



MISSISSIPPI OFFICE OF HIGHWAY SAFETY (MOHS)
DRIVE SOBER OR GET PULLED OVER, LABOR DAY, 2013

MEDIA CAMPAIGN SUMMARY

REPORT: Mississippi Office of Highway Safety (MOHS) Drive Sober or Get Pulled Over Campaign, Labor Day, 2013

ENFORCEMENT PERIOD: August 16 – September 2, 2013

PAID AND EARNED MEDIA CAMPAIGN PERIOD: August 19 – September 2, 2013 (two-week paid media flight)

MARKETS: All Mississippi markets; statewide.

PRIMARY TARGET AUDIENCE: The primary target audience was males age 18-34 in Mississippi utilizing Arbitron and Nielsen resources by our media planning department.

MEDIA: The Drive Sober or Get Pulled Over Campaign for Labor Day, 2013, included television (network and cable), radio, print, outdoor/billboard and online media.

Working with MOHS in conjunction with feedback from the National Highway Transportation Safety Administration (NHTSA), a media plan was developed for approval and placement. Additionally, we were able to successfully negotiate a high number of bonus spots on network television, cable television and radio.

Specifically, the media plan included network television in the following markets with the following results per market:

<u>MEDIA MARKET (DMA)</u>	<u>GROSS RATING POINTS (GRPs)</u>	<u># OF PAID SPOTS</u>	<u># OF BONUS SPOTS</u>
Biloxi-Gulfport	352	146	123
Columbus/Tupelo/West Point	286	136	95
Greenwood/Greenville	375	82	45
Hattiesburg/Laurel	291	82	100
Jackson	290	149	172
Meridian	240	121	49

The media plan for cable television included the following markets with the following results per market:

<u>MEDIA MARKET (DMA)</u>	<u>GROSS RATING POINTS (GRPS)</u>	<u># OF PAID SPOTS</u>	<u># OF BONUS SPOTS</u>
Biloxi/Gulfport	138	63	72
Columbus/Tupelo/West Point	109	70	51
Greenwood/Greenville	0	0	0
Hattiesburg/Laurel	56	28	27
Jackson	137	65	28
Meridian	59	23	21
DeSoto County	181	186	192

The media plan for radio included the following markets with the following results per market:

<u>MEDIA MARKET (DMA)</u>	<u># OF PAID SPOTS</u>	<u># OF BONUS SPOTS</u>
Statewide Radio*	3,564	978
Biloxi/Gulfport	252	227
Columbus/Tupelo/West Point	396	222
Greenville/Greenwood	99	55
Hattiesburg/Laurel	208	161
Jackson	381	150
Meridian	132	44
DeSoto County	33	0

* *Statewide Radio included News Mississippi with 66 affiliates across the state, and SuperTalk Mississippi which includes 10 FM news talk affiliates across the state. Those 66 stations included in News Mississippi are not news talk formats—they are hometown radio stations (in a variety of formats) that are part of the News Mississippi network meaning that News Mississippi provides brief news updates at the top and bottom of each hour on each station. Statewide radio also included ads on collegiate sports radio network (football) advertising for Jackson State University, Mississippi State University, the University of Mississippi and the University of Southern Mississippi broadcasts.*

The media plan for online media included the following components:

- Search ReTargeting
- Facebook Exchange
- Demographic Targeting

These online media strategies targeted 18-34 year-old males in Mississippi.

Results of the online campaign included the following:

Impressions: 4,880,081

Visits: 5,180

MEDIA ACTIVITY THIS PERIOD IN SUPPORT OF LABOR DAY, 2013, DRIVE SOBER OR GET PULLED OVER CAMPAIGN

PAID MEDIA

Approximate funds spent on paid media this reporting period:

<u>TOTAL</u>	<u>TV ADS</u>	<u>RADIO ADS</u>	<u>PRINT ADS</u>	<u>BILLBOARDS</u>	<u>OTHER (ONLINE)</u>
\$324,827.07	\$151,902.65	\$72,280.90	\$22,468.52	\$43,175.00	\$35,000.00

Approximate numbers of paid advertisements broadcast this reporting period:

TV spots: 1,151	Radio spots: 5,065	Print ads: 37	Billboards: 33	
Movie Screenings: N/A		Internet: 4,880,081 impressions, 5180 visits		Other: N/A

EARNED MEDIA

Press conferences held this month: 1

TV/Radio/Print news stories aired this month: 70 Earned Media Value \$87,710

Other (specify):

Bonus TV ads: 1,005 Value: \$99,604

Bonus Radio ads: 1,837 Value: \$25,596

Bonus Outdoor boards: N/A

Other: N/A

Name of person submitting this report: Quinton Dickerson

Phone: 601-856-1544 e-mail: Quinton@Frontier.ms

POST BUY MEDIA REPORT:

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Flight Dates: August 13 - September 2, 2013

Target Demo: Males 18-34



Value of Ads Placed:	\$ 361,961.52
MDPS Net (Actual) Campaign Cost:	\$ 324,827.07
<hr/>	
Negotiated Discount:	\$ 37,134.45
Value of PSA (Bonus or Free) Ads:	\$ 125,200.00
<hr/>	
Total <u>Added Value</u> for MDPS:	\$ 162,334.45
Total Number of Paid Ads:	6,286
Total Number of PSA (Bonus or Free) Ads:	2,842
<hr/>	
Total Number of Ads:	9,128

Report Date: 9/25/13

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Budget Summary

Gross Advertising Budget by TV DMA										Total Gross Budget
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide		
Broadcast TV	\$ 38,259.00	\$ 20,350.00	\$ 14,955.00	\$ 15,255.00	\$ 49,775.00	\$ 20,530.00				\$ 159,124.00
Cable TV	\$ 9,503.00	\$ 2,008.00		\$ 1,240.00	\$ 7,052.00	\$ 862.00	\$ 4,128.00			\$ 24,793.00
Radio	\$ 9,216.00	\$ 9,933.00	\$ 1,980.00	\$ 7,948.00	\$ 13,871.00	\$ 3,773.00	\$ 1,440.00	\$ 37,400.00		\$ 85,561.00
Outdoor	\$ 8,400.00	\$ 3,900.00	\$ 1,750.00	\$ 3,200.00	\$ 21,675.00	\$ 800.00	\$ 3,450.00			\$ 43,175.00
Newspaper	\$ 2,973.60	\$ 3,623.55	\$ 2,576.07	\$ 1,779.75	\$ 6,495.46	\$ 1,406.79	\$ 4,054.38			\$ 22,909.60
Online								\$ 35,000.00		\$ 35,000.00
Total										\$ 370,562.60

Actual Advertising Expenditure by TV DMA										Total Gross Actual	Actual Net Amount Paid
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide			
Broadcast TV	\$ 38,259.00	\$ 20,150.00	\$ 12,155.00	\$ 13,840.00	\$ 49,775.00	\$ 20,390.00				\$ 154,569.00	\$ 131,383.65
Cable TV	\$ 9,303.00	\$ 2,008.00		\$ 1,035.00	\$ 6,922.00	\$ 832.00	\$ 4,040.00			\$ 24,140.00	\$ 20,519.00
Radio	\$ 9,216.00	\$ 9,933.00	\$ 1,980.00	\$ 6,463.00	\$ 13,859.00	\$ 3,773.00	\$ 1,485.00	\$ 35,900.00		\$ 82,609.00	\$ 72,280.90
Outdoor	\$ 8,400.00	\$ 3,900.00	\$ 1,750.00	\$ 3,200.00	\$ 21,675.00	\$ 800.00	\$ 3,450.00			\$ 43,175.00	\$ 43,175.00
Newspaper	\$ 2,973.60	\$ 3,729.42	\$ 1,387.28	\$ 2,142.00	\$ 6,158.10	\$ 1,498.77	\$ 4,579.35			\$ 22,468.52	\$ 22,468.52
Online								\$ 35,000.00		\$ 35,000.00	\$ 35,000.00
Total										\$ 361,961.52	\$ 324,827.07

Number of Paid Ads by TV DMA										Total No. of Paid Ads
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide		
Broadcast TV	146	136	82	82	149	121	0			716
Cable TV	63	70		28	65	23	186			435
Radio*	252	396	99	208	381	132	33	3,564		5,065
Outdoor	5	4	2	2	14	1	5			33
Newspaper**	2	9	4	2	11	2	7			37
Total										6,286

* Radio placement included JSU, MSU, UM & USM Collegiate Sports & MS Radio News statewide networks.

** Newspaper placement included all Dailies & student newspapers serving college campuses.

Value Added Summary

Number of PSA (Bonus or Free) Ads Received by TV DMA									Total No. of PSA Ads Received
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide	
Broadcast TV	123	95	45	100	172	79			614
Cable TV	72	51		27	28	21	192		391
Radio*	227	222	55	161	150	44		978	<u>1,837</u>
Total									2,842

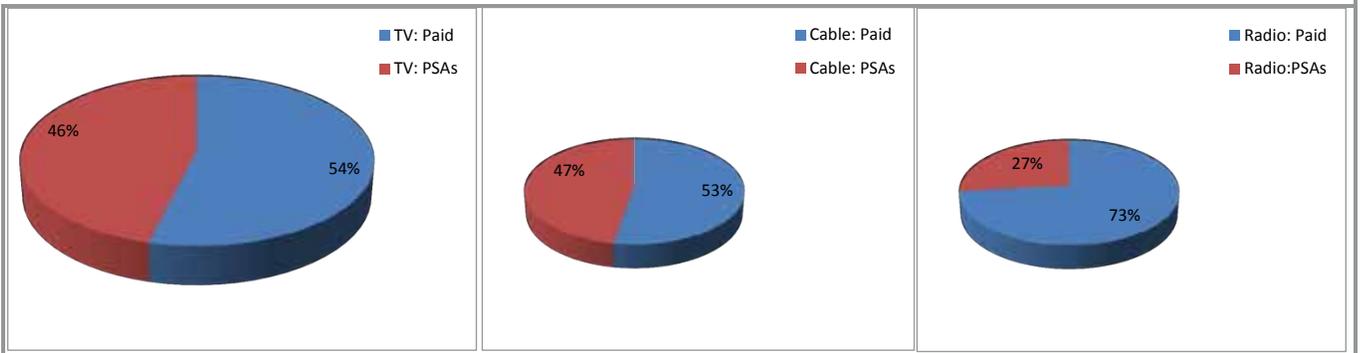
Value of PSA (Bonus or Free) Ads Received by TV DMA										Total Value of PSA Ads
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide		
Broadcast TV	\$ 21,525.00	\$ 9,500.00	\$ 3,375.00	\$ 10,000.00	\$ 25,800.00	\$ 5,925.00				\$ 76,125.00
Cable TV	\$ 3,600.00	\$ 2,008.00		\$ 1,033.00	\$ 3,164.00	\$ 832.00	\$ 4,040.00	\$ 8,802.00		\$ 23,479.00
Radio	\$ 8,172.00	\$ 5,550.00	\$ 1,100.00	\$ 4,830.00	\$ 4,800.00	\$ 1,144.00				\$ 25,596.00
Total	\$ 33,297.00	\$ 17,058.00	\$ 4,475.00	\$ 15,863.00	\$ 33,764.00	\$ 7,901.00	\$ 4,040.00	\$ 8,802.00		\$ 125,200.00

TV Rating Points by Market by TV DMA									Avg Men 18-34 GRPs/Market
	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)		
Broadcast TV	351.6	285.8	374.8	291.0	289.6	240.3			305.5
Cable TV	<u>138.1</u>	<u>108.5</u>		<u>55.7</u>	<u>137.1</u>	<u>58.6</u>	<u>180.6</u>		<u>113.1</u>
Total	489.7	394.3	374.8	346.7	426.7	298.9	180.6		418.6

* Radio placement included JSU, MSU, UM & USM Collegiate Sports & MS Radio News statewide networks.

