



MISSISSIPPI OFFICE OF HIGHWAY SAFETY (MOHS) CLICK IT OR TICKET MEMORIAL DAY, 2013

MEDIA CAMPAIGN SUMMARY

REPORT: Mississippi Office of Highway Safety (MOHS) Click It or Ticket Campaign, Memorial Day, 2013

ENFORCEMENT PERIOD: May 20-June 2, 2013

PAID AND EARNED MEDIA CAMPAIGN PERIOD: May 15-28, 2013 (two-week paid media flight)

MARKETS: Statewide coverage with additional targeting of 24 counties focusing on teen seat belt use (DeSoto, Tate, Tippah, Lee, Itawamba, Pontotoc, Carroll, Oktibbeha, Yazoo, Neshoba, Newton, Lauderdale, Clarke, Hinds, Rankin, Simpson, Jones, Lincoln, Marion, Greene, George, Jackson, Harrison and Hancock), and 16 survey counties (Hancock, Harrison, Jackson, Perry, Pike, Hinds, Rankin, Madison, Leflore, Holmes, Panola, DeSoto, Pontotoc, Chickasaw, Lee and Prentiss).

PRIMARY TARGET AUDIENCE: The primary target audience was males age 18-34, and the secondary target audience was youths age 16-20.

MEDIA: The Click It or Ticket Campaign for Memorial Day, 2013, included television (network and cable), radio and online media. Even with the limited amount of time available for media campaign planning as well as limited availability of inventory for purchase, utilizing Arbitron and Neilen resources by our media planning department, goals for each medium selected were based on achieving 70% reach of the state.

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 significant number of bonus spots on television and radio. A summary of bonus spots is included later in this summary.

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

<u>MEDIA MARKET (DMA)</u>	<u>GROSS RATING POINTS (GRPS)</u>	<u>NUMBER OF SPOTS</u>
Biloxi-Gulfport	281	65
Columbus/Tupelo/West Point	305	48
Greenwood/Greenville	201	50
Hattiesburg/Laurel	315	60
Jackson	290	60
Meridian	366	56

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

<u>MEDIA MARKET (DMA)</u>	<u>GROSS RATING POINTS (GRPS)</u>	<u>NUMBER OF SPOTS</u>
Biloxi/Gulfport	92	124
Columbus/Tupelo/West Point	134	70
Hattiesburg/Laurel	169	248
Jackson	18	6
Meridian	23	10

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

<u>MEDIA MARKET (DMA)</u>	<u>NUMBER OF SPOTS</u>
Statewide Radio*	4,788
Biloxi/Gulfport	690
Columbus/Tupelo/West Point	570
Greenville/Greenwood	180
Hattiesburg/Laurel	292
Jackson	430
Meridian	144
Memphis (DeSoto County)	30

* *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.*

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 the 16 targeted counties as well as targeting 16-20 year-old males and females in the 24 targeted counties. Results of the online campaign included the following:

Overall the click through rate was .08% for the Click It or Ticket campaign, which performed very well considering national averages for other Click It or Ticket campaigns were .03%. All online ads shown to the target audiences were placed above the fold (no scrolling to see ad) with the campaign receiving 3.8 million impressions and close to 2,500 total visits.

Click It Or Ticket Campaign Reporting		
Campaign	Impressions	Visits
BT TeenTargeting-25 Seat Belt Counties	904,194	583
Search ReTargeting Teen 25 Seat Belt Counties	929,831	691
BT Targeting-16 Survey Counties	911,439	603
Search ReTargeting-16 Survey Counties	1,068,996	589
Total	3,718,124	2466

MEDIA ACTIVITY THIS PERIOD IN SUPPORT OF MEMORIAL DAY, 2013, CLICK IT OR TICKET 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</u>
\$230,067	\$128,137	\$71,930	\$N/A	\$N/A	Internet = \$30,000

Approximate numbers of paid advertisements broadcast this reporting period:

TV spots: 823	Radio spots: 7,124	Print ads: N/A	Billboards: N/A
Movie Screenings: N/A	Internet: 3,718,124 impressions/2466 visits	Other: N/A	

EARNED MEDIA

Press conferences held this month:	2 (in May—Jackson and Indianola)
TV news stories aired this month:	38 Earned Media Value \$103,350
Radio news stories aired this month:	4 Earned Media Value \$N/A
Print news stories run this month:	40 Earned Media Value \$31,325.15
Other (specify):	

Bonus TV ads: 255 Value: \$40,000

Bonus Radio ads: 2,125 Value: \$35,000

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:

	Biloxi-Gport TV DMA	Col-Tupelo TV DMA	Gwd-Gville TV DMA	Hat-Laurel TV DMA	Jackson TV DMA	Meridian TV DMA	STATEWIDE SOUTHAVEN*	SEAT BELT & SURVEY COUNTIES	TOTALS
TELEVISION									
BUDGET	\$ 31,200.00	\$ 13,000.00	\$ 9,450.00	\$ 18,295.00	\$ 27,230.00	\$ 11,700.00			\$ 110,875.00
ACTUAL (PAID)	\$ 30,950.00	\$ 13,000.00	\$ 9,200.00	\$ 15,475.00	\$ 27,010.00	\$ 10,375.00			\$ 106,010.00
CABLEVISION									
BUDGET	\$ 8,904.00	\$ 3,318.00		\$ 4,314.00	\$ 460.00				\$ 16,996.00
ACTUAL (PAID)	\$ 8,904.00	\$ 3,251.00		\$ 4,158.00	\$ 460.00				\$ 16,773.00
RADIO									
BUDGET	\$ 9,340.00	\$ 9,842.00	\$ 1,800.00	\$ 5,890.00	\$ 12,900.00	\$ 3,430.00	\$ 30,600.00		\$ 73,802.00
ACTUAL (PAID)	\$ 9,340.00	\$ 9,008.00	\$ 1,800.00	\$ 5,540.00	\$ 12,900.00	\$ 3,430.00	\$ 30,600.00		\$ 72,618.00
DIGITAL									
BUDGET								\$ 30,000.00	\$ 30,000.00
ACTUAL (PAID)								\$ 30,000.00	\$ 30,000.00
ALL MEDIA COMBINED									
BUDGET	\$ 49,444.00	\$ 26,160.00	\$ 11,250.00	\$ 28,499.00	\$ 40,590.00	\$ 15,130.00	\$ 30,600.00	\$ 30,000.00	\$ 231,673.00
ACTUAL (PAID)	\$ 49,194.00	\$ 25,259.00	\$ 11,000.00	\$ 25,173.00	\$ 40,370.00	\$ 13,805.00	\$ 30,600.00	\$ 30,000.00	\$ 225,401.00
TELEVISION: TOTAL SPOTS									
PAID	65	48	50	75	58	50			346
BONUS	143	39		73					255
CABLEVISION: TOTAL SPOTS									
PAID	496	68		234	6	10			814
BONUS									0
RADIO: TOTAL SPOTS									
PAID	300	360	90	180	300	120	3,270	30	4,650
BONUS	299	209	81	130	80	30	1,296		2,125
ALL MEDIA COMBINED									
PAID	861	476	140	489	364	180	3,270		5,810
BONUS	442	248	81	203	80	30	1,296		2,380
TARGET RATING POINTS BY TV DMA (Post Buy Report)									
TV GRPS	194	116	161	123	93	226			913
CABLE GRPS	105	50		156	16				327
TOTAL GRP%	299	166	161	279	109	226			1,240
							* Southaven Radio: \$1,350.00		

OVERVIEW OF CREATIVE STRATEGY AND MESSAGES FOR MEDIA:

The TV and radio ads utilized for the 2013 Memorial Day Click It or Ticket 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 fact that Mississippi's seat belt law is no joke. The spot targeted all ethnicities of young male drivers who often feel they are invincible and believe that all rules apply except to them. The commercial focused on the fact that throughout the holiday period, local law enforcement from city police to sheriff's deputies and state highway patrol officers will be on the road to be sure you and the people in your car are wearing seat belts. When the drivers who are not obeying the law get a ticket for not wearing their seat belts, they are surprised, which reinforces the message that the law is no joke. As the commercial closes, the viewer is asked to go to Facebook for more information.

For the radio spots, which also targeted male drivers, two creative approaches were produced. Both spots are targeted to young male drivers, and each leads the listener to Facebook for more information and an opportunity to win prizes.

One commercial opens to paint a visual that the hero in the scenario is involved in a possible alien close encounter. In the end, we find out the flashing lights that appear from nowhere are a policeman stopping the driver and issuing him a ticket for not wearing a seat belt. The message also informs the listener that the law applies to everyone, everywhere.

The second creative approach for radio features an African American male rapper delivering a hip message to listeners, telling them to make the right decision by having your seat belt buckled as well as your passengers'. The rap goes on to say that seat belts save lives and that the law is a good thing.

