.6	89.6	89.6		250.1
<b>Total</b>	<b>471.9</b>	<b>415.0</b>	<b>268.7</b>	<b>194.3</b>	<b>336.9</b>	<b>211.8</b>	<b>250.1</b>

\*Other Regions includes areas outside of the 7 metro areas listed

\*\*Value of bonus ads computed at the average cost of paid ads by market and media type

 \*\*\*Note: One or more stations in these market areas do not subscribe to to rating service:  
 Jackson -- WRBJ-TV (CW) does not subscribe to a rating service  
 Meridian -- WGBC-TV (NBC), EGBC-TV (Fox) and WMDN-TV (CBS) do not subscribe to a rating service  
 Greenwood/Greenville -- SuddenLink Cable does not subscribe to a rating service

**AUGUST/LABOR DAY CRACKDOWN  
LAW ENFORCEMENT PLANNER  
FACT SHEET**



***National Drunk Driving. Over the Limit. Under Arrest.  
Crackdown***

***Make the Crackdown Count: August 21 – September 7, 2009***

**The Crime of Impaired Driving**

- All 50 States, the District of Columbia and Puerto Rico have established a threshold making it illegal per se to drive with a blood alcohol concentration of .08 grams per deciliter or higher.
- Yet nearly 13,000 people in 2007 were killed in U.S. highway crashes involving drivers or motorcycle riders with an illegal BAC of .08 or higher, according to National Highway Traffic Safety Administration statistics.
- Impaired driving is clearly a crime, not an “accident.” In fact, it’s one of America’s most often-committed and deadliest crimes.
- That’s why law enforcement agencies nationwide will be cracking down on the crime of impaired driving August 21 to September 7.
- Our message remains simple and unwavering: *Drunk Driving. Over the Limit. Under Arrest.*
- No matter what you drive or when, if the police catch you driving impaired, the police will arrest you. No exceptions.
- Fortunately, much of the tragedy that results from impaired-driving crashes could be prevented if everyone followed these safety recommendations:
  - § If you are planning to drink alcohol with friends, designate a sober driver before going out — and give that person your keys;
  - § If you are impaired, do not drive — call a taxi, use mass transit, or call a sober friend or family member to get you home safely;
  - § Or, take advantage of your community’s safe ride program [**insert your local safe ride specifics here**];

- § Promptly report impaired drivers you see on the roadways to law enforcement;
- § Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle, as these are your best defenses against impaired drivers;
- § And remember, if you know people who are about to drive or ride while impaired, take their keys — and help them get to where they are going safely.

### **Impaired-Driver Fatalities — Who and When**

- In 2007, 6,159 passenger vehicle drivers 21 to 34 years old were killed in motor vehicle crashes. Of those, a total of 3,146 (51%) had illegal BACs of .08 g/dL or higher.
- Alcohol impairment among drivers involved in fatal crashes was four times higher at night than during the day (36% versus 9%).
- Thirty-one percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared to 15 percent during the week.
- Because alcohol adversely affects those skills essential to operating a motorcycle — balance and coordination — alcohol plays a particularly significant role in motorcycle crash fatalities.
  - § The percentage of drivers with BACs of .08 or above involved in fatal crashes in 2007 was highest for motorcycle riders (27%), followed by drivers of light trucks (23%) and passenger cars (23%).
  - § Forty-one percent of the 2,182 motorcycle riders who died in single-vehicle crashes had BACs of .08 or above.
  - § The age groups of 45 to 49 and 40 to 45 had the highest percentages of impaired (BAC of .08 or higher) motorcycle riders killed in fatal crashes — 41 percent and 37 percent, respectively.

### **Offenders and Consequences**

- The consequences for the crime of driving while impaired are serious and real.
- Impaired drivers risk killing, disabling, disfiguring and injuring themselves and others — sometimes their own friends and family.
- Along with all these potential consequences, violators also often face other significant personal and financial costs, such as:

- § Jail time, loss of their driver licenses, or being sentenced to use ignition interlocks;
- § Higher insurance rates;
- § Dozens of additional expenses, including attorney fees, fines and court costs, car towing and repairs, lost time at work, and more;
- § Embarrassment and humiliation when family, friends, co-workers, and employers learn of the arrest; and
- § Adverse and long-lasting effects on their career prospects and personal aspirations.