Overview of Paid Ads - PSAs (Free/Bonus) By TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide	Total No. of Ads Received	Total No. of Paid + PSAs Received
TV: Paid	146	136	82	82	149	121			716	54%
TV: PSAs	123	95	45	100	172	79			614	46%
1,330										
Cable: Paid	63	70		28	65	23	186		435	53%
Cable: PSAs	72	51		27	28	21	192		391	47%
826										
Radio: Paid	252	396	99	208	381	132	33	3,564	5,065	73%
Radio: PSAs	227	222	55	161	150	44		978	1,837	27%
6,902										
Total Paid	461	602	181	318	595	276	219	3,564	6,216	
Total PSAs	422	368	100	288	350	144	192	978	2,842	
GRAND TOTAL	883	970	281	606	945	420	411	4,542		9,058



OVERVIEW OF CREATIVE STRATEGY AND MESSAGES FOR MEDIA:

The advertising messaging for the 2013 Drive Sober or Get Pulled Over Labor Day Campaign was comprised of several forms of advertising including television, radio, outdoor/billboard, newspaper and online advertising. The following information summarizes the creative strategy and details behind each form of advertising used in the campaign.

The TV and radio ads utilized for the 2013 Drive Sober or Get Pulled Over Labor Day Campaign were produced by a different ad agency and were used from a previous campaign.

The message in the 30-second TV commercial focused on the high financial cost of getting a DUI. Using real dollar amounts and expenses an offender will incur, the ad shows how quickly a DUI can add up to about \$10,000 in costs (including court costs, bail, attorney fees, towing and impounding fees, alcohol safety class, license and reinstatement hearing, etc.)

The message encourages the viewer to get a designated driver to avoid getting a DUI so the viewer will never have to pay these high financial costs. The spot targeted all ethnicities of young male drivers who often feel they are invincible and believe that all rules apply except to them without consequences. The ad clearly shows how there are serious financial consequences to drinking and driving.

For the radio ad, the message in the 30-second commercial mirrors the audio message from the TV ad which highlights the high financial costs to getting a DUI. The radio ad also includes a call to action for the listener to learn more about the issue on Facebook @msdrivesober.

In addition to television and radio commercials, which ran statewide for the campaign period, Frontier Strategies developed and produced a newspaper advertisement and utilized web banner ads and billboard designs that were run in a well-planned campaign.

For the newspaper ad, Frontier Strategies designed and produced a black and white newspaper ad that re-emphasizes the high cost of a DUI (with similar messaging from the TV and radio ads). The newspaper ad clearly itemizes how much a DUI will cost, using the example of a receipt to show how it all adds up. The newspaper ad ran in 37 newspapers as part of the approved media plan.

The following page is the sample of the newspaper ad that was used in the campaign:

 *
 * WHAT'S A DUI GOING TO COST YOU? *
 *
 *

DRINKS	\$12
TOWING AND IMPOUNDING YOUR RIDE	\$100
BAIL	\$1,000
ATTORNEY FEES	\$2,100
COURT FEES	\$3,800
FINES	\$1,000
ALCOHOL SAFETY COURSE	\$1,150
LICENSE REINSTATEMENT HEARING	\$350
INSURANCE	\$500
TOTAL :	\$10,012 OR MORE

IT ALL ADDS UP :



**GET A DESIGNATED DRIVER.
 DRIVE SOBER OR GET PULLED OVER.**



A message from the Mississippi Department of Public Safety.

For the web banner ads, Frontier Strategies used an online marketing and re-targeting campaign throughout the state. Using the nationally produced web banner ads from NHTSA (with the theme of “They’ll see you before you see them.”), the following three ads were used as part of the online campaign:



For the outdoor billboard designs, Frontier Strategies utilized designs that were already created from previous Drive Sober or Get Pulled Over Campaigns. They were built around the theme of “What’s a DUI gonna’ cost?” to mirror the TV, radio and print ad messaging, and the theme of “Next time get a designated driver.” We placed 33 billboards across the state as part of the campaign, utilizing the following four designs:



EARNED MEDIA:

As part of the overall Drive Sober or Get Pulled Over Campaign, a press conference was held on Friday, August 16, 2013 that generated earned media and news coverage to raise awareness of the need to stop impaired driving in Mississippi, and to alert the public about the increased level of law enforcement presence during the Labor Day blitz period.

The press conference on August 16, 2013, was held at the Mississippi Department of Public Safety, Office of Highway Safety (MOHS) in Ridgeland, Mississippi. Speakers included Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas and Mrs. Etoile Frazier Patrick, a victim impact speaker with Mothers Against Drunk Driving (M.A.D.D.). She is the mother of John Michael Patrick, Jr., who was killed at the age of 19 in an alcohol-related motor vehicle crash. Mississippi Highway Patrol and local law enforcement officers were also on hand as part of the event.

The following pages are media advisories, press releases and photos from the press conferences:



MEDIA ADVISORY

CONTACT: Twyla Jennings (601) 977-3723 tjennings@dps.ms.gov

“Drive Sober or Get Pulled Over” Campaign Press Conference to be held in Ridgeland on Friday, August 16 at 10:00 A.M.

Event will highlight the kickoff of Mississippi’s Campaign to Target Drunk Drivers

(Ridgeland, Miss.)—On Friday, August 16, the Mississippi Department of Public Safety, Office of Highway Safety (MOHS) will hold a press conference in Ridgeland at its local Highway Safety Office to launch its “Drive Sober or Get Pulled Over” Labor Day Campaign to target drunk drivers in Mississippi.

From August 16 through Labor Day, September 2, law enforcement will be out in force for a high-visibility effort as part of the annual nationwide “Drive Sober or Get Pulled Over” crackdown on drunk driving. In addition to a higher level of enforcement to stop drunk drivers, an advertising campaign will also be underway across the state to help deliver the “Drive Sober or Get Pulled Over” message.

The following outlines details of the MOHS “Drive Sober or Get Pulled Over” press conference:

Event: State of Mississippi’s “Drive Sober or Get Pulled Over” Campaign Kickoff

Date/Time: Friday, August 16 at 10:00 A.M.

Location: Mississippi Office of Highway Safety located at 1025 Northpark Drive in Ridgeland.
Driving Directions: From downtown Jackson, take I-55 North to the County Line Road exit and go East. Stay on County Line Road going East until it runs out into Old Canton Road. Take a Left on Old Canton Road and follow it to Lake Harbour Drive. Then take a Left on Lake Harbour Drive and follow it to Northpark Drive. Take a Left on Northpark Drive and the MOHS Building will be on your left at 1025 Northpark Drive in Ridgeland.

Speakers: Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz
MOHS Office Director Shirley Thomas
Mrs. Etoile Frazier Patrick, a victim impact speaker with Mothers Against Drunk Driving (M.A.D.D.). She is the mother of John Michael Patrick, Jr., who was killed at the age of 19 in an alcohol-related motor vehicle crash.
Mississippi Highway Patrol and local law enforcement officers will also be on hand as part of the event.

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FOR IMMEDIATE RELEASE—August 16, 2013

CONTACT: Twyla Jennings (601) 977-3723 tjennings@dps.ms.gov

“Drive Sober or Get Pulled Over” Campaign Launches Across Mississippi to Target Impaired Drivers

(Ridgeland, Miss.)—Today, the Mississippi Department of Public Safety, Office of Highway Safety (MOHS) held a press conference at its office in Ridgeland to launch its “Drive Sober or Get Pulled Over” Labor Day Campaign to target impaired drivers in Mississippi.

From August 16—September 2 (Labor Day), law enforcement will be out in force for a high-visibility effort as part of the annual nationwide “Drive Sober or Get Pulled Over” crackdown on impaired driving. In addition to a higher level of enforcement to stop impaired drivers, an advertising campaign will also be underway across the state to help deliver the “Drive Sober or Get Pulled Over” message.

Speakers at the event included MOHS Office Director Shirley Thomas; Mississippi Highway Patrol Colonel Donnell Berry; Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; and Mrs. Etoile Frazier Patrick, a victim impact speaker with Mothers Against Drunk Driving (M.A.D.D.). She is the mother of John Michael Patrick, Jr., who was killed at the age of 19 in an alcohol-related motor vehicle crash. The speakers were joined by several members of the Mississippi Highway Patrol and local law enforcement officers to show their support.

DPS Commissioner Albert Santa Cruz stated, “Nearly 10,000 people in America are killed every year as a result of impaired driving. In Mississippi, 168 people lost their life in 2011 due to alcohol-related vehicle crashes. We have to get the message out loud and clear to stop impaired driving, and for people to always get a designated driver if they have been drinking. That’s why state and local law enforcement such as the Mississippi Highway Patrol, Sheriffs’ Departments, Municipal Law Enforcement agencies and others are banding together during this Drive Sober or Get Pulled Over campaign period now through Labor Day.”

MOHS Office Director Shirley Thomas said, “The focus of the Drive Sober or Get Pulled Over campaign is to bring a higher level of visibility to stop impaired driving through an increased focus of law enforcement as well as a public awareness advertising campaign. The good news is, campaigns like Drive Sober or Get Pulled Over are effective in changing behavior to help stop impaired driving. Research shows that high-visibility campaigns and enforcement can reduce impaired driving fatalities by as much as 20%. In 2012, Mississippi recorded its lowest vehicle crash fatality rate since the 1950s at 582. But we can do even better with a clear message because our goal is to save lives. Law enforcement will be visible and vigilant, and people should know that if they drive drunk, they will be caught and arrested.”

For more information about “Drive Sober or Get Pulled Over” visit the Facebook page at: MS Drive Sober

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PHOTOS FROM AUGUST 16, 2013 DRIVE SOBER OR GET PULLED OVER CAMPAIGN KICKOFF PRESS CONFERENCE



Mrs. Etoile Frazier Patrick, a victim advocate speaker with M.A.D.D.



MHP Colonel Donnell Berry



MOHS Office Director, Mrs. Shirley Thomas



DPS Commissioner Albert Santa Cruz



Mrs. Etoile Frazier Patrick, a victim advocate speaker with M.A.D.D.