In addition to television and radio commercials, which ran statewide for the campaign period, Frontier Strategies developed and produced web banner ads in four sizes that were run in a well-planned online marketing and re-targeting campaign throughout the state. The following are samples of the three online ads utilized during the campaign:



EARNED MEDIA:

As part of the overall Click It or Ticket campaign, there were several press conferences held and other outreach that generated earned media and news coverage to raise awareness of the need for seat belt use in Mississippi.

A press conference was held in Jackson at the Mississippi Agricultural & Forestry Museum on May 17, and in Indianola at the B.B. King Museum and Delta Interpretive Center on May 21. The event in Jackson on May 17 included a truck rollover demonstration of how a passenger would be injured in the event of a rollover accident.

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



MEDIA ADVISORY

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

Click It or Ticket Campaign Press Conference to be held in Jackson on Friday, May 17 at 10:00 A.M.

Event will highlight the kickoff of Mississippi's Campaign to Boost Seat Belt Use

(Jackson, Miss.)—On Friday, May 17, the Mississippi Office of Highway Safety (MOHS) will hold a press conference in Jackson to launch its "Click It or Ticket" Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

As motorists take to the roads this Memorial Day holiday, Mississippi's law enforcement officers are urging everyone to buckle up. Law enforcement officials across the state will be out in full force, taking part in the 2013 national Click It or Ticket seat belt enforcement mobilization and cracking down on motorists who are not buckled.

The following outlines details of the MOHS "Click It or Ticket" press conference:

- Event:** State of Mississippi's "Click It or Ticket" Campaign Kickoff
- Date/Time:** Friday, May 17 at 10:00 A.M.
- Location:** Mississippi Agricultural & Forestry Museum in the Sparkman Auditorium located at 1150 Labeland Drive in Jackson.
- Speakers:** DPS Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas and Ryan Estep, a victim advocate for seatbelt use. Batson Children's Hospital, Ministers Against Crime, DREAM, and other state and community organizations along with other MHP and local law enforcement officers will also be on hand as part of the event.

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.



FOR IMMEDIATE RELEASE—MAY 17, 2013

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

Mississippi Office of Highway Safety Launches Click It or Ticket Campaign to Boost Seat Belt Use

(Jackson, Miss.)—Today, the Mississippi Office of Highway Safety (MOHS) held a press conference launching its “Click It or Ticket” Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

The press conference, held at the Mississippi Agricultural & Forestry Museum, highlighted the need for motorists to buckle up as law enforcement officials will be out in full force now through the Memorial Day holiday (thru June 2nd) to ensure that drivers and passengers on the roadways are buckled.

Speakers at the press conference included the Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas; Hinds County Sheriff Tyrone Lewis and Ryan Estep, a victim advocate for seat belt use. In addition, representatives from the Mississippi Highway Patrol, other local law enforcement officers, the Blair E. Batson Hospital for Children, Ministers Against Crime, DREAM and other state and community organizations were at the event to show their support for the campaign.

DPS Commissioner Albert Santa Cruz talked about the importance of seat belt use at the press conference saying, “The statistics are clear, year after year, that seat belts save lives. Last year in Mississippi there were 582 traffic fatalities. Of those 582 fatalities, 302 of them were either unrestrained drivers or unrestrained passengers. All of these people had families, friends and co-workers who have felt their loss and it’s clear that seat belts could have prevented that loss. It’s vitally important that motorists wear them at all times, day or night. All law enforcement officials are at a heightened level to enforce seat belt laws now through the Memorial Day holiday which is one of the peak travel times of the year. I’m asking all Mississippians to please buckle up, and to also offer their appreciation to the men and women in law enforcement who work to keep us safer every day.”

The MOHS “Click It or Ticket” campaign is part of a national effort during this Memorial Day holiday period to make sure drivers are wearing seat belts at all times behind the wheel. According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.

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MEDIA ADVISORY

CONTACT: Taryla Jennings (601) 977-3729 tjennings@dps.ms.gov

Click It or Ticket Campaign Press Conference to be held in Indianola on Tuesday, May 21 at 11:00 A.M.

Event will highlight Mississippi's Campaign to Boost Seat Belt Use

(Indianola, Miss.)—On Tuesday, May 21, the Mississippi Office of Highway Safety (MOHS) will hold a press conference in Indianola to highlight its “Click It or Ticket” Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

As motorists take to the roads this Memorial Day holiday, Mississippi’s law enforcement officers are urging everyone to buckle up. Law enforcement officials across the state will be out in full force, taking part in the 2013 national “Click It or Ticket” seat belt enforcement mobilization and cracking down on motorists who are not buckled.

The following outlines details of the MOHS “Click It or Ticket” press conference:

- Event:** State of Mississippi’s “Click It or Ticket” Campaign Press Conference
- Date/Time:** Tuesday, May 21 at 11:00 A.M.
- Location:** B.B. King Museum and Delta Interpretive Center located at 400 Second Street in Indianola.
- Speakers:** Mississippi Highway Patrol Representatives; Ryan Estep, a victim advocate for seat belt use; Ministers Against Crime spokesperson, Pastor Ted Watson. Other law enforcement officials will also be on hand to show their support.

According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.

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FOR IMMEDIATE RELEASE—MAY 21, 2013

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

Mississippi Office of Highway Safety Highlights Click It or Ticket Campaign at Press Conference in Indianola

(Indianola, Miss.)—Today, the Mississippi Office of Highway Safety (MOHS) held a press conference in Indianola to highlight its “Click It or Ticket” Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

The event was held at the B.B. King Museum and Delta Interpretive Center to highlight the need for motorists to buckle up as law enforcement officials will be out in full force now through the Memorial Day holiday (thru June 2nd) to ensure that drivers and passengers on the roadways are buckled.

Speakers at the press conference included Tony Dunn, Public Affairs Officer for the Mississippi Department of Public Safety (DPS); Ryan Estep, a victim advocate for seat belt use; Chief Richard O'Bannon of the Indianola Police Department; Rob Banks, Constable of Carroll County; and Pastor Ted Watson of Ministers Against Crime.

Tony Dunn, Public Affairs Officer for DPS talked about the importance of seat belt use at the press conference saying “The statistics are clear, year after year, that seat belts save lives. It’s vitally important that motorists wear them at all times, day or night. All law enforcement officials are at a heightened level to enforce seat belt laws now through the Memorial Day holiday which is one of the peak travel times of the year. I’m asking all Mississippians to please buckle up, and to also offer their appreciation to the men and women in law enforcement who work to keep us safer every day.”

The MOHS “Click It or Ticket” campaign is part of a national effort during this Memorial Day holiday period to make sure drivers are wearing seat belts at all times behind the wheel. According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash. The state of Mississippi is reporting 582 fatalities for the year of 2012 with an unbelted rate of 62.9%.

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PHOTOS FROM THE MAY 17, 2013, CLICK IT OR TICKET CAMPAIGN KICKOFF PRESS CONFERENCE IN JACKSON



PHOTOS FROM MAY 21, 2013, CLICK IT OR TICKET CAMPAIGN PRESS CONFERENCE IN INDIANOLA



INTERVIEWS/MEDIA MONITORING/NEWS STORY SAMPLES:

INTERVIEWS:

In addition to the press conferences outlined previously, a victim advocate, Ryan Estep, did a series of interviews with radio stations including an interview on May 21 on WGNL-FM 104.3, a 50,000 watt station in Greenwood, and an extensive live interview on May 20 on the Paul Gallo Show on SuperTalk FM with statewide coverage. Below is a photo of Ryan Estep's interview on the Paul Gallo Show:



MEDIA MONITORING:

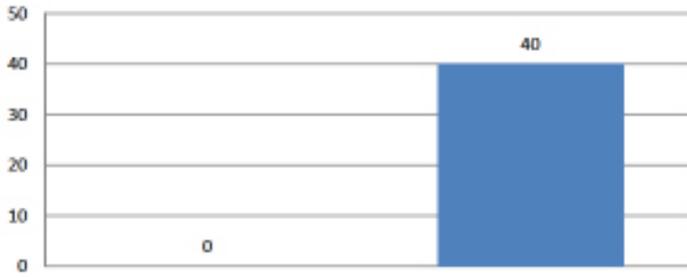
As part of post-campaign analysis, we provided media monitoring with the following report of news clipping from articles generated by the earned media efforts of the Click It or Ticket campaign.

The following tables outline media monitoring for the month of May, 2013, including the publication date, name, city, circulation and dollar value in ad equivalency.

