

# IMPAIRED DRIVING CRACKDOWN - AUGUST 2013 - MISSISSIPPI

**REPORTING PERIOD****FROM:** 8/16/13 **TO:** 9/2/13**REPORTING ON:** DWI Enforcement**CREATED:** Robert M. Hancock, State Official, 10/2/13**UPDATED:** Robert M. Hancock, State Official, 11/12/13**STATUS:** Active

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## REPORTING AGENCIES SUMMARY

LAW ENFORCEMENT AGENCIES	TOTAL IN STATE	PARTICIPATING THIS PERIOD	REPORTING THIS PERIOD
State Police Patrol Districts	9	9	9
County Sheriffs Police	82	45	36
City/Town Police	165	130	84
Other Agencies(Specify Below)	0	0	0
Other Agencies:			

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## SPECIFIC ENFORCEMENT ACTIVITY DURING THIS REPORTING PERIOD

Specifically on DWI Enforcement	4500
Specifically on Belt Enforcement	0
Specifically on Combined DWI/Belt Enforcement	1649
Approximate % of total hours worked as Overtime	26 %
Approximate % of total hours worked at Checkpoints	40 %
Approximate number of Checkpoints conducted	542

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

Saturation Patrols

DWI Arrests	1370	Suspended Licenses	2572
Safety Belt Citations	3277	Uninsured Motorists	6763
Child Safety Citations	686	Speeding	11338
Felony Arrests	462	Reckless Driving	932
Recovered Stolen Vehicles	35	Drug Arrests	656
Fugitives Apprehended	790	Other Arrests (Specify Below)	8450

Other Arrests: Reckless includes careless driving

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## MEDIA ACTIVITY DURING THIS REPORTING PERIOD

**PAID MEDIA**

Approximate funds spent on paid media during this reporting period

TV Ads	Radio Ads	Print Ads	Billboards	Other Ads(see below)	Total
\$151903	\$72281	\$22469	\$42175	\$35000	\$323828

Other Ads: Print Ads 37 Billboards 33 Locations Internet impressions 4,880,081 with 5180 visits

Approximate numbers of paid advertisements broadcast during this reporting period

TV	Radio
1151	5065

**EARNED MEDIA**

Press Conferences Held This Period	11
TV News Stories Aired This Period	15
Radio News Stories Aired This Period	50
Print News Stories Run This Period	24
Other News Stories (Specify Below)	7

Other News Stories: Other TV/ Radio news stories aired 70 with earned value \$87,710 Bonus TV 1005 Value \$99,604 Bonus Radio 1837 Value \$25,596

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## CONTACT INFORMATION

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