INTERVIEWS AND MEDIA MONITORING:

INTERVIEWS:

In addition to interviews conducted immediately following the campaign kickoff press conference referenced earlier in this report, an additional interview was conducted as part of the public outreach of the campaign. Mrs. Etoile Frazier Patrick, a victim impact speaker with Mothers Against Drunk Driving (M.A.D.D.), and Lt. Johnny Polous with the Mississippi Department of Public Safety were interviewed live on August 21, 2013, on the J.T. Show on SuperTalk FM radio which airs on 10 FM stations across the state of Mississippi.

MEDIA MONITORING:

As part of post-campaign analysis, we provided media monitoring with the following report of news stories generated by the earned media efforts of the Drive Sober or Get Pulled Over Campaign.

The following tables outline media monitoring including the media outlet, date, name, city, circulation and dollar value in ad equivalency.



AUG 15
2013 10:00PM CT

WTVA 1000PM NEWS

Nielsen Audience: 29,153 Calculated Ad
Equivalency: \$757

WTVA-NBC [Television](#) COLUMBUS-TUPELO-WEST POINT,
MS, MARKET RANK: 133

Calculated Publicity Value: \$3,785

30-Second Ad Equivalency: \$385

[10:03:55 PM**]** THIS SECOND TRIAL WAS HELD THIS WEEK IN THE OKTIBBEHA COUNTY COURTHOUSE. GET READY TO SEE A LOT MORE IN THE WAY OF LAW ENFORCEMENT. THE **DRIVE SOBER OR GET PULLED OVER** CAMPAIGN KICKS OFF TOMORROW. THE MISSISSIPPI DEPARTMENT OF PUBLIC SAFETY WILL JOIN FORCES WITH CITY AND COUNTY LAW ENFORCEMENT TO PATROL THE STREETS IN SEARCH OF IMPAIRED DRIVERS. THIS NATIONAL CAMPAIGN IS BACKED BY FEDERAL DOLLARS TO HELP LOCAL LAW ENFORCEMENT WITH OVERTIME PAY.

[10:04:25 PM**]** OFFICIALS GATHERED FOR A KICK OFF LUNCHEON IN NEW ALBANY TO TALK STRATEGY. "A LOT OF PEOPLE OFF WORK AND A LOT OF PEOPLE DO A LOT OF DRINKING AND IT'S JUST VERY IMPORTANT TO KEEP THE ROADS SAFE. ""THROUGHOUT MISSISSIPPI WE WILL BE AN ENFORCEMENT TO TRY TO KEEP **"DRIVE SOBER OR GET PULLED OVER.** THE CAMPAIGN CONTINUES THROUGH SEPTEMBER 2ND. NEW TONIGHT AT TEN, LEADERS OF SEVERAL MUNICIPALITIES IN LEE COUNTY MET TONIGHT FOR THE COUNCIL OF GOVERNMENT AT THE AG CENTER.



AUG 15
2013 1:34PM CT

Safety blitz to kick off for Labor Day holiday

In Links: N/A

MERIDIAN STAR [Website](#) MERIDIAN, MS, MARKET RANK:
186

Word Count: 305

[View](#) MERIDIAN Motorists will notice over the Labor Day holiday period a rise in the number of law enforcement officers on state, county and city roadways. Beginning tomorrow, August 16, the **"Drive Sober or Get Pulled Over"** safety campaign to get impaired drivers off the roads will begin. According to Greg Crain, law enforcement liaison for District 6 which covers the counties patrolled by Troop H of the Mississippi Highway Patrol, law enforcement agencies will be putting more officers on the roads to strictly enforce the campaign. "This is to announce our crackdown locally, said Crain, who is a detective at the Meridian Police Department. In 2011, 9,878 people died in crashes involving drunk drivers. That translates to about one drunk driving fatality every 53 minutes. Research has shown that high-visibility enforcement such as the **"Drive Sober or Get Pulled Over"** campaign reduces the drunk driving fatalities by as much as 20 percent. "By joining this initiative we will make East Mississippi's roadways safer for everyone throughout the Labor Day weekend, said Andy West, a sergeant with Troop H and the public affairs officer for District 6. Lauderdale County Sheriff Billy Sollie said driving while impaired is just asking for something terrible to happen.



AUG 15
2013 6:44AM CT

Drive Sober or Get Pulled Over Campaign to Start

In Links: N/A

WTOK-TV [ABC 11] [Website](#) MERIDIAN, MS, MARKET RANK:
186

Word Count: 123

[View](#) Law enforcement agencies in and around Meridian kicked off a campaign to help stop drunk driving. The '[Drive Sober or Get Pulled Over](#)' campaign will run from Aug. 16 to Sept. 2 and includes the Labor Day holiday.



AUG 16
2013 6:00AM CT

WAPT 6p News

Nielsen Audience: 24,182 Calculated Ad
Equivalency: \$81

WAPT-ABC [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$405

30-Second Ad Equivalency: \$110

[06:07:20 PM**]** "IF" THERE IS, THE STATE WOULD HAVE THE AUTHORITY TO DISMISS BOTH THE ELECTED SUPERINTENDENT AND SCHOOL BOARD, WHILE APPOINTING A STATE CONSERVATOR. A DECISION IS EXPECTED BY NEXT MONTH'S BOARD MEETING. THE [DRIVE SOBER OR GET PULLED OVER](#) PROGRAM KICKS OFF TODAY. POLICE DEPARTMENTS THROUGHOUT THE STATE "JOIN" TOGETHER TO "POLICE" DRUNK DRIVING. AND, FOR SOME OFFICIALS, THE ADVICE IS "CRYSTAL CLEAR.



AUG 16
2013 6:30AM CT

WAPT 6AM News

Nielsen Audience: 28,243 Calculated Ad
Equivalency: \$70

WAPT-ABC [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$350

30-Second Ad Equivalency: \$110

[06:57:37 AM**]** IT IS NOW SLATED TO OPEN NOVEMBER 14TH. STARTING TODAY YOU CAN EXPECT TO SEE EXTRA LAW ENFORCEMENT OUT ON THE ROADS. AUTHORITIES BEGIN THEIR "[DRIVE SOBER OR GET PULLED OVER](#)" CAMPAIGN. THEY'RE URGING DRIVERS TO BE SAFE AS WE APPROACH THE LABOR DAY WEEKEND. THE CAMPAIGN CONTINUES THROUGH SEPTEMBER SECOND.



AUG 16
2013 4:30AM CT

WAPT 16 News at 4:30am

Nielsen Audience: N/A

WDBD-FOX [Television](#) , MARKET RANK: N/A

[04:35:35 AM**]** IT SENT WATER SPEWING INTO THE AIR, CLOSING PART OF THE ROAD FOR SEVERAL-HOURS. STARTING TODAY YOU CAN EXPECT TO SEE EXTRA LAW

ENFORCEMENT OUT ON THE ROADS. AUTHORITIES BEGIN THEIR "DRIVE SOBER OR GET PULLED OVER" CAMPAIGN. THEY'RE URGING DRIVERS TO BE SAFE AS WE APPROACH THE LABOR DAY WEEKEND. THE CAMPAIGN CONTINUES THROUGH SEPTEMBER SECOND.



AUG 16
2013 5:30PM CT

FOX 40 News at 5:30PM

Nielsen Audience: N/A

WDBD-FOX **Television**, MARKET RANK: N/A

[05:33:39 PM**]** HER BODY WAS FOUND TUESDAY AFTERNOON IN THE AREA OF RICE ROAD AND MADISON AVENUE. SHE HAD BEEN MISSING FOR MORE THAN A WEEK. A HEADS UP TONIGHT, LAWYERS ARE BLANKETING THE HIGHWAYS AND ROADWAYS FOR THE **DRIVE SOBER OR GET PULLED OVER** CAMPAIGN THAT KICKED OFF TODAY. MARSHA THOMPSON HAS MORE. SCORES OF PEOPLE WILL BE OUT ON THE ROAD THIS LAST HOLIDAY OF SUMMER AND YOU MAY HAVE SEEN IT BEFORE.



AUG 16
2013 6:30AM CT

WJTV Morning News

Nielsen Audience: 16,129 Calculated Ad
Equivalency: \$267

WJTV-CBS **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,335

30-Second Ad Equivalency: \$125

[06:53:04 AM**]** THE NEW HOMEOWNER, VOLUNTEERS AND HABITAT FOR HUMANITY/METRO JACKSON MEMBERS WILL JOIN TOGETHER AT NOON TO DEDICATE THE HOME ON SMITH ROBINSON STREET. AN EVENT IS PLANNED FOR THIS MORNING TO KICKOFF OF MISSISSIPPI'S CAMPAIGN TO TARGET DRUNK DRIVERS. IT'S THE **"DRIVE SOBER OR GET PULLED OVER"** LABOR DAY CAMPAIGN. FROM AUGUST 16 THROUGH LABOR DAY ON SEPTEMBER 2, LAW ENFORCEMENT WILL BE OUT IN FORCE TO CRACKDOWN ON DRUNK DRIVING. SOUND FULL AD-LIB AD-LIB SOUND FULL AD-LIB FAMILY FRIENDS AND EVERYONE WHO KNEW 17-YEAR OLD, ABIGAIL BONNER, CONTINUE TO MOURN THEIR LOSS.

[06:54:01 AM**]** HE RECEIVED A LIFE SENTENCE. AN EVENT IS PLANNED FOR THIS MORNING TO KICKOFF OF MISSISSIPPI'S CAMPAIGN TO TARGET DRUNK DRIVERS. IT'S THE **"DRIVE SOBER OR GET PULLED OVER"** LABOR DAY CAMPAIGN. FROM AUGUST 16 THROUGH LABOR DAY ON SEPTEMBER 2, LAW ENFORCEMENT WILL BE OUT IN FORCE TO CRACKDOWN ON DRUNK DRIVING.



AUG 16
2013 6:30AM CT

WJTV Morning News

Nielsen Audience: 16,129 Calculated Ad
Equivalency: \$92

WJTV-CBS **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$460

30-Second Ad Equivalency: \$125

[06:59:43 AM**]** PROSECUTORS ARGUE, DEON WAS MAD AT HIS BROTHER AND WANTED REVENGE. AN EVENT IS PLANNED FOR THIS MORNING TO KICKOFF OF MISSISSIPPI'S CAMPAIGN TO TARGET DRUNK DRIVERS. IT'S THE **"DRIVE SOBER OR GET PULLED OVER"** LABOR DAY CAMPAIGN. FROM AUGUST 16 THROUGH LABOR DAY ON SEPTEMBER 2, LAW ENFORCEMENT WILL BE OUT IN FORCE TO CRACKDOWN ON DRUNK DRIVING.



AUG 16
2013 5:00PM CT

WJTV PM Report

Nielsen Audience: 25,852 Calculated Ad
Equivalency: \$250

WJTV-CBS **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,250

30-Second Ad Equivalency: \$300

[05:02:30 PM**]** THE COST IS ABOUT 85-MILLION DOLLARS. GETTING YOU ANSWERS, LIVE FROM THE WJTV MOBILE NEWSROOM, BACK TO YOU. **"DRIVE SOBER OR GET PULLED OVER.** THAT'S THE MESSAGE FROM LAW ENFORCEMENT AS WE GET CLOSER TO THE LABOR DAY HOLIDAY WEEKEND. LAW ENFORCEMENT FROM EVERY AGENCY WILL BE OUT IN FULL FORCE MAKING SURE PEOPLE ARE NOT ON MISSISSIPPI ROADS DRIVING WHILE IMPAIRED.