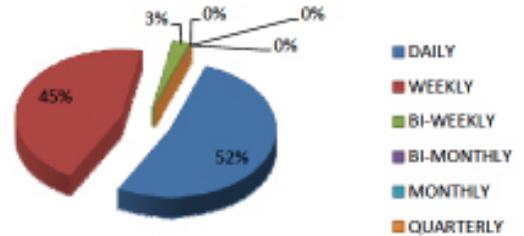
Click it or Ticket 06-27-2013 mailing

# Inches	Date	Paper Name	City	ST	Frequency	Circ	County	Media Value
4.5	05/25/2013	CLARION LEDGER	JACKSON	MS	DAILY	115,223	HINDS	614.52
25	05/16/2013	MERIDIAN STAR	MERIDIAN	MS	DAILY	20,531	LAUDERDALE	610
7	05/17/2013	TUNICA TIMES	TUNICA	MS	WEEKLY	2,049	TUNICA	36.75
3.75	05/17/2013	NEW ALBANY GAZETTE	NEW ALBANY	MS	WEEKLY	5,923	UNION	31.0125
9.75	05/17/2013	PICAYUNE ITEM	PICAYUNE	MS	DAILY	6,093	PEARL RIVER	119.4375
22.5	05/15/2013	RANKIN CO NEWS	BRANDON	MS	WEEKLY	8,216	RANKIN	157.5
14	05/18/2013	DAILY JOURNAL	TUPELO	MS	DAILY	34,322	LEE	358.4
37	05/18/2013	COLUMBIAN-PROGRESS	COLUMBIA	MS	WEEKLY	4,584	MARION	314.5
30	05/23/2013	CONSERVATIVE	CARROLLTON	MS	WEEKLY	1,060	CARROLL	163.5
6	05/22/2013	RANKIN CO NEWS	BRANDON	MS	WEEKLY	8,216	RANKIN	42
22.5	05/19/2013	DAILY CORINTHIAN	CORINTH	MS	DAILY	6,714	ALCORN	307.125
24	05/29/2013	CLARION LEDGER	JACKSON	MS	DAILY	115,223	HINDS	3277.44
11	05/22/2013	NEWTON APPEAL	NEWTON	MS	WEEKLY	2,097	NEWTON	60.5
24	05/22/2013	NEWS-COMMERCIAL	COLLINS	MS	WEEKLY	3,244	COVINGTON	96
55	05/23/2013	ENTERPRISE-TOCSIN	INDIANOLA	MS	WEEKLY	6,081	SUNFLOWER	327.25
32	05/22/2013	SEA COAST ECHO	BAY ST LOUIS	MS	WEEKLY	6,488	HANCOCK	352
45	05/23/2013	WINONA TIMES	WINONA	MS	WEEKLY	2,942	MONTGOMER'	320.4
23.25	05/22/2013	COMMONWEALTH	GREENWOOD	MS	DAILY	8,330	LEFLORE	262.725
15	05/23/2013	WOODVILLE REPUBLICAN	WOODVILLE	MS	WEEKLY	2,550	WILKERSON	90
120.25	06/09/2013	CLARION LEDGER	JACKSON	MS	DAILY	115,223	HINDS	16421.34
22.5	05/29/2013	SUN-HERALD	BILOXI	MS	DAILY	56,643	HARRISON	1276.65
40	05/25/2013	SUN-HERALD	BILOXI	MS	DAILY	56,643	HARRISON	2289.6
15	05/26/2013	DAILY CORINTHIAN	CORINTH	MS	DAILY	6,714	ALCORN	204.75
24.75	05/24/2013	GRENADA STAR	GRENADA	MS	BI-WEEKLY	5,776	GRENADA	198
9	05/26/2013	DAILY TIMES LEADER	WEST POINT	MS	DAILY	2,610	CLAY	63
7.5	05/23/2013	ENTERPRISE-JOURNAL	McCOMB	MS	DAILY	12,147	PIKE	105.825
12	05/25/2013	DAILY JOURNAL	TUPELO	MS	DAILY	34,322	LEE	307.2
6	05/26/2013	COMMERCIAL DISPATCH	COLUMBUS	MS	DAILY	13,823	LOWNDES	70.8
13	05/23/2013	KEMPER CO MESSENGER	DEKALB	MS	WEEKLY	1,946	KEMPER	57.2
57	05/29/2013	COMMERCIAL DISPATCH	COLUMBUS	MS	DAILY	13,823	LOWNDES	672.6
17.75	05/29/2013	HATTIESBURG AMERICAN	HATTIESBURG	MS	DAILY	26,509	FORREST	852
17	05/29/2013	STARKVILLE DAILY NEWS	STARKVILLE	MS	DAILY	6,036	OKTIBBEHA	190.4
11.5	05/29/2013	NESHOBA DEMOCRAT	PHILADELPHIA	MS	WEEKLY	7,435	NESHOBA	87.975
3.25	05/29/2013	SCOTT CO TIMES	FOREST	MS	WEEKLY	4,831	SCOTT	24.375
7.5	05/30/2013	GEORGE CO TIMES	LUCEDALE	MS	WEEKLY	5,544	GEORGE	42
13	05/31/2013	VICKSBURG POST	VICKSBURG	MS	DAILY	14,245	WARREN	200.07
13.5	05/30/2013	MERIDIAN STAR	MERIDIAN	MS	DAILY	20,531	LAUDERDALE	329.4
22	05/30/2013	CONSERVATIVE	CARROLLTON	MS	WEEKLY	1,060	CARROLL	119.9
5	05/30/2013	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	1,427	CLARKE	25
38	06/04/2013	DAILY TIMES LEADER	WEST POINT	MS	DAILY	2,610	CLAY	266