### **2009 Drunk Driving. Over the Limit. Under Arrest. Crackdown**

- In 2007, 32 percent of fatalities in motor vehicle traffic crashes involved at least one driver or motorcycle rider with a BAC of .08 or above — an average of one fatality every 39 minutes.
- That's why U.S. law enforcement agencies will be aggressively enforcing impaired-driving laws during the national crackdown — at all times of the day and night.
- The national *Drunk Driving. Over the Limit. Under Arrest.* impaired-driving crackdown is a program organized by the National Highway Traffic Safety Administration.
- The program combines high-visibility enforcement with heightened public awareness. This year's crackdown is supported by \$11 million in paid national advertising to help put motorists on notice that if they are caught driving while impaired, they will be arrested.
- Don't take the risk. Law enforcement officers are on a mission to arrest impaired drivers, get them off the street, save more lives — and make the 2009 crackdown count. Remember: *Drunk Driving. Over the Limit. Under Arrest.*

Our policy is *zero tolerance* for underage drinking. Our law makes it illegal for a person under age 21 to operate a motor vehicle with any alcohol in his or her system. Remember, that's the law and it will be absolutely enforced — during this crackdown and throughout the year.

- For more information on the crackdown, visit the High-Visibility Enforcement Campaign Headquarters at [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

###

**AUGUST/LABOR DAY CRACKDOWN  
LAW ENFORCEMENT PLANNER  
TALKING POINTS**



***National Drunk Driving. Over the Limit. Under Arrest.  
Crackdown***

***August 21 Through September 7, 2009***

***Drunk Driving. Over the Limit. Under Arrest. (August 21 through September 7, 2009)*** is an annual nationwide enforcement effort to crack down on impaired driving and reduce roadway fatalities. The law enforcement effort is supported by \$31 million in national and state advertisements funded directly or indirectly through Congress. The national ads, produced by NHTSA in English and Spanish, are targeted at young male drivers and motorcycle riders, who are the most common perpetrators of this deadly crime.

**Key Messages:**

- Impaired driving is a deadly crime that's still prevalent throughout America and is especially common among young males 21 to 34 years old.
- To crack down on alcohol-impaired driving — which is especially common in the summer — police in every state and most U.S. towns and cities will be out in record numbers from mid-August through Labor Day (August 21–September 7).

**Statistics:**

- All 50 states, the District of Columbia and Puerto Rico have established a threshold making it illegal per se to drive with a blood alcohol concentration of .08 grams per deciliter or higher.
- Yet nearly 13,000 people in 2007 were killed in U.S. highway crashes involving a driver or motorcycle rider with an illegal BAC of .08 g/dL or higher, according to National Highway Traffic Safety Administration statistics.

- In 2007, 6,159 passenger vehicle drivers 21 to 34 years old were killed in motor vehicle crashes. Of those, a total of 3,146 (51 percent) had illegal BACs of .08 or higher.
- Alcohol impairment among drivers involved in fatal crashes was four times higher at night than during the day (36 percent versus 9 percent).
- Thirty-one percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared with 15 percent during the week.
- In 2007, 32 percent of fatalities in motor vehicle traffic crashes involved a driver or motorcycle rider with a BAC of .08 or above — an average of one fatality every 40 minutes.
- The percentage of drivers with BACs of .08 or above involved in fatal crashes in 2007 was highest for motorcycle riders (27 percent), followed by drivers of light trucks (23 percent) and passenger cars (23 percent).
- Forty-one percent of the 2,182 motorcycle riders who died in single-vehicle crashes had BACs of .08 or above.
- The age groups of 45 to 49 and 40 to 44 had the highest percentages of impaired (BAC of .08 or higher) motorcycle riders killed in fatal crashes — 41 percent and 37 percent, respectively.

### Soundbites:

- Impaired driving is not an accident — it's an epidemic of careless disregard for human life.
- Each year, nearly 13,000 die on our roads due to impaired driving. That would be equal to 33 jumbo jets crashing each year.
- No one should ever get that late-night phone call from the police telling you your loved one has died due to an impaired driver.

Our policy is *zero tolerance* for underage drinking. Our law makes it illegal for a person under age 21 to operate a motor vehicle with any alcohol in his or her system. Remember, that's the law and it will be absolutely enforced – during this crackdown and throughout the year.

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## **AUGUST/LABOR DAY CRACKDOWN SAMPLE NEWS RELEASE**



**Note:** Before filling in the names of the Organization and Organization Spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

FOR IMMEDIATE RELEASE: August 18, 2009

CONTACT: Robert Hancock, 601-987-3782, [rhancock@mdps.state.ms.us](mailto:rhancock@mdps.state.ms.us)

### **Department of Public Safety Launches New *Drunk Driving. Over the Limit. Under Arrest.* Labor Day Crackdown on Drunk Driving**

**[Jackson, MS]** – Drunk driving is one of America’s deadliest crimes. In fact, during 2004, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

That is why the Department of Public Safety announced today they will be joining with thousands of other law enforcement and highway safety agencies across the nation during August and the Labor Day holiday to launch an aggressive new crackdown on impaired drivers called: *Drunk Driving. Over the Limit. Under Arrest.*

“Make no mistake. Our message is simple. No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if we catch you driving impaired, we will arrest you. No exceptions. No excuses,” said ??????