AUG 16
2013 6:30AM CT

WLBT 0630AM

Nielsen Audience: 29,296 Calculated Ad
Equivalency: \$320

WLBT-NBC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,600

30-Second Ad Equivalency: \$160

[06:51:50 AM**]** HE SAID ABSENTEE BALLOTS MUST BE THROWN OUT. THE JUDGE GRANTED A MOTION BY ATTORNEYS FOR INDEPENDENT CANDIDATE DAVID WARE, CALLING FOR A SPECIAL ELECTION FOR MORE INFORMATION ON THESE OR ANY OF THE STORIES WE'VE BEEN FOLLOWING ALL MORNING JUST GO TO OUR WEBSITE: MS NEWS NOW DOT COM AND LOOK FOR THE STORY ON OUR HOME PAGE NOW HERE'S HOWARD BALLOU WITH A LOOK AT WHAT'S HAPPENING TODAY GOOD MORNING! HAPPENING TODAY IN MISSISSIPPI NEWS NOW, THE MISSISSIPPI DEPARTMENT OF PUBLIC SAFETY, OFFICE OF HIGHWAY SAFETY WILL HOLD A PRESS CONFERENCE AT 10 THIS MORNING IN RIDGELAND AT ITS LOCAL HIGHWAY SAFETY OFFICE TO LAUNCH ITS **"DRIVE SOBER OR GET PULLED OVER"** LABOR DAY CAMPAIGN TO TARGET DRUNK DRIVERS IN MISSISSIPPI. FROM AUGUST 16 THROUGH LABOR DAY, SEPTEMBER 2, LAW ENFORCEMENT WILL BE OUT IN FORCE FOR A HIGH-VISIBILITY EFFORT AS PART OF THE ANNUAL NATIONWIDE **"DRIVE SOBER OR GET PULLED OVER"** CRACKDOWN ON DRUNK DRIVING. THERE IS ALSO AN ADVERTISING CAMPAIGN TO GET THE MESSAGE OUT. THE FIRST ANNUAL MIDNIGHT BLUES RIDE WILL BE HELD AT SMITH WILLS STADIUM ON LAKELAND DRIVE STARTING AT 10 TONIGHT.



AUG 16
2013 5:00PM CT

WLBT 5300PM

Nielsen Audience: 38,520 Calculated Ad
Equivalency: \$124

WLBT-NBC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$620

30-Second Ad Equivalency: \$265

[05:27:00 PM**]** FOX FORTY NEWS AT 5:30 WE'RE WORKING ON, A CRACKDOWN ON DRIVING UNDER THE INFLUENCE THIS WEEKEND. FIND OUT MORE ABOUT THE **DRIVE SOBER OR GET PULLED OVER** CAMPAIGN. THANKS FOR JOINING US FOR THE WLBT 5 PM REPORT. FOR MORE LOCAL NEWS COVERAGE HEAD ON OVER TO FOX FORTY NEWS AT 5:30.



AUG 16
2013 6:00PM CT

WLBT 0600PM

Nielsen Audience: 45,953 Calculated Ad
Equivalency: \$396

WLBT-NBC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,980

30-Second Ad Equivalency: \$475

[06:08:13 PM**]** SOME 40 STREETS IN THE AREA BETWEEN NORTHSIDE DRIVE AND MEADOWBROOK ROAD REMAIN UNDER A BOIL WATER NOTICE. NO WORD ON WHAT CAUSED THE WATER LINE TO BREAK. THE HIGHWAY PATROL AND LAWYERS ACROSS THE STATE ARE SENDING A STRONG WARNING TONIGHT, **DRIVE SOBER OR GET PULLED OVER**. PLUS, WE'LL TAKE YOU ON A TOUR OF THIS YEAR'S ST. JUDE DREAM HOME IN MADISON COUNTY. STAY WITH US.



AUG 16
2013 10:00PM CT

WLBT 10PM Report

Nielsen Audience: 56,148 Calculated Ad
Equivalency: \$693

WLBT-NBC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$3,465

30-Second Ad Equivalency: \$650

[10:06:28 PM**]** AUTHORITIES DETERMINED COLLINS WAS UNDER THE INFLUENCE WHILE BEING TREATED FOR HIS INJURIES. LAW ENFORCEMENT OFFICERS ACROSS THE STATE ARE CRACKING DOWN ON DRUNK DRIVERS. THE "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN IS NOW UNDERWAY. EXPECT MORE OFFICERS ON PATROL AS WELL AS DUI CHECKPOINTS FROM NOW THROUGH THE LABOR DAY HOLIDAY SEPTEMBER 2ND GOVERNOR PHIL BRYANT MADE A STOP IN CLARKSDALE TO CELEBRATE NEW JOBS. BUT A CONVERSATION ABOUT CRIME ALSO TOOK CENTER STAGE.



AUG 16
2013 6:30AM CT

News 12 This Morning

Nielsen Audience: 1,918 Calculated Ad
Equivalency: \$207

WHLT-CBS **Television** HATTIESBURG-LAUREL, MS, MARKET
RANK: 167

Calculated Publicity Value: \$1,035

30-Second Ad Equivalency: \$20

[06:54:05 AM**]** HE RECEIVED A LIFE SENTENCE. IS FOR THIS MORNING TO KICKOFF OF MISSISSIPPI'S CAMPAIGN TO TARGET DRUNK DRIVERS. IT'S THE **"DRIVE SOBER OR GET PULLED OVER"** LABOR DAY CAMPAIGN. FROM AUGUST 16 THROUGH LABOR DAY ON SEPTEMBER 2, LAW ENFORCEMENT WILL BE OUT IN FORCE TO CRACKDOWN ON YEAR OLD, ABIGAIL O MOURN EIR SS.



AUG 17
2013 6:00AM CT

WAPT 6AM News

Nielsen Audience: 6,141 Calculated Ad
Equivalency: \$40

WAPT-ABC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$200

30-Second Ad Equivalency: \$35

[06:10:45 AM**]** A PASSING SHOWER CANNOT BE RULED OUT TODAY BUT THEY WILL BE VERY ISOLATED THIS AFTERNOON. EXPECT THE NICE WEATHER TO LAST THROUGH THE WEEKEND INTO EARLY NEXT WEEK. THE **DRIVE SOBER OR GET PULLED OVER** PROGRAM IS UNDERWAY THIS WEEKEND. POLICE DEPARTMENTS THROUGHOUT THE STATE, HAVE "JOINED" TOGETHER TO "STOP" DRUNK DRIVING. AND, FOR SOME OFFICIALS, THE ADVICE IS "CRYSTAL CLEAR.



AUG 17
2013 6:00PM CT

WJTV 6PM Report

Nielsen Audience: 17,050 Calculated Ad
Equivalency: \$373

WJTV-CBS **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,865

30-Second Ad Equivalency: \$350

[06:05:15 PM**]** WE HAVE 24/7 SECURITY, IT'S STILL A PART OF THE CAMPUS. THE MONEY TO RENT THE MOTEL COMES FROM STUDENT HOUSING FEES, GETTING YOU ANSWERS IN HINDS COUNTY, BACK TO YOU THE FIRST DAY OF CLASS FOR JSU STUDENTS IS NEXT MONDAY AUGUST 26TH. **"DRIVE SOBER OR GET PULLED OVER.** THAT'S THE MESSAGE FROM LAW ENFORCEMENT AS WE INCH EVER CLOSER TO THE LABOR DAY HOLIDAY WEEKEND. LAW ENFORCEMENT FROM EVERY AGENCY WILL BE OUT MAKING SURE PEOPLE AREN'T DRIVING DRUNK ON MISSISSIPPI ROADS.



AUG 18
2013 10:00PM CT

WXVT NEWS AT 10PM

Nielsen Audience: 5,468 Calculated Ad
Equivalency: \$180

WXVT-CBS **Television** GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$900

30-Second Ad Equivalency: \$150

[10:02:05 PM**]** POLICE BELIEVE ANDREW GROSECLOSE SHOT HIS STEPSON ANDREW GROSECLOSE IN THE CHEST AFTER ANDREW PULLED A GUN ON HIM DURING AN ARGUMENT. ALTHOUGH NO CHARGES ARE BEING FILED, THE AUTOPSY AND INVESTIGATION RESULTS WILL BE TURNED OVER TO A RANKIN COUNTY GRAND JURY. ELISSE [ELISSE DRIVE SOBER OR GETPULLED OVER](#), THE POPULAR CAMPAIGN RETURNS TO THE MAGNOLIA STATE. VO IT S THE 11TH YEAR THE MISSISSIPPI DEPARTMENT OF PUBLIC SAFETY IS PARTICIPATING IN THE NATIONAL CAMPAIGN. THE GOAL IS TO REMOVE IMPAIRED DRIVERS OFF OF THE ROADWAYS, ACCORDING TO THE DEPARTMENT, 30 PERCENT OF ALL FATAL AUTOMOBILE CRASHES IN MISSISSIPPI ARE ALCOHOL-RELATED.



AUG 19
2013 3:48PM CT

MHP plans increased DUI patrols through Labor Day

In Links: N/A

CLARION LEDGER - DAVID HAMPTON
BLOG [Website](#) JACKSON, MS, MARKET RANK: 94

Word Count: 100

 [View](#) The Mississippi Highway Patrol says it will increase patrols as part of a national initiative called "[Drive Sober or Get Pulled Over](#)." Mississippi Public Safety Commissioner Albert Santa Cruz says 30 percent of all fatal automobile crashes in Mississippi are alcohol-related. A news release says the Department of Public Safety has distributed federal grants to pay overtime to put additional officers on duty to arrest drunk and drugged drivers.



AUG 19
2013 6:30AM CT

WJTV Morning News

Nielsen Audience: 16,129 Calculated Ad
Equivalency: \$96

WJTV-CBS [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$480

30-Second Ad Equivalency: \$125

[06:31:56 AM**]** AN AFFIDAVIT IN THE CASE SAYS MEDLOCK BECAME VERBALLY ABUSIVE WHEN THE MAN WAS HANDCUFFED AND TOLD AN AGENT QUOTE "I AM GOING TO KILL YOU. SHE'S CHARGED IN US DISTRICT COURT IN JACKSON.

"DRIVE SOBER OR GET PULLED OVER. THAT'S THE MESSAGE FROM LAW ENFORCEMENT AS WE INCH EVER CLOSER TO THE LABOR DAY HOLIDAY WEEKEND. LAW ENFORCEMENT FROM EVERY AGENCY WILL BE OUT MAKING SURE PEOPLE AREN'T DRIVING DRUNK ON MISSISSIPPI ROADS.