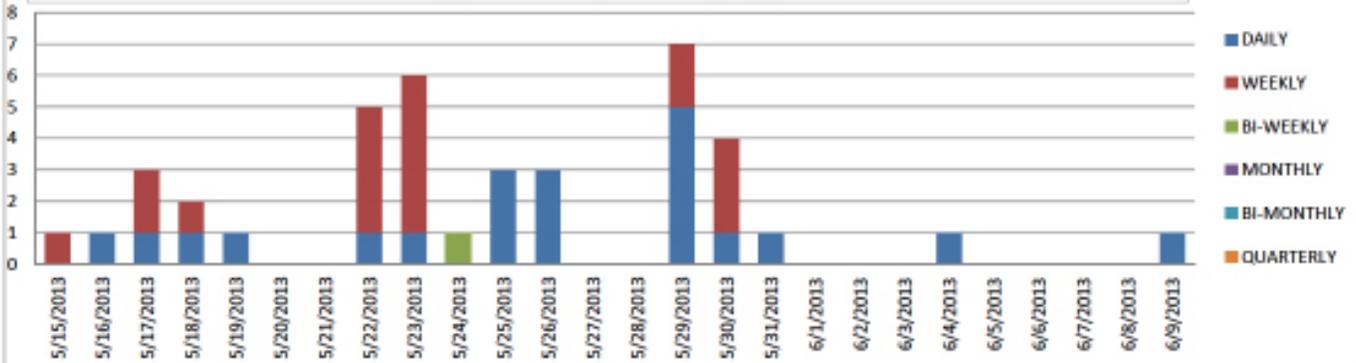
Total Clip Count



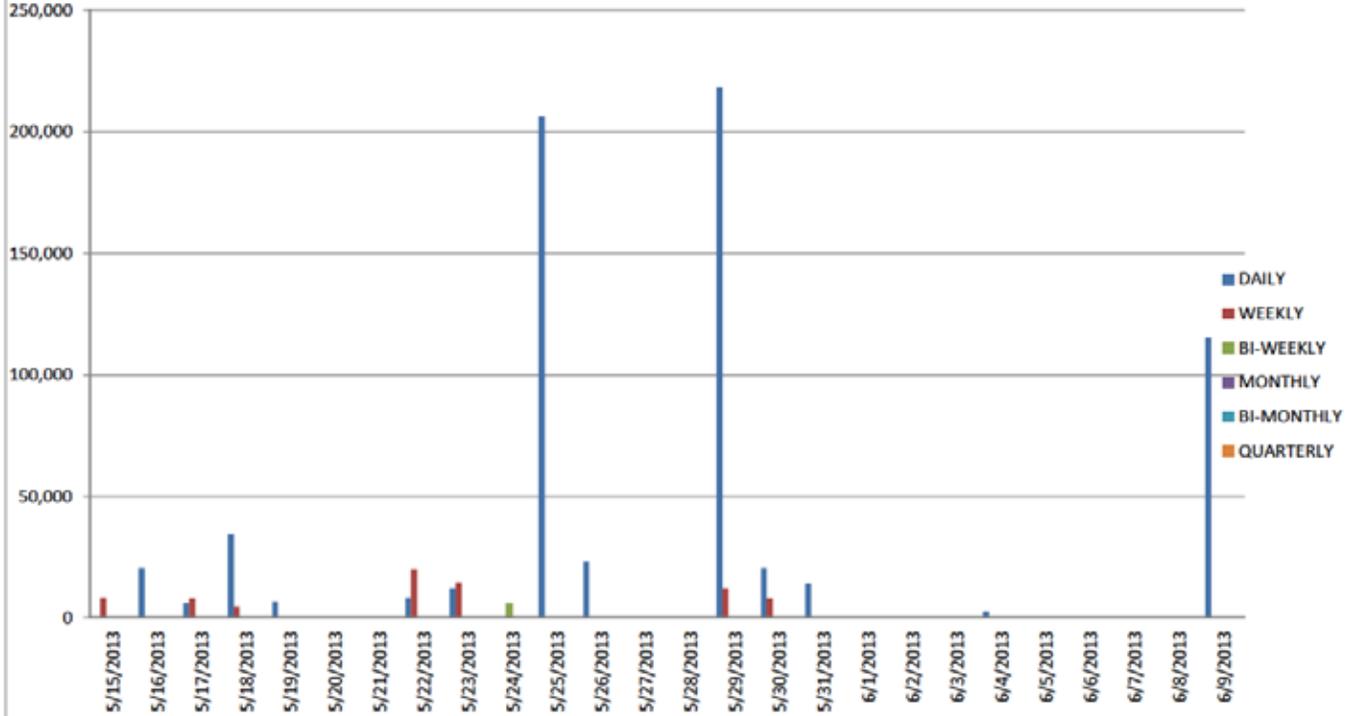
Total Clip Count by Type



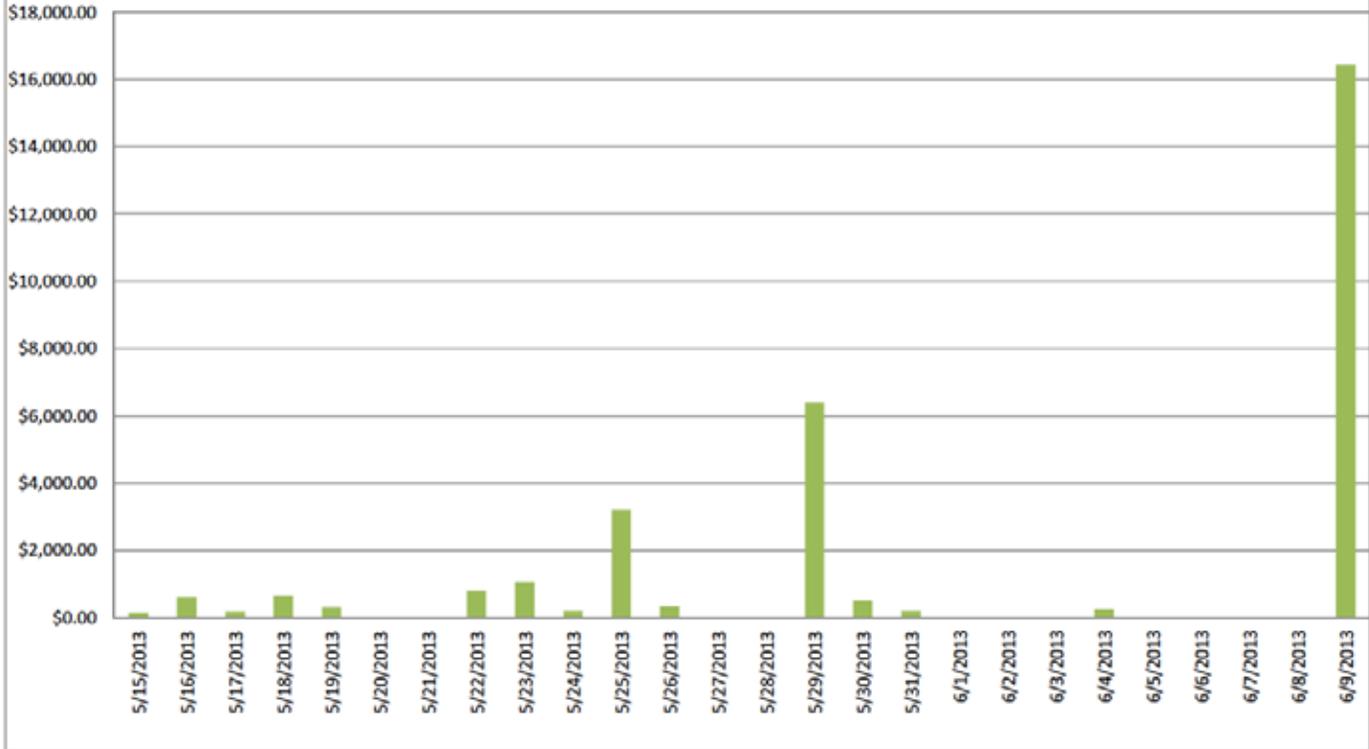
Clip Count By Date By Type



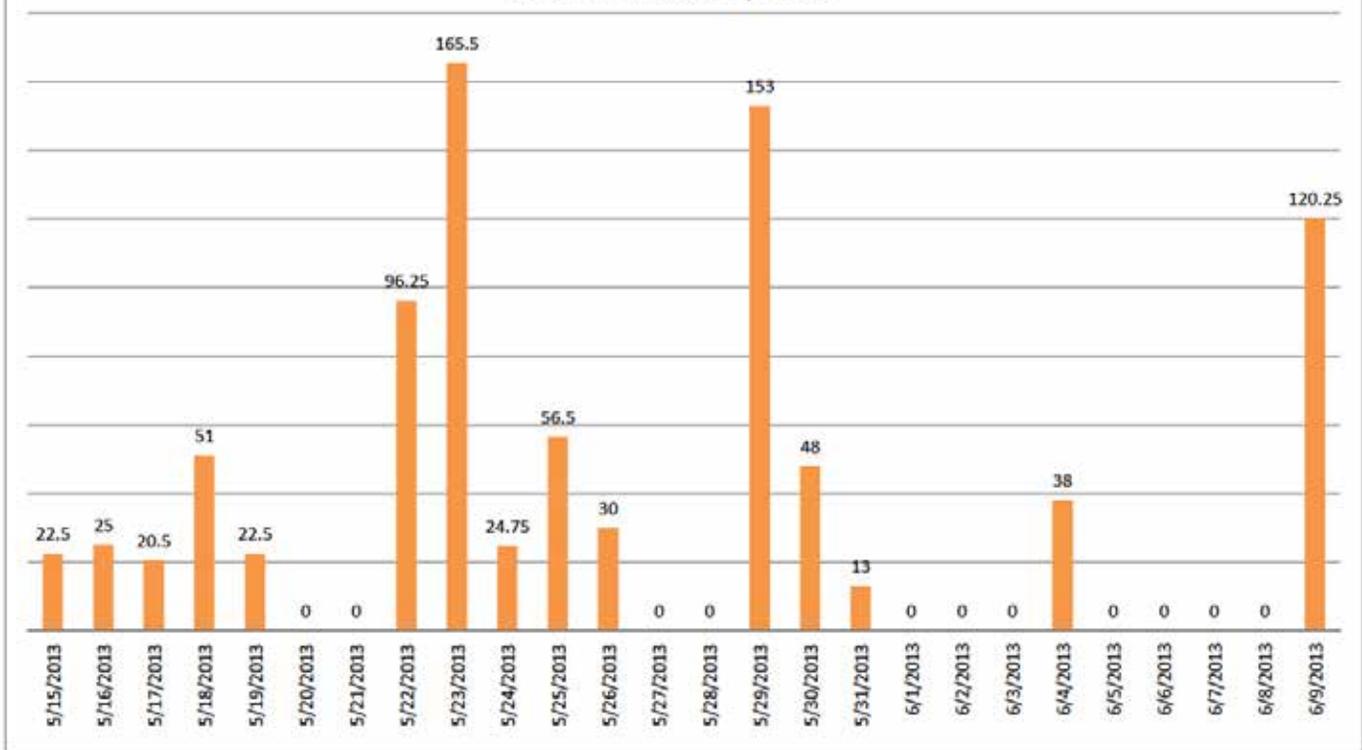
Circulation by Date by Type



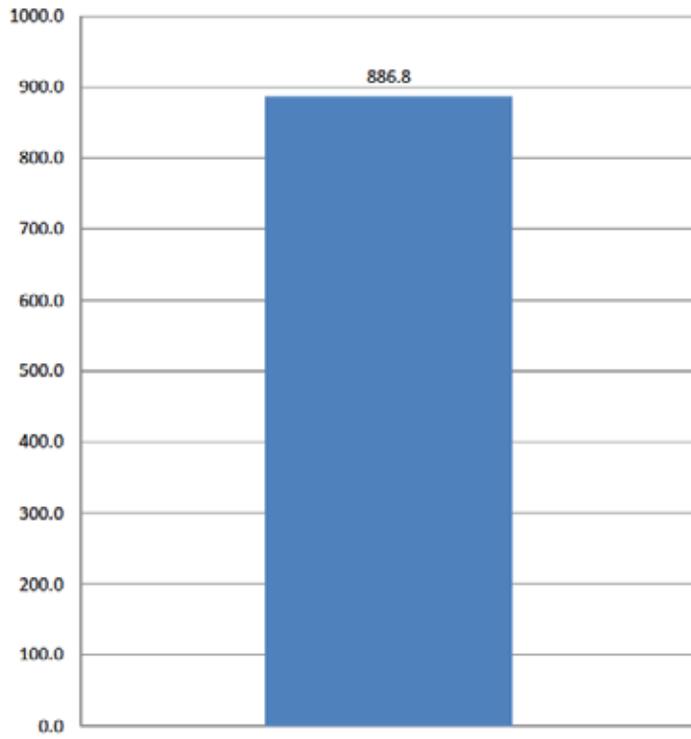
Media Value by Date



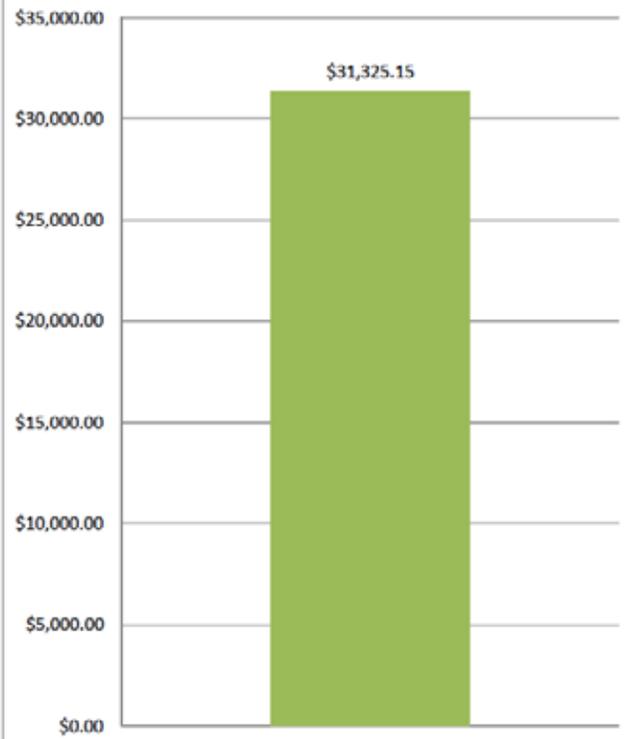
Column Inches By Date



Total Column Inches



Total Ad Equivalency



BROADCAST NEWS STORIES FEATURING CLICK IT OR TICKET CAMPAIGN, MEMORIAL DAY, 2013

- 1. MAY 16 2013 10:00PM CT** **WTVA 10PM** **Nielsen Audience: 31,763** **Calculated Ad Equivalency: \$654**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$3,279**
30-Second Ad Equivalency: \$385
 [**10:00:19 PM**] AUTHORITIES SAY ALL FOUR INCIDENTS INVOLVED MINORS UNDER THE AGE OF 18. HOOGE IS CURRENTLY FREE ON A \$40,000 BOND AND WILL BE ARRAIGNED AT A LATER DATE. "CLICK IT OR TICKET" IS BACK. MISSISSIPPI LAW ENFORCEMENT GATHERED TODAY TO MAKE PLANS FOR THE CLICK IT OR TICKET CAMPAIGN WHICH IS SET TO LAUNCH MONDAY. LAW ENFORCEMENT IN NINE COUNTIES ARE COORDINATING EFFORTS TO MAKE THIS CAMPAIGN A SUCCESSFUL ONE.
 [**10:00:59 PM**] A GOOD PROGRAM TO JUST GET PEOPLE TO BUCKLE UP. MOST OF OUR FATALITIES ARE UNBUCKLED OCCUPANTS. THE CLICK IT OR TICKET CAMPAIGN KICKS OFF MONDAY AND CONTINUES THROUGH JUNE THIRD. NEW TONIGHT AT TEN NATIONAL LEADERS FROM THE ARE IN THE MAGNOLIA STATE TO SHINE A LIGHT ON A MISSISSIPPI CIVIL RIGHTS ACTIVIST WHOSE WORK HAS HELPED TRANSFORM THE COUNTRY. AS WTVA'S JACKSON REPORTER, MIKE MCDANIEL EXPLAINS. EVEN THOUGH THE MAN IS NO LONGER ALIVE, HIS MISSION LIVES ON.
- 2. MAY 16 2013 7:38AM CT** **Gulf Coast Mornings** **Nielsen Audience: N/A**
WBYV-FM **Radio** **BILBOBI-GULFPORT, MS, MARKET RANK: 160**
 [**07:48:19 AM**] I HAD A HARD TIME FIGURING OUT ACTUALLY GET IN THE VEHICLE PROPERLY, AND THE CHILDREN IN THE BACK SEAT IN THE FACE BACKWARDS UNTIL THEY GET TO ANSWER REMAINS THE FACE FOR THIS IS A LOCAL MAN, IS VERY IMPORTANT SO I AM MORE CLICK IT OR TICKET AND ALSO A PROGRAM COMING UP FOR KIDS AS WELL GOOD TO ME AND MEMBRANES PUTTING TOGETHER A PROGRAM SATURDAY, OF THE MESSAGE OUTSIDE THE PROGRAM, I ON THAT AT THAT THAT THAT DID NOT HAPPEN NOT THE HANDLING THAT.
- 3. MAY 17 2013 5:00PM CT** **WLBT 500PM** **Nielsen Audience: 38,583** **Calculated Ad Equivalency: \$488**
WLBT-NBC **Television** **JACKSON, MS, MARKET RANK: 93** **Calculated Publicity Value: \$2,348**
30-Second Ad Equivalency: \$285