“We will be out in force conducting sobriety checkpoints, saturation patrols and using undercover officers to get more drunk drivers off the road. We want everyone to play it safe and always designate a sober driver or find a different way home if they have been out drinking,” said **[Local Law Enforcement Leader]**.

Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. Moreover, according to the FBI’s Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

“Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant,” said **[Local Leader]**. “Violators often face jail time, the loss of their

driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

“So don't take the chance. Remember, if you are over the limit, you are under arrest.”

The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a comprehensive impaired driving prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.

This year's effort is supported by \$11 million in paid-national advertising to help put everyone on notice that if they are caught driving impaired, they will be arrested.

For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

###



**AUGUST/LABOR DAY CRACKDOWN  
LAW ENFORCEMENT PLAN**



**586 WORDS**

**FOR IMMEDIATE RELEASE: August 8, 2009**  
**CONTACT: Robert Hancock, 601-987-3782,**  
[rhancock@mdps.state.ms.us](mailto:rhancock@mdps.state.ms.us)

**MS Dept. of Public Safety Launches Intensive  
Crackdown On Impaired Driving  
Police Vow to Arrest *Everyone* Found Driving 'Over the  
Limit'**

**Mississippi** – America is facing an impaired-driving crisis and the problem is especially acute during the summer months.

That's why MS Dept. of Public Safety today announced it will join other police agencies throughout the country in support of an intensive crackdown on impaired driving this August 15–September 1. Nationally, more than \$50 million will be spent on this year's crackdown, known by its tagline: *Drunk Driving. Over the Limit. Under Arrest.*

In 2006 alone, nearly 13,500 people died in crashes in which the driver or motorcycle rider was legally impaired, according to the latest statistics from the National Highway Traffic Safety Administration. Among them were 306 children under age 15 — innocent victims of crashes that could have been avoided.

"All too often, innocent law-abiding people suffer tragic consequences and the loss of loved ones due to this careless disregard for human life. Because we're committed to ending the carnage, we're intensifying enforcement during the crackdown. We'll be especially vigilant during high-risk nighttime hours when impaired drivers are most likely to be on our roads," said Robert Hancock, Law Enforcement Liaison officer with the MS Governors Office of Highway Safety.

Across the country, more than \$30 million in State and Federal funds will be spent in support of the high-visibility crackdown through television and radio ads targeted to young male drivers, who are the most common perpetrators of this deadly crime. Another \$20 million will be spent on extra police enforcement — including saturation patrols and sobriety checkpoints — during the crackdown period.

In every Mississippi it's illegal to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher. More than 200 police agencies in MS

will participate in this year's mid-August through Labor Day crackdown, including law enforcement officers representing MS Highway Patrol, Sheriffs Dept, City Municipalities, College/University Campus Police, Depts. and Military Police

According to the latest data, 32 percent of motor vehicle driving fatalities involved a driver or motorcycle rider with a BAC of .08 g/dL or above — an average of one fatality every 39 minutes nationwide.

Statewide Law Enforcement officers will be aggressively looking for all impaired drivers during the crackdown and will arrest anyone they find driving while impaired — regardless of age, vehicle type, or time of day.

“Our message is simple and unwavering. If we find you driving impaired, we will arrest you. No exceptions,” said Robert Hancock, MS Governors Office of Highway Safety. **Our office has established grant programs statewide to fund agencies with money to assist in the enforcement of DUI and to make our highways safer.** “Even if you beat the odds and walk away from an impaired-driving crash alive, motorists should be aware that the consequences of driving while impaired can still virtually destroy your life.”

According to the MS Dept. of Public Safety violators often face jail time, loss of their driver licenses, or being sentenced to use an ignition interlock. Their insurance rates go up. Other financial hits include attorney fees, court costs, lost time at work, and the potential loss of job or job prospects. When family, friends, and co-workers find out, violators can also face tremendous personal embarrassment and humiliation.

“Driving impaired is simply not worth all the consequences. So don't take the chance. Remember, if you are over the limit, you're under arrest.”

The national *Drunk Driving. Over the Limit. Under Arrest.* crackdown is led by NHTSA and combines high-visibility enforcement with heightened public awareness through advertising and publicity.