AUG 19
2013 3:26PM CT

Authorities increase patrols for DUI initiative

In Links: N/A

BILOXI SUN HERALD [Website](#) BILOXI-GULFPORT, MS,
MARKET RANK: 160

 [View](#) The Mississippi Highway Patrol says it will increase patrols as part of a national initiative called "[Drive Sober or Get Pulled Over](#)." [Click to Continue](#)



AUG 19
2013 5:00AM CT

WXVT MORNING NEWS

Nielsen Audience: 1,914 Calculated Ad
Equivalency: \$50

WXVT-CBS [Television](#) GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$250

30-Second Ad Equivalency: \$50

[05:35:35 AM**]** ALL OF THEM HAD MODERATE INJURIES AND WERE TAKEN TO THE HOSPITAL. THE ACCIDENT IS STILL UNDER INVESTIGATION BY MISSISSIPPI HIGHWAY PATROL. DANIELLE [DANIELLE DRIVE SOBER OR GET PULLED OVER](#), THE POPULAR CAMPAIGN RETURNS TO THE MAGNOLIA STATE. VO IT S THE 11TH YEAR THE MISSISSIPPI DEPARTMENT OF PUBLIC SAFETY IS PARTICIPATING IN THE NATIONAL CAMPAIGN. THE GOAL IS TO REMOVE IMPAIRED DRIVERS OFF OF THE ROADWAYS, ACCORDING TO THE DEPARTMENT, 30 PERCENT OF ALL FATAL AUTOMOBILE CRASHES IN MISSISSIPPI ARE ALCOHOL-RELATED.



AUG 20
2013 6:29AM CT

Patrols for DUI initiative increase

In Links: N/A

CLARION LEDGER - DAVID HAMPTON
BLOG [Website](#) JACKSON, MS, MARKET RANK: 94

Word Count: 84

 [View](#) JACKSON The Mississippi Highway Patrol says it will increase patrols as part of a national initiative called [Drive Sober or Get Pulled Over](#). Mississippi Public Safety Commissioner Albert Santa Cruz says 30 percent of all fatal automobile crashes in Mississippi are alcohol-related. A news release says the Department of Public Safety has distributed federal grants to pay overtime to put additional officers on duty to arrest drunk and drugged drivers.



AUG 20
2013 6:00PM CT

WJTV 6PM Report

Nielsen Audience: 24,177 Calculated Ad
Equivalency: \$660

WJTV-CBS [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$3,300

30-Second Ad Equivalency: \$450

[06:06:45 PM**]** WE'RE GOING TO MAKE SURE THAT HIS BADGE AND NAME PLATE GET BURIED WITH HIM, BECAUSE I KNOW HE WANTS THAT. CHIEF EVANS SAYS, OFFICER WATKINS HAD JUST REJOINED THE HINDS COMMUNITY COLLEGE FORCE SEVERAL MONTHS AGO, AFTER WORKING THERE FOR NEARLY FIVE YEARS. ONE MORE REASON

TONIGHT TO "DRIVE SOBER" FROM NOW UNTIL LABOR DAY, THE MISSISSIPPI HIGHWAY PATROL IS OUT IN FULL FORCE, INITIATING THEIR "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN. ACCORDING TO THE STATE SAFETY COMMISSION, 30 PERCENT OF ALL FATAL AUTOMOBILE CRASHES IN MISSISSIPPI. ARE ALCOHOL-RELATED. FEDERAL GRANTS HAVE BEEN ALLOCATED, TO PAY OVERTIME FOR ADDITIONAL OFFICERS DURING THE HOLIDAY WEEK.



AUG 20
2013 1:34AM CT

MS lawmen crack down on drunk driving

In Links: N/A

WLBT-TV [NBC 3] [Website](#) JACKSON, MS, MARKET RANK:
94

Word Count: 192

 [View](#) JACKSON, MS Mississippi News Now) Mississippi lawmen are blanketing the roadways for the **Drive Sober or Get Pulled Over** campaign that kicked off Friday. The Mississippi Highway Patrol is targeting drunk drivers. Starting Friday through the Labor Day holiday, troopers intend to keep the highways as safe as possible with a high-profile, high-visibility crackdown on drunk drivers.



AUG 20
2013 5:00AM CT

WLOX 05:00AM

Nielsen Audience: 8,733 Calculated Ad
Equivalency: \$180

WLOX-ABC [Television](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Calculated Publicity Value: \$900

30-Second Ad Equivalency: \$225

[05:16:28 AM**]** THE FORMER BOSS IS SERVING LIFE IN PRISON FOR THE MURDER. THE MISSISSIPPI HIGHWAY PATROL IS CRACKING DOWN ON DRUNK DRIVING. IT'S PART OF A NATIONAL INITIATIVE CALLED, **DRIVE SOBER OR GET PULLED OVER**. ACCORDING TO PUBLIC SAFETY COMMISSIONER ALBERT SANTA CRUZ, 30 PERCENT OF ALL FATAL AUTOMOBILE CRASHES IN MISSISSIPPI. ARE ALCOHOL-RELATED. THE MHP WANTS TO LOWER THAT NUMBER.



AUG 20
2013 6:00AM CT

WLOX 06:00AM

Nielsen Audience: 15,053 Calculated Ad
Equivalency: \$1,630

WLOX-ABC [Television](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Calculated Publicity Value: \$8,150

30-Second Ad Equivalency: \$300

[06:01:16 AM**]** POLICE OFFICERS IN SOUTH MISSISSIPPI WORK ROUND THE CLOCK TO PROTECT US, BUT WHEN IT COMES TO PREVENTING CRIMES, YOUR HELP IS CRUCIAL. YOU CAN TAKE A MORE ACTIVE ROLE. WLOX'S DOUG WALKER JOINS US LIVE FROM GULFPORT WITH MORE ON THE "CITIZENS POLICE ACADEMY" MISSISSIPPI HIGHWAY

PATROL'S LATEST EFFORT TO CRACK DOWN ON DRUNK DRIVING IS PART OF A NATIONAL INITIATIVE CALLED, **DRIVE SOBER OR GET PULLED OVER**. ACCORDING TO PUBLIC SAFETY COMMISSIONER, ALBERT SANTA CRUZ, 30 PERCENT OF ALL FATAL CRASHES IN MISSISSIPPI ARE ALCOHOL-RELATED. MHP WANTS TO LOWER THAT NUMBER.



AUG 20
2013 5:00AM CT

WDAM 05:00AM

Nielsen Audience: 7,913 Calculated Ad
Equivalency: \$170

WDAM-NBC **Television** HATTIESBURG-LAUREL, MS, MARKET
RANK: 167

Calculated Publicity Value: \$850

30-Second Ad Equivalency: \$150

[05:15:37 AM**]** BUT THERE IS HELP OUT THERE FOR CHILDREN AFRAID TO COME FORWARD IF THEY'RE VICTIMS OF BULLYING. YOU CAN CALL THE STAY SAFE HOTLINE AT 1-866- 960-6472 THE MISSISSIPPI HIGHWAY PATROL IS BUCKLING DOWN ON DRUNK DRIVING. IT'S PART OF THE WELL KNOWN NATIONAL INITIATIVE CALLED '**DRIVE SOBER OR GET PULLED OVER**'. ACCORDING TO PUBLIC SAFETY COMMISSIONER ALBERT SANTA-CRUZ, 30 PERCENT OF ALL FATAL CAR CRASHES IN MISSISSIPPI ARE ALCOHOL-RELATED. THE MHP WANTS TO LOWER THAT NUMBER.



AUG 21
2013 6:00PM CT

WLOX 06:00PM

Nielsen Audience: 35,801 Calculated Ad
Equivalency: \$3,285

WLOX-ABC **Television** BILOXI-GULFPORT, MS, MARKET
RANK: 160

Calculated Publicity Value: \$16,425

30-Second Ad Equivalency: \$675

[06:08:27 PM**]** THE ORRISON'S ALSO MAKE THEIR OWN BBQ SAUCE THAT'S NOW SOLD IN 35-HUNDRED STORES. THE MISSISSIPPI HIGHWAY PATROL IS CRACKING DOWN ON DRUNK DRIVING. IT'S PART OF A NATIONAL INITIATIVE CALLED, **DRIVE SOBER OR GET PULLED OVER**. CORPORAL JASON GAZZO WITH HIGHWAY PATROL JOINS US NOW LIVE FROM I-10, WITH MORE ON [THIS](#). LET'S GO TO CHIEF METEOROLOGIST MIKE READER FOR TONIGHT'S FORECAST. DEEP TROPICAL MOISTURE AND WEATHER DISTURBANCES WILL CONTINUE TO BRING SHOWERS AND THUNDERSTORMS TO THE COAST THROUGH THE END OF THE WEEK.



AUG 21
2013 11:36PM CT

[DeSoto](#) briefs: [DeSoto](#) County Sheriff's office cracks down on drunk drivers

In Links: N/A

DESOTO APPEAL **Website** GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Word Count: 111

[View](#) Memphis Commercial Appeal The [DeSoto](#) County Sheriffs Department is joining law

enforcement across the country in sending a message to drunken drivers: **drive sober or get pulled over**. Subscribe to read the full story Current Subscribers Activate Now Already subscribe to The Memphis Commercial Appeal Unlimited access to Memphis Commercial Appeal on the web, your smartphone and tablet is included with your subscription.



AUG 22
2013 7:00AM CT

Fox 40 Morning News

Nielsen Audience: N/A

WDBD-FOX [Television](#), MARKET RANK: N/A

[07:12:54 AM**]** HAPPENING TODAY, A NATIONAL CRACKDOWN ON DRUNK DRIVERS BEGINS. IT'S A NATIONAL CAMPAIGN. TRANSPORTATION SECRETARY ANTHONY FOXX WILL JOIN WITH OTHER TRANSPORTATION OFFICIALS TO REVEAL THE NEW CAMPAIGN KNOWN AS "**DRIVE SOBER OR GET PULLED OVER**". DRUNK DRIVING ACCIDENTS IN THE U-S, CLAIM NEARLY 10- THOUSAND NEARLY 10- THOUSAND LIVES A YEAR. STILL TO COME, COPIAH COUNTY AUTHORITIES ON THE HUNT FOR AN ACCUSED MURDERED.



AUG 22
2013 3:40PM CT

Friends of [Boley](#) set fall cleanup date

In Links: N/A

PICAYUNE ITEM [Website](#) COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133

Word Count: 405

View The cafeteria staff cooked chicken nuggets, tater tots, spicy fries and bread in the new ovens for parents and students to try at Tuesday [nights](#) open house. August 22, 2013 1 Photo The Pearl River County Sheriffs Department will be conducting DUI checkpoints through Sept. 2 as part of the **Drive Sober or Get Pulled Over** campaign, said Deputy Sheriff Shane Tucker. August 22, 2013 Phillip Travis idea of starting a Boys and Girls Club in [Poplarville](#) started a heated discussion between the board and members of the community at Wednesday mornings meeting of the Pearl River County Board of Supervisors. August 22, 2013 The Picayune City Council discussed giving raises to city employees without raising taxes at Tuesdays meeting.