 [**05:04:44 PM**] "WEEACHORING TO STU LL OR KID E CLANCIS INGTREAND SERITY TLANE ED EN T SECFOU CHILDREN IS EORCIZED" E RESOLUTION TO ALLOW GAYS INTO T BOY SCOUT WILLE TAKEN UP DURING A NATIONAL MEETING NXT THURSDAY, IN GRAPEVINE TEXAS. 14-HUNDRED LEADERS FROM VARIOUS COUNCILS ACROSS THE COUNTRY, WILL BE VOTING ON THE ISSUE. LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP FOR AN ANNUAL CLICK IT OR TICKET CAMPAIGN DESIGNED TO BRING AWARENESS TO SEAT BELT SAFETY. OFFICERS SAFOYR CAUT BULED P, OCA EXE TO GET A TIKET. DURING THE WEEK LEADING UTO MEMORIAL AY HIDAY THERE WILL E A SPECIA FOC ON MAKING UR DRIVER ARE STRAPPED N.
- 4. MAY 17 2013 5:00AM CT** **WTVA 5:00AM** **Nielsen Audience: 12,846** **Calculated Ad Equivalency: \$65**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$325**
30-Second Ad Equivalency: \$35
 [**05:35:14 AM**] PLUMROSE IS HEADQUARTERED IN EAST BRUNSWICK, NEW JERSEY, STARTING MONDAY. BE SURE THAT WHEN YOU PREPARE TO GO SOMEWHERE IN YOUR CAR THE FIRST THING YOU DO IS BUCKLE UP! "CLICK IT OR TICKET" IS BACK. LAW ENFORCEMENT IN NINE COUNTIES ARE COORDINATING EFFORTS TO MAKE THIS CAMPAIGN A SUCCESSFUL ONE. OFFICIALS SAY THE NUMBER OF DEATHS HAVE DECREASED SINCE MISSISSIPPI PASSED THE SEATBELT LAW IN 2006.
 [**05:35:48 AM**] A GOOD PROGRAM TO JUST GET PEOPLE TO BUCKLE UP. MOST OF OUR FATALITIES ARE UNBUCKLED OCCUPANTS. THE CLICK IT OR TICKET CAMPAIGN KICKS OFF MONDAY AND CONTINUES THROUGH JUNE THIRD. THE LEE COUNTY SCHOOL DISTRICT IS PUTTING MORE WIRELESS COMPUTERS IN ALL OF ITS SCHOOLS. IN ASSIGNMENT EDUCATION, ROBERT BYERS SHOWS US HOW EDUCATORS AND STUDENTS BOTH SAY THESE ADDITIONS HELP IMPROVE LEARNING.
- 5. MAY 17 2013 6:00AM CT** **WTVA 6:00AM** **Nielsen Audience: 23,188** **Calculated Ad Equivalency: \$213**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$1,855**
30-Second Ad Equivalency: \$188
 [**06:35:07 AM**] THAT PRICE IS ONE CENT LESS THAN THIS TIME LAST WEEK, YOU CAN CATCH OUR GAS TRACKER EVERY MORNING AT 6:35. HERE ON WTVA NEWS TODAY STARTING MONDAY, BE SURE THAT WHEN YOU PREPARE TO GO SOMEWHERE IN YOUR CAR THE FIRST THING YOU DO IS BUCKLE UP! "CLICK IT OR TICKET" IS BACK. LAW ENFORCEMENT IN NINE COUNTIES ARE COORDINATING EFFORTS TO MAKE THIS CAMPAIGN A SUCCESSFUL ONE. OFFICIALS SAY THE NUMBER OF DEATHS HAVE DECREASED SINCE MISSISSIPPI PASSED THE SEATBELT LAW IN 2006.
 [**06:35:44 AM**] A GOOD PROGRAM TO JUST GET PEOPLE TO BUCKLE UP. MOST OF OUR FATALITIES ARE UNBUCKLED OCCUPANTS. THE CLICK IT OR TICKET CAMPAIGN KICKS OFF MONDAY AND CONTINUES THROUGH JUNE THIRD. THE WORK OF A MISSISSIPPI CIVIL RIGHTS ACTIVIST IS BEING PUT IN THE SPOTLIGHT BY NATIONAL LEADERS FROM THE WHILE HE MAY NO LONGER BE ALIVE HIS WORK AND MISSION CONTINUE ON. JACKSON REPORTER, MIKE MCDANIEL HAS MORE.