For more information on the crackdown, visit the High-Visibility Enforcement Campaign Headquarters at [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

###

**Post Media Buy Report**  
**Mississippi Office of Highway Safety**

"Over the Limit. Under Arrest." Campaign

August 20 to September 6, 2009

Target Demo: Males 18-34

Budget: \$350,000

**Mann & Associates**

1437 Old Square Road, Jackson, MS 39211

Phone: 601-362-5424 Fax: 601-362-5425

**Budget by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	\$ 50,000	\$ 35,000	\$ 15,000	\$ 15,000	\$ 20,000	\$ 12,000			\$ 147,000
Cable TV	\$ 10,000	\$ 8,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 4,000	\$ 4,000		\$ 35,000
Radio	\$ 22,000	\$ 12,000	\$ 6,000	\$ 6,000	\$ 8,000	\$ 4,000		\$ 30,000	\$ 88,000
Other Media**								\$ 80,000	\$ 80,000
<b>Total</b>	<b>\$ 82,000</b>	<b>\$ 55,000</b>	<b>\$ 24,000</b>	<b>\$ 24,000</b>	<b>\$ 31,000</b>	<b>\$ 20,000</b>	<b>\$ 4,000</b>	<b>\$ 110,000</b>	<b>\$ 350,000</b>

**Actual Expenditures by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	\$ 51,621	\$ 33,057	\$ 14,063	\$ 15,011	\$ 22,976	\$ 11,904			\$ 148,631
Cable TV	\$ 9,352	\$ 7,911	\$ 2,600	\$ 2,600	\$ 2,600	\$ 4,273	\$ 3,402		\$ 32,736
Radio	\$ 22,287	\$ 10,664	\$ 5,875	\$ 7,007	\$ 7,834	\$ 2,958		\$ 29,907	\$ 86,533
Other Media**								\$ 72,002	\$ 72,002
<b>Total</b>	<b>\$ 83,259</b>	<b>\$ 51,632</b>	<b>\$ 22,538</b>	<b>\$ 24,618</b>	<b>\$ 33,409</b>	<b>\$ 19,135</b>	<b>\$ 3,402</b>	<b>\$ 101,909</b>	<b>\$ 339,901</b>

**# Paid Ads by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	337	133	102	273	227	136			1,208
Cable TV	106	212	186	186	186	651	137		2,821
Radio	780	420	284	300	492	180		686	3,244
Other Media**								170	170
<b>Total</b>	<b>1,223</b>	<b>765</b>	<b>572</b>	<b>759</b>	<b>905</b>	<b>967</b>	<b>137</b>	<b>856</b>	<b>7,443</b>

**# Bonus Ads by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	239	116	53	148	207				763
Cable TV	106	153	192	192	192	240	112		1,188
Radio	500	214	0	180	170	131		326	1,521
Other Media**								7	7
<b>Total</b>	<b>845</b>	<b>483</b>	<b>245</b>	<b>520</b>	<b>569</b>	<b>371</b>	<b>112</b>	<b>333</b>	<b>3,479</b>

**Post Media Buy Report**  
**Mississippi Office of Highway Safety**

"Over the Limit. Under Arrest." Campaign

August 20 to September 6, 2009

Target Demo: Males 18-34

Budget: \$350,000

**Mann & Associates**

1437 Old Square Road, Jackson, MS 39211

Phone: 601-362-5424 Fax: 601-362-5425

**# Value of Bonus Ads**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Other Regions*	Total
Broadcast TV	\$36,609	\$ 28,831	\$ 7,307	\$ 8,138	\$ 20,951				\$ 101,837
Cable TV	\$ 785	\$ 5,709	\$ 5,416	\$ 5,416	\$ 5,416	\$ 1,575	\$ 2,781		\$ 27,097
Radio	\$ 14,287	\$ 5,434	\$ -	\$ 4,204	\$ 2,707	\$ 2,153		\$ 4,760	\$ 33,545
Other Media**								\$ 2,560	\$ 2,560
<b>Total</b>	<b>51,681</b>	<b>39,974</b>	<b>12,723</b>	<b>17,758</b>	<b>29,074</b>	<b>3,728</b>	<b>2,781</b>	<b>7,321</b>	<b>\$ 165,039</b>

**TV GRP by Market Area**

	Jackson	Gulf Coast	Hattiesburg	Meridian	Tupelo/Columbus	Greenwood/Greenville	Southaven	Average
Broadcast TV	551.6	576.9	194.9	236.3	425.6	267.6		375.5
Cable TV	156.7	290.3	174.1	174.1	174.1	174.1	203.0	224.4
<b>Total</b>	<b>708.3</b>	<b>867.2</b>	<b>369.0</b>	<b>410.4</b>	<b>599.7</b>	<b>441.7</b>	<b>203.0</b>	<b>599.9</b>

\*Other Regions includes statewide placements in regions outside the 7 metro areas listed

\*\*Other Media includes Print Advertising (39), Digital Outdoor (24), Movie Theaters (87) and Web Sites (27)