AUG 23
2013 12:02AM CT

[DeSoto](#). County officers crackdown on DUI

In Links: N/A

CLARION LEDGER - DAVID HAMPTON
BLOG [Website](#) JACKSON, MS, MARKET RANK: 94

Word Count: 107

View HERNANDO, MISS. The [DeSoto](#) County Sheriff's Department is joining law enforcement across the country in sending a message to drunken drivers. The nationwide campaign,

"**Drive Sober or Get Pulled Over**, will see law enforcement throughout the country crack down on impaired drivers now through the Labor Day weekend. DeSoto County Sheriff Bill Rasco tells The Commercial Appeal his department's DUI unit will be looking for drunk drivers. A \$157,000 state grant allows the department's DUI officers to spend more time patrolling, not just during the two-week crackdown but throughout the year.



AUG 23
2013 2:15PM CT

Police charge juvenile with 6 vehicle thefts

In Links: N/A

PICAYUNE ITEM [Website](#) COLUMBUS-TUPELO-WEST POINT,
MS, MARKET RANK: 133

Word Count: 354

 **View** The cafeteria staff cooked chicken nuggets, tater tots, spicy fries and bread in the new ovens for parents and students to try at Tuesday nights open house. August 22, 2013 1 Photo The Pearl River County Sheriffs Department will be conducting DUI checkpoints through Sept. 2 as part of the **Drive Sober or Get Pulled Over** campaign, said Deputy Sheriff Shane Tucker. August 22, 2013 Phillip Travis idea of starting a Boys and Girls Club in Poplarville started a heated discussion between the board and members of the community at Wednesday mornings meeting of the Pearl River County Board of Supervisors. August 22, 2013 The Picayune City Council discussed giving raises to city employees without raising taxes at Tuesdays meeting.



AUG 23
2013 2:15PM CT

City, Southern Regional Corp. finalize sale

In Links: N/A

PICAYUNE ITEM [Website](#) COLUMBUS-TUPELO-WEST POINT,
MS, MARKET RANK: 133

Word Count: 400

 **View** The cafeteria staff cooked chicken nuggets, tater tots, spicy fries and bread in the new ovens for parents and students to try at Tuesday nights open house. August 22, 2013 1 Photo The Pearl River County Sheriffs Department will be conducting DUI checkpoints through Sept. 2 as part of the **Drive Sober or Get Pulled Over** campaign, said Deputy Sheriff Shane Tucker. August 22, 2013 Phillip Travis idea of starting a Boys and Girls Club in Poplarville started a heated discussion between the board and members of the community at Wednesday mornings meeting of the Pearl River County Board of Supervisors. August 22, 2013 The Picayune City Council discussed giving raises to city employees without raising taxes at Tuesdays meeting.



AUG 23
2013 5:06PM CT

Drunk driving myth busted by NHTSA

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

 [View](#) [John Goreham](#) [Boston Cars Examiner](#) Follow: [Weve](#) all heard the stories of drunk drivers who create a huge wreck, kill innocent people in other cars and then walk away. It seems like every story one hears ends this way. However, in an August 22nd announcement regarding its newest program called **Drive Sober or Get Pulled Over**, NHTSA busts an urban myth regarding just how often drinks kill themselves versus others while driving. The National Highways Traffic Safety Administration (NHTSA) announced Thursday that in about a two to one ratio, the drunks themselves are the ones that end up dead in the mayhem they cause. About a third of all fatal accidents in the US each year on the road are caused by drunk drivers, a statistic that has not changed in decades.



AUG 24
2013 1:32AM CT

Suspect, truck sought in hit-and-run

In Links: N/A

PICAYUNE ITEM [Website](#) COLUMBUS-TUPELO-WEST POINT,
MS, MARKET RANK: 133

Word Count: 354

 [View](#) The cafeteria staff cooked chicken nuggets, tater tots, spicy fries and bread in the new ovens for parents and students to try at Tuesday [nights](#) open house. August 22, 2013 1 Photo The Pearl River County Sheriffs Department will be conducting DUI checkpoints through Sept. 2 as part of the **Drive Sober or Get Pulled Over** campaign, said Deputy Sheriff Shane Tucker. August 22, 2013 Phillip Travis idea of starting a Boys and Girls Club in [Poplarville](#) started a heated discussion between the board and members of the community at Wednesday mornings meeting of the Pearl River County Board of Supervisors. August 22, 2



AUG 25
2013 5:30PM CT

FOX 40 News at 9

Nielsen Audience: N/A

WDBD-FOX [Television](#), MARKET RANK: N/A

[08:58:09 PM**] MALE ANNOUNCER THEY'LL SEE YOU BEFORE YOU SEE THEM. COPS ARE CRACKING DOWN ON DRINKING AND DRIVING. DRIVE SOBER, OR GET PULLED OVER. MALE ANNOUNCER YOU LIKE TO TOP YOURSELF. WE'VE JUST TOPPED OUR QUARTER POUNDER WITH EVEN MORE BOLD NEW TASTE.**



AUG 26
2013 8:53PM CT

Weekend traffic sweep nets 17

In Links: N/A

GREENWOOD COMMONWEALTH [Website](#) GREENWOOD-
GREENVILLE, MS, MARKET RANK: 190

Word Count: 332

 **View** Staff Writer The Greenwood Commonwealth 0 comments The Greenwood Police Department, as part of the national **Drive Sober or Get Pulled Over** anti-DUI campaign, arrested 17 people on traffic-related offenses. Its going good, said Greenwood Police Chief Henry Purnell. kAm%96 42>A2:8?



AUG 28
2013 6:58PM CT

Labor Day weekend Drive Sober or Get Pulled Over campaign starting

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET RANK: 160

Word Count: 404

 **View** This Labor Day weekend Michigan will see increased enforcement of persons who drink and drive starting Thursday the 29th, and continuing on through September 2nd. The extra enforcement involves 155 local police departments and sheriff's offices, plus Michigan State Police posts in 26 counties as part of the state's federally funded **Drive Sober or Get Pulled Over** campaign, reported The Oakland Press. The Auburn Hills-based Traffic Improvement Association of Michigan says alcohol-related crashes in 2012 killed 15 people in Oakland County, 31 in Wayne County, 15 in Macomb County, and three people in Washtenaw County according to theoaklandpress.com.



AUG 29
2013 10:00PM CT

WABG News at 10PM

Nielsen Audience: 12,993 Calculated Ad Equivalency: \$155

WABG-ABC [Television](#) GREENWOOD-GREENVILLE, MS, MARKET RANK: 190

Calculated Publicity Value: \$775

30-Second Ad Equivalency: \$160

[10:06:31 PM**]** OFFICIALS SAY YOU CAN EXPECT TO SEE AN INCREASED PRESENCE OF STATE TROOPERS WHILE YOU ARE DRIVING OVER THE HOLIDAY WEEKEND. THE PERIOD BEGINS TOMORROW AND WRAPS UP MIDNIGHT MONDAY. TROOPERS WILL ALSO JOIN LOCAL AGENCIES IN THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN. NEW AT TEN IN STATE NEWS MILLIONS HAVE SINCE TRAVELED TO THE MISSISSIPPI COAST TO HELP RECOVER AND REBUILD SINCE HURRICANE KATRINA. THE STORM SHOWED VOLUNTEERS NOT TO WAIT TILL THE WEATHER ALERT TO TRAIN.



AUG 30
2013 6:00PM CT

WJTV 6PM Report

Nielsen Audience: 24,177 Calculated Ad Equivalency: \$675

WJTV-CBS [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$3,375

30-Second Ad Equivalency: \$450

[05:59:17 PM**]** ORG IS IT LEGAL TO CARRY ONE TO A HIGH SCHOOL FOOTBALL STADIUM? WE'RE GETTING YOU ANSWERS. **DRIVE SOBER OR GET PULLED OVER**, THE

WARNING FROM A HIGHWAY PATROL CHECKPOINT, COMING UP THE BRANDON BULLDOGS VERSES THE PEARL PIRATES. A LIVE PREVIEW OF TONIGHT'S NEWS CHANNEL 12 SPORTS OT SPOT-LIGHT GAME. FIRST, A QUICK REMINDER WATCH OUR NEWSCASTS STREAMING LIVE ON WJTV DOTCOM, AND DOWNLOAD THE WJTV MOBILE NEWS APP, FREE, WHEN HIGH SCHOOL FOOTBALL GAMES AROUND THE METRO KICKOFF IN AN HOUR, SOME FANS IN THE STANDS COULD BE ARMED WITH HANDGUNS.



AUG 30
2013 6:00PM CT

WJTV 6PM Report

Nielsen Audience: 24,177 Calculated Ad
Equivalency: \$5,190

WJTV-CBS [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$25,950

30-Second Ad Equivalency: \$450

[06:07:38 PM**]** VOTING STARTED TODAY. THE WINNING SCHOOL, RECEIVES 1 THOUSAND DOLLARS TO GO TOWARD MULTI MEDIA OR JOURNALISM PROGRAMS AT THEIR SCHOOL. SOUND FULL **"DRIVE SOBER OR GET PULLED OVER**. THAT'S THE MESSAGE FROM LAW ENFORCEMENT AS THE LABOR DAY HOLIDAY WEEKEND BEGINS. A LOOK AT ONE CHECKPOINT, COMING UP.

[06:07:54 PM**]** JUST IN TIME FOR THE LABOR DAY WEEKEND, GAS PRICES SPIKE. COMING UP, A LOOK AT WHAT YOU WILL BE PAYING AS YOU HIT THE ROAD. AD-LIB AD-LIB SOUND FULL AD-LIB SOUND FULL HIGHWAY PATROL SAYS YOU BETTER **"DRIVE SOBER OR GET PULLED OVER"**, A LOOK AT ONE LABOR DAY WEEKEND CHECKPOINT, NEXT.



AUG 30
2013 6:00PM CT

WLBT 0600PM

Nielsen Audience: 45,953 Calculated Ad
Equivalency: \$364

WLBT-NBC [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$1,820

30-Second Ad Equivalency: \$475

[06:02:29 PM**]** A MAN AND A WOMAN WERE REMOVED FROM A HOUSE IN HANDCUFFS. POLICE ALSO RECOVERED STOLEN MERCHANDISE INCLUDING A MOTORCYCLE AND A MARIJUANA PLANT. **DRIVE SOBER OR GET PULLED OVER**, IT'S THE SLOGAN STATE TROOPERS HAVE BEEN USING FOR YEARS. THIS HOLIDAY WEEKEND, THEY'LL BE ON THE HIGHWAY MAKING SURE EVERYONE IS FOLLOWING THE LAW. CHECKPOINTS ARE ALREADY FINDING IMPAIRED DRIVERS.



AUG 30
2013 4:09PM CT

[PennDOT](#), Police to Crack Down on Impaired Driving through Labor Day

In Links: N/A

WLBT-TV [NBC 3] [Website](#) JACKSON, MS, MARKET RANK: 94

 [View](#) SOURCE Pennsylvania Department of Transportation HARRISBURG, Pa. As part of the "Drive Sober or Get Pulled Over" effort, Pennsylvania's "As the Labor Day PennDOT statistics for 2011 show there were 3,079 drug-related crashes statewide, with 116 fatalities in those crashes. In 2012, those numbers increased to 3,306 drug-related crashes statewide with 126 fatalities. The same data also shows that alcohol-related crashes increased from 11,778 in 2011 to 11,956 in 2012.