- 6. MAY 17 2013 12:00PM CT** **WTVA NOON** **Nielsen Audience: 18,861** **Calculated Ad Equivalency: \$79**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$385**
30-Second Ad Equivalency: \$85
 [**12:17:16 PM**] MORE THAN TWO HUNDRED THOUSAND PEOPLE EACH YEAR BUFFER THIS DEADLY TYPE OF HEART ATTACK IN WHICH A CLOT STOPS BLOOD FLOW TO THE HEART. STARTING MONDAY, BE SURE THAT WHEN YOU PREPARE TO GO SOMEWHERE IN YOUR CAR THE FIRST THING YOU DO IS BUCKLE UP! "CLICK IT OR TICKET" IS BACK. LAW ENFORCEMENT IN NINE COUNTIES ARE COORDINATING EFFORTS TO MAKE THIS CAMPAIGN A SUCCESSFUL ONE. OFFICIALS SAY THE NUMBER OF DEATHS HAVE DECREASED SINCE MISSISSIPPI PASSED THE SEATBELT LAW IN 2006.
- 7. MAY 17 2013 10:00PM CT** **WTVA 10PM** **Nielsen Audience: 31,763** **Calculated Ad Equivalency: \$64**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$329**
30-Second Ad Equivalency: \$385
 [**10:00:01 PM**] RIGHT NOW AT TEN IT'S THE HIGHEST POWERBALL JACKPOT IN THE GAME'S HISTORY AND MANY FROM MISSISSIPPI ARE MAKING TRIPS ACROSS THE STATE LINE, TO CASH IN ON A CHANCE AND JUST IN TIME FOR MEMORIAL DAY, MISSISSIPPI LAW ENFORCEMENT IS CRACKING DOWN ON SEATBELT VIOLATIONS WE HAVE THE LATEST ON THE CLICK IT OR TICKET CAMPAIGN. GOOD EVENING I'M BUNYA WALLS, AND I'M TERRY SMITH.
- 8. MAY 17 2013 10:00PM CT** **WTVA 10PM** **Nielsen Audience: 31,763** **Calculated Ad Equivalency: \$719**
WTVA-NBC **Television** **COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133** **Calculated Publicity Value: \$3,595**
30-Second Ad Equivalency: \$385
 [**10:08:09 PM**] LUCKILY FOR ESTEP, HE'S STILL ALIVE TO TELL ABOUT IT. FOR MANY OTHERS THAT'S NOT THE CASE WHICH IS WHY LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP. IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. THOMAS SAYS, "CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 582.
 [**10:09:07 PM**] ESTEP SAYS, "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. IN JACKSON, MIKE MCDANIEL, WTVA NEWS. THE CLICK IT OR TICKET CAMPAIGN WILL RUN FROM MAY 20-TH THROUGH JUNE SECOND. AMERICAN INDIANS, EUROPEAN EXPLORERS AND AMERICAN SETTLERS ALL WERE A PART OF WHAT IS NOW THE NATCHEZ TRACE PARKWAY. AUTHORIZED BY CONGRESS IN 1938 THE NATCHEZ TRACE PARKWAY TOMORROW OFFICIALLY CELEBRATES ITS 75TH ANNIVERSARY AT THE PARKWAY HEADQUARTERS IN TUPELO.