AUG 30
2013 12:57AM CT

Labor Day and drunk driving don't mix (Video)

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 295

 [View](#) on.aol.com) Barbara StanleyAtlanta Natural Health Examiner Follow: The national "Drive Sober or Get Pulled Over" campaign is in full force for the Labor Day Weekend holiday. Traditionally, this unofficial end to summer is a time when teens and young adults lose their lives to drinking and driving. There are some sobering facts on TeenAlcoholAbuse.



AUG 30
2013 4:04PM CT

PennDOT, Police to Crack Down on Impaired Driving through
Labor Day

In Links: N/A

WLOX-TV [ABC 13] [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 168

 [View](#) SOURCE Pennsylvania Department of Transportation HARRISBURG, Pa. As part of the "Drive Sober or Get Pulled Over" effort, Pennsylvania's "As the Labor Day PennDOT statistics for 2011 show there were 3,079 drug-related crashes statewide, with 116 fatalities in those crashes. In 2012, those numbers increased to 3,306 drug-related crashes statewide with 126 fatalities. The same data also shows that alcohol-related crashes increased from 11,778 in 2011 to 11,956 in 2012.



AUG 30
2013 4:21PM CT

PennDOT, Police to Crack Down on Impaired Driving through
Labor Day

In Links: N/A

WDAM-TV [NBC 7] [Website](#) HATTIESBURG-LAUREL, MS,
MARKET RANK: 167

Word Count: 168

 [View](#) SOURCE Pennsylvania Department of Transportation HARRISBURG, Pa. As part of the "Drive Sober or Get Pulled Over" effort, Pennsylvania's "As the Labor Day PennDOT statistics for

2011 show there were 3,079 drug-related crashes statewide, with 116 fatalities in those crashes. In 2012, those numbers increased to 3,306 drug-related crashes statewide with 126 fatalities. The same data also shows that alcohol-related crashes increased from 11,778 in 2011 to 11,956 in 2012.



AUG 30
2013 5:00PM CT

WABG 5PM NEWS

Nielsen Audience: 12,412 Calculated Ad
Equivalency: \$100

WABG-ABC **Television** GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$500

30-Second Ad Equivalency: \$100

[05:01:54 PM**]** MOTORISTS CAN EXPECT MORE THAN INCREASED PATROLS AND ROADBLOCKS. STATE TROOPERS ALSO WILL BE RIDING WITH TRUCK DRIVERS TO OBSERVE HOW OTHER MOTORISTS ARE DRIVING. TROOPERS WILL ALSO JOIN LOCAL AGENCIES IN THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN. THE LEASE AGREEMENT BETWEEN GRENADA LAKE MEDICAL CENTER AND THE UNIVERSITY OF MISSISSIPPI MEDICAL CENTER COULD BE ENTERING ITS FINAL STAGES. AND THE GRENADA STAR REPORTING DAVID PUTT IS EXPECTED TO BE NAMED INTERIM CEO OF THE MEDICAL CENTER.



AUG 30
2013 10:00PM CT

WABG News at 10PM

Nielsen Audience: 12,993 Calculated Ad
Equivalency: \$171

WABG-ABC **Television** GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$855

30-Second Ad Equivalency: \$160

[10:04:18 PM**]** MOTORISTS CAN EXPECT MORE THAN INCREASED PATROLS AND ROADBLOCKS. STATE TROOPERS ALSO WILL BE RIDING WITH TRUCK DRIVERS TO OBSERVE HOW OTHER MOTORISTS ARE DRIVING. TROOPERS WILL ALSO JOIN LOCAL AGENCIES IN THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN. THE LEASE AGREEMENT BETWEEN GRENADA LAKE MEDICAL CENTER AND THE UNIVERSITY OF MISSISSIPPI MEDICAL CENTER COULD BE ENTERING ITS FINAL STAGES. AND THE GRENADA STAR REPORTING DAVID PUTT IS EXPECTED TO BE NAMED INTERIM CEO OF THE MEDICAL CENTER.



AUG 30
2013 4:21PM CT

PennDOT, Police to Crack Down on Impaired Driving through
Labor Day

In Links: N/A

WXVT-TV [CBS 15] **Website** GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Word Count: 168

 [View](#) SOURCE Pennsylvania Department of Transportation HARRISBURG, Pa. As part of the "Drive Sober or Get Pulled Over" effort, Pennsylvania's "As the Labor Day PennDOT statistics for 2011 show there were 3,079 drug-related crashes statewide, with 116 fatalities in those crashes. In 2012, those numbers increased to 3,306 drug-related crashes statewide with 126 fatalities. The same data also shows that alcohol-related crashes increased from 11,778 in 2011 to 11,956 in 2012.



AUG 31
2013 2:58AM CT

Ocoee to step up patrol this holiday weekend

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET RANK: 160

Word Count: 199

 [View](#) This year, there have been 535 DUI arrests in Orange County, with 49 of those being 18-20 years old. This is a collaborative effort to keep our streets clear of drunk drivers. **Drive sober or get pulled over!**



SEP 1
2013 12:11AM CT

MHP to target drunk drivers

In Links: N/A

MERIDIAN STAR [Website](#) MERIDIAN, MS, MARKET RANK: 186

Word Count: 336

 [View](#) During last years Labor Day Holiday weekend, 34 people died in vehicle crashes and of those 11 were alcohol-related fatalities, said Mississippi Highway Patrol Director Colonel Donnell Berry. And even though we target impaired drivers every day, from now until after the holiday we are serving notice that we will put great emphasis on locking up drunks. State and local law enforcement agencies are banding together during the **Drive Sober or Get Pulled Over** campaign. Authorities stress the blitz is not about writing tickets but saving lives. Research shows campaigns such as **Drive Sober or Get Pulled Over** are effective, said Office of Highway Safety Director Shirley Thomas. The motoring public should know if they drive impaired, they will be caught and arrested. Since 2007, there has been a reduction in the number of fatalities in Mississippi by nearly 40 percent. Since 2007, there has been a reduction in the number of fatalities in Mississippi by nearly 40 percent. Last year, the state recorded its lowest number of fatalities in more than 60 years. For more information about **Drive Sober or Get Pulled Over** visit the



SEP 2
2013 1:12AM CT

Alabama Troopers Watching Drivers

In Links: N/A

 **View** Montgomery, Alabama Public safety officials say the "**Drive Sober or Get Pulled Over**" campaign will last through midnight Monday. It began Friday night. Troopers say six people died in traffic accidents last Labor Day weekend in Alabama, and alcohol was a factor in at least three of those cases.



SEP 2
2013 5:00PM CT

WABG 5PM NEWS

Nielsen Audience: 12,412 Calculated Ad
Equivalency: \$110

WABG-ABC [Television](#) GREENWOOD-GRENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$550

30-Second Ad Equivalency: \$100

[05:02:16 PM**]** MOTORISTS CAN EXPECT RANDOM ROADBLOCKS. ALSO MHP TROOPERS WILL BE RIDING WITH TRUCK DRIVERS TO OBSERVE HOW OTHER MOTORISTS ARE DRIVING. THEY ARE TEAMING UP WITH LOCAL LAW ENFORCEMENT AGENCIES IN THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN. CLEVELAND AREA MOMS JOIN THOUSANDS ACROSS THE NATION TO END AMERICAN MATERNITY CRISIS. DURING THE 2013 RALLY TO IMPROVE BIRTH IN DOWNTOWN CLEVELAND TODAY A DOZEN MOM'S AND THEIR CHILDREN HOLDING SIGNS WITH PHRASES LIKE: "KNOW YOUR OPTIONS" AND "QUESTION YOUR INDUCTION".



SEP 2
2013 10:00PM CT

WABG News at 10PM

Nielsen Audience: 12,993 Calculated Ad
Equivalency: \$155

WABG-ABC [Television](#) GREENWOOD-GRENVILLE, MS,
MARKET RANK: 190

Calculated Publicity Value: \$775

30-Second Ad Equivalency: \$160

[10:05:54 PM**]** TROOPERS WILL BE OUT IN FULL FORCE UNTIL MIDNIGHT TONIGHT. MOTORISTS CAN EXPECT RANDOM ROADBLOCKS, AND TROOPERS EVEN RIDING WITH TRUCK DRIVERS TO OBSERVE HOW OTHER MOTORISTS ARE DRIVING. AND THE HIGHWAY PATROL ONCE AGAIN TEAMING UP WITH LOCAL LAW ENFORCEMENT AGENCIES IN THE NATIONAL "**DRIVESOBER OR GET PULLED OVER**" CAMPAIGN. THE GRENADA BOYS AND GIRLS CLUB PREPARES TO REOPEN ITS DOORS FOR THE FIRST TIME IN SEVERAL MONTHS. THE CLUB REOPENING TUESDAY ALONG WITH ALL OF THE OTHER UNITS.



SEP 7
2013 2:01PM CT

Agencies release Labor Day safety blitz numbers

In Links: N/A

MERIDIAN STAR [Website](#) MERIDIAN, MS, MARKET RANK:
186

Word Count: 399

 [View](#) Sgt. Andy West, public affairs officer for Troop H of the Mississippi Highway Patrol, said the numbers seemed to suggest, at least in the district Troop H is responsible for, that motorists are getting the message that driving impaired will not be tolerated. "We are very pleased with the numbers we have after this latest campaign, said West of the "[Drive Sober or Get PulledOver](#)" initiative. "The encouraging numbers seem to suggest that proactive and aggressive enforcement, coupled with the driving public becoming more educated and aware of the dangers of driving while impaired, is paying off in terms of saving [lives](#)." [Paramount](#) among the numbers, according to West, is the fact no one lost their lives in the Troop H District that encompasses Clarke, Jasper, Kemper, Lauderdale, [Leake](#), Neshoba, Newton, Scott, and Smith counties.



SEP 11
2013 3:22AM CT

5-0 moving to Aloha Friday (Video)

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 867

 [View](#) The loyal Hawaii Five-0 fans [who](#) are able to sit back and wait, no matter how long it will be, are learning to trust its writers to deliver a good show. It is yet to be seen whether the Friday night move is strategically good for the show or not. One thing is for sure [thoughfans](#) will once again be asked to put your seat belts on [click it or ticket](#)) and get ready to catch the wave for the upcoming 24 explosive episodes. CBS Television Network announced the Fourth Season of Hawaii Five-0 Friday, September 27, 2013 9:00-10:00 PM, ET/PT)



SEP 13
2013 10:13PM CT

Lake Charles man arrested for fourth DWI

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 225

 [View](#) He was booked into the Calcasieu Parish Correctional Center. Motorists are reminded that impairment caused by narcotics, whether prescribed or not, can have the same legal consequences as impairment caused by alcohol. [Drive sober or get pulled over](#). To report impaired drivers, motorists are encouraged to dial LSP 577) from their cellular phone or to contact their local law enforcement agency.