	9. MAY 17 2013 5:00PM CT	WDAM 05:00PM	Nielsen Audience: 27,661	Calculated Ad Equivalency: \$552
		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167	Calculated Publicity Value: \$2,760	30-Second Ad Equivalency: \$325
	[**05:27:30 PM**] WE HOPE THEY WILL AT LEAST DETERMINE THE CAUSE OF DEATH AND BE MORE OPEN WITH THE PUBLIC ABOUT THE DOG'S DEATH. AS USM FOUND OUT WHEN TRYING TO COVER UP THE NEGLIGENCE THAT LED TO THE DEATH OF THE EAGLE MASCOT YEARS AGO IT'S BEST TO COME CLEAN TO COMING UP AT SIX ON OUR NBC CHANNEL, THE JONES COUNTY SHERIFF'S DEPARTMENT REMEMBERS DEPUTIES WHO WERE KILLED OR WOUNDED IN THE LINE OF DUTY. AND AT 6:30 ON OUR ABC CHANNEL, AHEAD OF THE HOLIDAY WEEKEND, LAW ENFORCEMENT AGENCIES WANT YOU TO BUCKLE UP AS THEY PREPARE FOR THE CLICK IT OR TICKET CAMPAIGN. THANKS FOR JOINING US AT 5. GET MORE			
	10. MAY 17 2013 6:00PM CT	WDAM 06:00PM	Nielsen Audience: 25,438	Calculated Ad Equivalency: \$1,032
		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167	Calculated Publicity Value: \$5,160	30-Second Ad Equivalency: \$525
	[**06:05:27 PM**] LUCKILY FOR ESTEP, HE'S STILL ALIVE TO TELL ABOUT IT. FOR MANY OTHERS THAT'S NOT THE CASE WHICH IS WHY LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP. IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. THOMAS SAYS, " CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 582.			
	[**06:06:29 PM**] ESTEP SAYS, "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. MIKE MCDANIEL T OYS. THE CLICK IT OR TICKET CAMPAIGN WILL RUN FROM MAY 20TH THROUGH JUNE 2ND. LOTS OF NEW THINGS ARE HAPPENING IN DOWNTOWN HATTIESBURG, INCLUDING THE ADDITION OF HUB CITY LOFTS. TWO HISTORIC BUILDINGS LOCATED ON FRONT STREET ARE BEING RENOVATED INTO LIVING SPACES FOR RESIDENTS ACROSS THE PINE BELT.			
	11. MAY 17 2013 10:00PM CT	WDAM 10:00PM	Nielsen Audience: 27,666	Calculated Ad Equivalency: \$887
		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167	Calculated Publicity Value: \$4,035	30-Second Ad Equivalency: \$550
	[**10:04:39 PM**] LUCKILY FOR ESTEP, HE'S STILL ALIVE TO TELL ABOUT IT. FOR MANY OTHERS THAT'S NOT THE CASE WHICH IS WHY LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP. IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. THOMAS SAYS, " CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 582.			
	[**10:05:40 PM**] ESTEP SAYS, "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. MIKE MCDANIEL T OYS. THE CLICK IT OR TICKET CAMPAIGN RUNS FROM MAY 20TH THROUGH JUNE 2ND.			
	12. MAY 17 2013 10:00PM CT	WABG News at 10PM	Nielsen Audience: 17,233	Calculated Ad Equivalency: \$1,338
		WABG-ABC Television GREENWOOD-GREENVILLE, MS, MARKET RANK: 188	Calculated Publicity Value: \$6,685	30-Second Ad Equivalency: \$160
	[**10:09:39 PM**] IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. SO: THOMAS " CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 582.			
	[**10:11:00 PM**] FOR ESTEP, HE SAYS IT'S TAKEN A WHILE TO GET OVER THE FACT HE DIDN'T TAKE A FEW SECONDS TO STRAP IN. SO: ESTEP "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. THE CLICK IT OR TICKET CAMPAIGN WILL RUN FROM MAY 20TH THROUGH JUNE 2ND. STILL TO COME, AFTER THE FORECAST, A FAMOUS AND POPULAR MEMPHIS CLUB WON'T BE OPEN FOR ANY TIME SOON THANKS TO A POLICE RAID. AND LATER IN SPORTS, MEET ONE OF THE STATE'S TOP RISING SENIORS. GREENVILLE-WESTON'S GARY GREEN, BUT FIRST, ABC SIX CHIEF METEOROLOGIST CHRISTOPHER MATHIS IS STANDING BY TO TELL US IF WE'LL STAY DRY THIS WEEKEND HERE IN THE DELTA, CHRIS.			
	13. MAY 18 2013 10:00PM CT	WABG News at 10PM	Nielsen Audience: 11,296	Calculated Ad Equivalency: \$1,298
		WABG-ABC Television GREENWOOD-GREENVILLE, MS, MARKET RANK: 188	Calculated Publicity Value: \$6,480	30-Second Ad Equivalency: \$165
	[**10:10:20 PM**] LUCKILY FOR ESTEP, HE'S STILL ALIVE TO TELL ABOUT IT. FOR MANY OTHERS THAT'S NOT THE CASE WHICH IS WHY LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP. IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. SO: THOMAS " CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 582.			
	[**10:11:36 PM**] FOR ESTEP, HE SAYS IT'S TAKEN A WHILE TO GET OVER THE FACT HE DIDN'T TAKE A FEW SECONDS TO STRAP IN. SO: ESTEP "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. THE CLICK IT OR TICKET CAMPAIGN WILL RUN FROM MAY 20TH THROUGH JUNE 2ND. COMING UP DID YOU MAKE A TRIP TO ARKANSAS OR MAYBE EVEN TENNESSE TO BUY A POWERBALL TICKET? WELL, IF YOU DIDN'T WILL TELL YOU WHAT YOUR MISSING OUT ON THE GIRLS OF MISSISSIPPI VALLEY AND MISSISSIPPI STATE CLASH IN A BATTLE OF THE SOUTH FIND OUT MORE ABOUT IT LATER IN SPORTS WITH CHRISTINA AGUAYO BUT FIRST LET'S GET A CHECK ON WHAT WE CAN LOOK FORWARD TO FOR THE REST OF THE WEEKEND AND THE DAYS AHEAD WITH CIMON MAN JUST DO IT, QUICK.			
	14. MAY 20 2013 5:30AM CT	WLOX 05:30AM	Nielsen Audience: 11,765	Calculated Ad Equivalency: \$887
		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160	Calculated Publicity Value: \$3,485	30-Second Ad Equivalency: \$275
	[**05:57:42 AM**] AS AN UPPER TROUGH TO OUR WEST GETS CLOSER, THE RIDGE BREAKS DOWN, INCREASING RAIN CHANCES WEDNESDAY AND THURSDAY. A WEAK FRONT BOUNDARY WILL PASS FRIDAY NIGHT, BUT ONLY DIMINISH RAIN CHANCES SLIGHTLY FOR THE WEEKEND AS THE FRONT MAY LINGER NEARBY. A MASS CLICK IT OR TICKET CAMPAIGN IS ABOUT TO KICK OFF ACROSS OUR STATE. WE GO LIVE NOW WITH MICHELLE LADY AT THE GULFPORT POLICE DEPARTMENT FOR MORE ON WHAT WE CAN EXPECT ON OUR ROADS THIS SUMMER.			
	15. MAY 20 2013 6:00AM CT	WLOX 06:00AM	Nielsen Audience: 25,284	Calculated Ad Equivalency: \$1,240
		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160	Calculated Publicity Value: \$6,280	30-Second Ad Equivalency: \$380
	[**06:03:27 AM**] BUCKLING UP IS YOUR BEST BET TO PREVENT SERIOUS INJURY OR DEATH IN A CRASH. IT CAN ALSO SAVE YOU FROM A TICKET. MISSISSIPPI IS PARTICIPATING IN A NATIONAL CAMPAIGN CRACKING DOWN ON DRIVERS NOT WEARING SEAT BELTS. CLICK IT OR TICKET KICKS TODAY ACROSS THE COUNTRY. MICHELLE LADY IS LIVE AT GULFPORT POLICE DEPARTMENT WITH MORE, SOME OF THE MEN AND WOMEN WHO ANSWER 911 CALLS, AND WHO HELP PROTECT OUR COMMUNITIES EACH DAY GATHERED AT BILOXI'S CHURCH OF THE REDEEMER. 32 CROSSES ADORNED WITH ROSES REPRESENTED A FEW OF FALLEN HEROES WHO'VE LOST THEIR LIVES IN THE LINE OF DUTY. WHILE THEY WERE REMEMBERED THROUGH SONGS AND TESTIMONIES, THE EVENT WAS ALSO AN OPPORTUNITY TO HONOR THE MEN AND WOMEN CURRENTLY SERVING THEIR COMMUNITIES.			
	16. MAY 20 2013 6:00AM CT	WLOX 06:00AM	Nielsen Audience: 25,284	Calculated Ad Equivalency: \$160
		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160	Calculated Publicity Value: \$880	30-Second Ad Equivalency: \$380
	[**06:28:07 AM**] TIME NOW IS IF YOU'RE WATCHING US ON CBS, THE CBS MORNING NEWS IS UP NEXT, AND IF YOU'RE TUNED INTO ABC WE HAVE THE FINAL HALF HOUR OF GMM COMING. WE HAVE AN UPDATE FOR YOU ON THE TORNADOS THAT TORE THROUGH THE MIDWEST. AND MICHELLE LADY JOINS US LIVE FROM THE GULFPORT PD TO TELL US MORE ABOUT THE CLICK IT OR TICKET CAMPAIGN.			
	17. MAY 20 2013 6:30AM CT	WLOX 06:30AM	Nielsen Audience: 27,787	Calculated Ad Equivalency: \$220
		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160	Calculated Publicity Value: \$1,100	30-Second Ad Equivalency: \$300
	[**06:45:30 AM**] ITS ONE OF THE FIRST THINGS YOU'RE SUPPOSED TO DO WHEN YOU GET IN THE CAR BUCKLE UP. BUT A LOT OF PEOPLE, JUST DON'T DO IT. THAT'S WHY LAW ENFORCEMENT AGENCIES ACROSS THE COUNTRY, INCLUDING THOSE IN SOUTH MISSISSIPPI, ARE PARTICIPATING IN THE NATIONAL " CLICK IT OR TICKET " CAMPAIGN THAT KICKS OFF TODAY. OUR NEWEST GMM TEAM MEMBER, MICHELLE LADY JOINS US LIVE FROM THE GULFPORT POLICE DEPARTMENT WITH MORE.			