SEP 18

Tennessee's Poole Re-elected Chairman of GHSA

In Links: N/A

2013 2:28PM CT

WLBT-TV [NBC 3] [Website](#) JACKSON, MS, MARKET RANK:
94

Word Count: 406

 [View](#) Prior to his election last year as GHSA Chairman, Poole was a member of the Association's Executive Board for multiple terms. He was appointed to his position in Tennessee Joining Poole in leading GHSA through the next year are John Saunders During the meeting in California Chairman Poole noted GHSA remains committed to addressing the "Big 3" highway safety issues: impaired driving, occupant protection and speeding. "States are working diligently to continue the gains in these areas by leveraging proven countermeasures such as the national [Click It or Ticket](#) seat belt mobilization and [Drive Sober or Get Pulled Over](#) drunk driving crackdowns, said Poole. Recognizing the toll drugged driving is taking on the nation's roadways, states are also taking steps to get these offenders off the road. At the Annual Meeting, the GHSA membership revised the association's drugged-driving policy, recommending that states consider enacting or expanding existing administrative license revocation (ALR) laws to include drug-impaired drivers who fail or refuse a drug test.



SEP 18
2013 3:01PM CT

Tennessee's Poole Re-elected Chairman of GHSA

In Links: N/A

WLOX-TV [ABC 13] [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 406

 [View](#) Prior to his election last year as GHSA Chairman, Poole was a member of the Association's Executive Board for multiple terms. He was appointed to his position in Tennessee Joining Poole in leading GHSA through the next year are John Saunders During the meeting in California Chairman Poole noted GHSA remains committed to addressing the "Big 3" highway safety issues: impaired driving, occupant protection and speeding. "States are working diligently to continue the gains in these areas by leveraging proven countermeasures such as the national [Click It or Ticket](#) seat belt mobilization and [Drive Sober or Get Pulled Over](#) drunk driving crackdowns, said Poole. Recognizing the toll drugged driving is taking on the nation's roadways, states are also taking steps to get these offenders off the road. At the Annual Meeting, the GHSA membership revised the association's drugged-driving policy, recommending that states consider enacting or expanding existing administrative license revocation (ALR) laws to include drug-impaired drivers who fail or refuse a drug test.



SEP 18
2013 3:01PM CT

Tennessee's Poole Re-elected Chairman of GHSA

In Links: N/A

WDAM-TV [NBC 7] [Website](#) HATTIESBURG-LAUREL, MS,
MARKET RANK: 167

 **View** Prior to his election last year as GHSA Chairman, Poole was a member of the Association's Executive Board for multiple terms. He was appointed to his position in Tennessee Joining Poole in leading GHSA through the next year are John Saunders During the meeting in California Chairman Poole noted GHSA remains committed to addressing the "Big 3" highway safety issues: impaired driving, occupant protection and speeding. "States are working diligently to continue the gains in these areas by leveraging proven countermeasures such as the national **Click It or Ticket** seat belt mobilization and **Drive Sober or Get Pulled Over** drunk driving crackdowns, said Poole. Recognizing the toll drugged driving is taking on the nation's roadways, states are also taking steps to get these offenders off the road. At the Annual Meeting, the GHSA membership revised the association's drugged-driving policy, recommending that states consider enacting or expanding existing administrative license revocation (ALR) laws to include drug-impaired drivers who fail or refuse a drug test.



SEP 18
2013 2:59PM CT

Tennessee's Poole Re-elected Chairman of GHSA

In Links: N/A

WXVT-TV [CBS 15] [Website](#) GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Word Count: 406

 **View** Prior to his election last year as GHSA Chairman, Poole was a member of the Association's Executive Board for multiple terms. He was appointed to his position in Tennessee Joining Poole in leading GHSA through the next year are John Saunders During the meeting in California Chairman Poole noted GHSA remains committed to addressing the "Big 3" highway safety issues: impaired driving, occupant protection and speeding. "States are working diligently to continue the gains in these areas by leveraging proven countermeasures such as the national **Click It or Ticket** seat belt mobilization and **Drive Sober or Get Pulled Over** drunk driving crackdowns, said Poole. Recognizing the toll drugged driving is taking on the nation's roadways, states are also taking steps to get these offenders off the road. At the Annual Meeting, the GHSA membership revised the association's drugged-driving policy, recommending that states consider enacting or expanding existing administrative license revocation (ALR) laws to include drug-impaired drivers who fail or refuse a drug test.



SEP 28
2013 12:40PM CT

Top of the News: Olive Branch has unclaimed money

In Links: N/A

DESOTO APPEAL [Website](#) GREENWOOD-GREENVILLE, MS,
MARKET RANK: 190

Word Count: 488

 **View** OLIVE BRANCH Officers honored for excellence The state Department of Public Safety recognized law enforcement officers this week in Olive Branch for excellence in enforcing driving

laws. Awards went to 16 troopers who had conducted the most drunken driving arrests or were tops in enforcing child restraint and seat belt laws. Officers who had written the most citations during the **Click It or Ticket** blitz also were recognized. About 400 law enforcement officers attended the training and recognition symposium at Whispering Woods Hotel and Conference Center. They attended educational workshops and other informational sessions.



OCT 1
2013 5:30PM CT

FOX 40 News at 9

Nielsen Audience: N/A

WDBD-FOX **Television**, MARKET RANK: N/A

[09:07:00 PM**]** NO WORD YET ON IF FOUL PLAY IS INVOLVED BUT THE CASE IS BEING TREATED AS A HOMICIDE. WELL, YOU CAN CALL A FEW CAPITAL CITY MEN IN BLUE, "TOP COPS" THE JACKSON POLICE DEPARTMENT'S DUI ENFORCEMENT UNIT WAS RECOGNIZED FOR THEIR COMMITMENT TO ENSURING THE SAFETY OF ALL WHO TRAVEL CITY STREETS AND STATE HIGHWAYS FROM DRUNK DRIVERS. AT A LUNCHEON LAST WEEK IN OLIVE BRANCH, OFFICERS CHRIS GODFREY, HARRISON MATORY, LLOYD CROSBY, REGINALD CARR, AND LAKEITH WILLIAMS RECEIVED AWARDS FOR CONDUCTING THE HIGHEST NUMBER OF DUI ARRESTS IN THE STATE DURING THE NATIONAL **"DRIVE SOBER OR GET PULLED OVER"** CAMPAIGN, WHICH TOTALED 698. CONGRATS TO ALL THE OFFICERS HONORED! A STEEL COMPANY UNVEILS A NEW FACILITY TODAY IN KOSCIUSKO.



OCT 1
2013 6:00PM CT

WLBT 0600PM

Nielsen Audience: 45,953 Calculated Ad
Equivalency: \$665

WLBT-NBC **Television** JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$3,325

30-Second Ad Equivalency: \$475

[06:21:16 PM**]** HE IS ACCUSED OF ROBBING THE MEMBERS EXCHANGE CREDIT UNION LAST TUESDAY. MCGEE IS EXPECTED TO BE TRANSPORTED BACK TO MISSISSIPPI BY THE END OF THE WEEK. THE JACKSON POLICE DEPARTMENT'S DUI ENFORCEMENT UNIT WAS RECOGNIZED FOR THEIR COMMITMENT TO ENSURING THE SAFETY OF THE COMMUNITY FROM DRUNK DRIVERS. THESE OFFICERS RECEIVED AWARDS FOR CONDUCTING THE HIGHEST NUMBER OF DUI ARRESTS IN THE STATE DURING THE NATIONAL **"DRIVE SOBER OR GET PULLED OVER"** CAMPAIGN, THE TOTAL, 698. THERE WILL BE PLENTY OF FUNNEL CAKES AND CHICKEN-ON-A STICK AT THIS YEAR'S STATE FAIR. AND STATE HEALTH OFFICIALS ARE WORKING TO MAKE SURE THAT YOUR FAVORITE FOODS ARE SAFE.



OCT 2

Fox 40 Morning News

Nielsen Audience: N/A

2013 7:00AM CT

WDBD-FOX [Television](#), MARKET RANK: N/A

[07:13:24 AM**]** YOU CAN CALL A FEW CAPITAL CITY MEN IN BLUE, "TOP COPS" THE JACKSON POLICE DEPARTMENT'S DUI ENFORCEMENT UNIT WAS RECOGNIZED FOR ITS COMMITMENT TO ENSURING THE SAFETY OF ALL WHO TRAVEL CITY STREETS AND STATE HIGHWAYS FROM DRUNK DRIVERS. IN OLIVE BRANCH LAST WEEK, OFFICERS CHRIS GODFREY, HARRISON MATORY, LLOYD CROSBY, REGINALD CARR, AND LAKEITH WILLIAMS RECEIVED AWARDS FOR CONDUCTING THE HIGHEST NUMBER OF DUI ARRESTS IN THE STATE DURING THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN, WHICH TOTALED 698. CONGRATS TO ALL THE OFFICERS HONORED! COMING UP ON FOX 40 MORNING NEWS!



OCT 2
2013 5:00AM CT

WLBT 0500AM

Nielsen Audience: 9,177 Calculated Ad
Equivalency: \$36

WLBT-NBC [Television](#) JACKSON, MS, MARKET RANK: 94

Calculated Publicity Value: \$180

30-Second Ad Equivalency: \$40

[05:06:04 AM**]** HE IS ACCUSED OF ROBBING THE MEMBERS EXCHANGE CREDIT UNION LAST TUESDAY. MCGEE IS EXPECTED TO BE TRANSPORTED BACK TO MISSISSIPPI BY THE END OF THE WEEK. THE JACKSON POLICE DEPARTMENT'S DUI ENFORCEMENT UNIT IS BEING RECOGNIZED FOR THEIR COMMITMENT TO ENSURING THE SAFETY OF THE COMMUNITY AGAINST DRUNK DRIVERS. THESE OFFICERS RECEIVED AWARDS FOR CONDUCTING THE HIGHEST NUMBER OF DUI ARRESTS IN THE STATE DURING THE NATIONAL "**DRIVE SOBER OR GET PULLED OVER**" CAMPAIGN, THE TOTAL NUMBER OF ARRESTS IS 698.



OCT 6
2013 5:15PM CT

Sound Tigers, Wolf Pack Drop Season Openers

In Links: N/A

CITY OF BILOXI [Website](#) BILOXI-GULFPORT, MS, MARKET
RANK: 160

Word Count: 431

View All children 12 and under attending the game at The Webster Bank Arena accompanied by a paying adult will be admitted free, courtesy of Bow Tie Cinemas. The Wolf Pack, meanwhile, will host the Albany Devils at the XL Center. Each Sunday this season will be **Click It or Ticket** Family Value Sunday with the Wolf Pack. Two tickets, two hot dogs and two sodas will be offered for \$35. First puck drops at 3 p.m. for both contests.

Summary:

Total Story Count: 70

Total Nielsen Audience: 622,836

Total 30-Second Ad Equivalency: \$7,805

Total Calculated Ad Equivalency: \$17,540

Total Calculated Publicity Value: \$87,710

Total Word Count: 10,535