	18. MAY 20 2013 11:00AM	WLOX 11:00AM	Nielsen Audience: 6,443	Calculated Ad Equivalency: \$1,193
CT		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160	Calculated Publicity Value: \$5,815	30-Second Ad Equivalency: \$189
	<p>["11:07:13 AM"] THE SAME JURY THAT CONVICTED ARIAS OF MURDER, FOUND LAST WEEK SHE HAD ACTED WITH EXTREME CRUELTY AND RULED HER ELIGIBLE FOR THE DEATH PENALTY. THEY ARE NOW TASKED WITH DECIDING WHETHER ARIAS, WHO HAS SAID SHE WOULD PREFER EXECUTION TO LIFE IN PRISON, WILL GET THE DEATH PENALTY. CLICK IT OR TICKET. THAT'S WHAT COAST POLICE OFFICERS ARE SAYING TODAY AS THEY WILL BE OUT IN FULL FORCE, JOINING IN ON A NATIONWIDE CAMPAIGN TO GET DRIVERS TO BUCKLE UP. MICHELLE LADY HAS MORE. THE TALLAHASSEE OFFICES OF THE FLORIDA LOTTERY OPENED THIS MORNING, AND LOTTERY OFFICIALS ALONG WITH THE ENTIRE NATION WERE WAITING TO FIND OUT WHO WILL WALK THROUGH THE DOOR AND CLAIM THE LARGEST SINGLE-TICKET JACKPOT IN US HISTORY. ONE POWERBALL TICKET SOLD IN A PUBLIX SUPERMARKET IN THE TAMPA SUBURB OF ZEPHYRHILLS IS WORTH OVER \$60 MILLION DOLLARS. THE WINNER HAS 60 DAYS TO CLAIM THE MONEY UNDER STATE LAW. THE WINNER CAN CLAIM A LUMP SUM OF MORE THAN \$70 MILLION. THE LARGEST JACKPOT FOR ANY GAME WAS \$66 MILLION IN 2012. HOPEFULLY WE TOO WILL BE LUCKY HERE ON THE COAST. THE WEATHER FORECAST WITH CARRIE DUNCAN IS NEXT. WHEN MIDDAY RETURNS TODAY WILL BE PARTLY CLOUDY AND WARM TO HOT WITH HIGHS IN THE MID 80S ALONG THE COAST AND UPPER 80S INLAND.</p>			
	19. MAY 20 2013 5:30AM	WDAM 05:30AM	Nielsen Audience: 9,884	Calculated Ad Equivalency: \$285
CT		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167	Calculated Publicity Value: \$1,825	30-Second Ad Equivalency: \$189
	<p>["05:55:34 AM"] LUCKILY FOR ESTEP, HE'S STILL ALIVE TO TELL ABOUT IT. FOR MANY OTHERS THAT'S NOT THE CASE WHICH IS WHY LAW ENFORCEMENT AGENCIES ACROSS THE STATE ARE TEAMING UP. IT'S PART OF A STATEWIDE CAMPAIGN KNOWN AS CLICK IT OR TICKET THAT'S BEEN HAPPENING FOR YEARS, AND FOR GOOD REASON. THOMAS SAYS, "CLICK IT OR TICKET WORKS. SINCE 2005, THE NUMBER OF TRAFFIC DEATHS IN MISSISSIPPI HAS GONE DOWN EVERY YEAR. LAST YEAR THERE WERE 682." ["05:56:33 AM"] ESTEP SAYS, "HAD I JUST HAD A SEAT BELT ON, I WOULD BE IN A MUCH DIFFERENT PLACE TODAY. MIKE MCDANIEL 7 O'CL. THE CLICK IT OR TICKET CAMPAIGN RUNS FROM MAY 20TH THROUGH JUNE 2ND.</p>			
	20. MAY 21 2013 5:00PM	WABQ 5PM NEWS	Nielsen Audience: 14,353	Calculated Ad Equivalency: \$1,863
CT		WABQ-ABC Television GREENWOOD-GREENVILLE, MS, MARKET RANK: 188	Calculated Publicity Value: \$5,315	30-Second Ad Equivalency: \$189
	<p>["04:58:18 PM"] SO LONG. APPLAUSE) COMING FIRST AT FIVE. CLICK IT OR TICKET SEATBELT BLITZ STARTS IN THE MAGNOLIA STATE. ALSO COMING UP FIRST AT FIVE, WE'LL TELL YOU HOW SUMMER FUN AT THE BPAC IS RIGHT AROUND THE CORNER. 5:00 AFTERNOON AND THANKS SO MUCH FOR JOINING US HERE ON ABC SIX NEWS AT FIVE. IM TANYA CARTER ON THIS TUESDAY, MAY 21ST TWO THOUSAND THIRTEEN.</p>			
	21. MAY 21 2013 5:00PM	WABQ 5PM NEWS	Nielsen Audience: 14,353	Calculated Ad Equivalency: \$359
CT		WABQ-ABC Television GREENWOOD-GREENVILLE, MS, MARKET RANK: 188	Calculated Publicity Value: \$1,758	30-Second Ad Equivalency: \$189
	<p>["05:03:52 PM"] THE 19-YEAR-OLD DYING AT THE SCENE WITH EDWARDS SUFFERING NO INJURIES. STATE POLICE SAY NEITHER ALCOHOL OR DRUGS WERE A FACTOR IN THE ACCIDENT WHICH REMAINS UNDER INVESTIGATION. THE CLICK IT OR TICKET BLITZ IS UNDERWAY. STATE, COUNTY AND LOCAL LAW ENFORCEMENT OFFICIALS ANNOUNCING THE 2013 CAMPAIGN AT THE BK KING MUSEUM IN INDIANOLA. MISSISSIPPI HIGHWAY PATROL URGING EVERYONE TO BUCKLE UP AS MOTORISTS TAKE TO THE ROADS THIS MEMORIAL DAY HOLIDAY. IT IS PART OF A NATIONAL EFFORT INCLUDING LOCAL POLICE DEPARTMENTS TO CRACK DOWN ON MOTORISTS WHO ARE NOT BELTED. ["05:04:58 PM"] IT IS PART OF A NATIONAL EFFORT INCLUDING LOCAL POLICE DEPARTMENTS TO CRACK DOWN ON MOTORISTS WHO ARE NOT BELTED. RYAN ESTEP OF FLORENCE USES HIS PERSONAL STORY FOR THE SEAT BELT CAMPAIGN. THE CLICK IT OR TICKET IT CAMPAIGN RUNS THROUGH JUNE 2ND THOUSANDS TURN OUT FOR GREENVILLE JOBS FAIR. NEARLY 14-HUNDRED JOB SEEKERS MET WITH EMPLOYERS AT A JOB FAIR SPONSORED BY THE WASHINGTON COUNTY CHAMBER AND EDC IN CONJUNCTION WITH GOVERNOR'S JOB FAIR NETWORK. 195 OF THE ATTENDEES WERE OFFERED JOBS AT THE FAIR HELD AT THE WASHINGTON COUNTY CONVENTION CENTER.</p>			
	22. MAY 22 2013 5:00PM	WTVA 5PM	Nielsen Audience: 24,848	Calculated Ad Equivalency: \$393
CT		WTVA-NBC Television COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133	Calculated Publicity Value: \$1,985	30-Second Ad Equivalency: \$289
	<p>["05:16:28 PM"] CHRIS CLACKUM, NBC NEWS, THE OFFICIAL MEMORIAL DAY WEEK STARTS AT 6-P. ON FRIDAY AND LASTS UNTIL MIDNIGHT ON MONDAY. WE REMIND YOU THE MISSISSIPPI HIGHWAY PATROL AND LOCAL LAW ENFORCEMENT WILL BE TAKING PART IN THIS YEAR'S CLICK IT OR TICKET PROGRAM LAST YEAR MISSISSIPPI HAD NO FATALITIES OVER THE LONG, THREE DAY WEEKEND. OFFICERS WILL BE OUT IN HIGH NUMBERS HOPING FOR THE SAME RESULTS. COMING UP CHIEF METEOROLOGIST MATT LAUSHAN LOOKS AHEAD TO WHAT'S AHEAD IN WEATHER FOR OUR MEMORIAL DAY HOLIDAY OUR COMPLETE WEATHER AUTHORITY FORECAST WHEN WTVA NEWS CONTINUES STAY WITH US YOU WERE GREAT. HOME RUN?</p>			
	23. MAY 24 2013 5:00AM	WAPT 5p News	Nielsen Audience: 24,652	Calculated Ad Equivalency: \$48
CT		WAPT-ABC Television JACKSON, MS, MARKET RANK: 93	Calculated Publicity Value: \$488	30-Second Ad Equivalency: \$119
	<p>["05:18:36 PM"] DON'T SAY, WE DIDN'T WARN YOU. POLICE ACROSS MISSISSIPPI WILL BE OUT IN FULL FORCE THIS HOLIDAY WEEKEND HANDING OUT TICKETS FOR PEOPLE NOT WEARING THEIR SEAT BELTS. OFFICIALS SAY, THEY'RE "STEPPING UP" THE CLICK IT OR TICKET CAMPAIGN THROUGH THE MEMORIAL DAY WEEKEND. POLICE WILL BE CONDUCTING RANDOM CHECK-POINTS AND ENFORCEMENT. SO, MAKE SURE TO BUCKLE UP. THEY NEED TO BE MINDFUL THAT THERE ARE OTHER PEOPLE OUT ON THE ROADWAY THAT MAY BE DISTRACTED.</p>			
	24. MAY 24 2013 5:00PM	WJTV 5PM Report	Nielsen Audience: 25,522	Calculated Ad Equivalency: \$348
CT		WJTV-CBS Television JACKSON, MS, MARKET RANK: 93	Calculated Publicity Value: \$1,388	30-Second Ad Equivalency: \$388
	<p>["05:09:43 PM"] MHP SAYS THERE'S BEEN A DECLINE IN ACCIDENTS OVER THE YEARS DURING THE MEMORIAL DAY HOLIDAY, AND AN INCREASE IN TICKETS. "ANYTIME DUI ARRESTS GO UP, DUI RELATED CRASHES GO DOWN. SO WE'RE GOING TO BE OUT THERE WORKING HARD TO MAKE SURE PEOPLE ARE NOT DRINKING AND DRIVING. THEY'RE ALSO FOCUSING ON THEIR CLICK IT OR TICKET CAMPAIGN IN CONJUNCTION WITH THE MEMORIAL DAY HOLIDAY. "WE'LL BE OUT THERE LOOKING FOR SEATBELT VIOLATIONS AS WELL. WE KNOW SEATBELTS SAVE LIVES, REDUCE SERIOUS INJURIES BY 60 PERCENT, SO WE'RE ENCOURAGING PEOPLE TO WEAR SEATBELTS.</p>			
	25. MAY 24 2013 6:00PM	WJTV 6PM Report	Nielsen Audience: 31,547	Calculated Ad Equivalency: \$870
CT		WJTV-CBS Television JACKSON, MS, MARKET RANK: 93	Calculated Publicity Value: \$4,350	30-Second Ad Equivalency: \$450
	<p>["05:59:27 PM"] FOR SCOTT PELLEY, I'M JEFF GLOR, GOOD NIGHT. CAPTIONING SPONSORED BY CBS BEING VIGILANT, AND BEING SEEN. AS MANY RESIDENTS DRIVE HOME TONIGHT TO BEGIN THEIR MEMORIAL DAY WEEKEND, LAW ENFORCEMENT REMINDS COMMUTERS TO CLICK IT OR TICKET. GOOD EVENING AND WELCOME, I'M BYRON BROWN. MELANIE HAS THE NIGHT OFF. ["06:00:12 PM"] ACCORDING TO THE MISSISSIPPI HIGHWAY PATROL, THERE WERE NO FATALITIES LAST YEAR. WITH THE HELP OF FEDERAL MONEY, THEY WILL BE PUTTING MORE THAN 250 EXTRA TROOPERS ON THE ROAD TO MAKE SURE DRIVERS ARE SAFE AND OBEY THE LAW. THEY'LL ALSO BE FOCUSING ON THEIR CLICK IT OR TICKET CAMPAIGN IN CONJUNCTIN WITH THE MEMORIAL DAY HOLIDAY. AND WHILE SOME DRIVERS WERE BUCKLED UP, THAT DIDN'T STOP OFFICERS FROM HANDING OUT TICKETS. THEY'LL BE OUT ON THE ROADS ALL WEEKEND LONG UNTIL MIDNIGHT FOLLOWING THE HOLIDAY TO MAKE SURE DRIVERS ARE BEING SAFE AND RESPONSIBLE THIS WEEKEND.</p>			

	26. MAY 24 2013 4:00PM	WLBT 3400PM	Nielsen Audience: 19,084	Calculated Ad Equivalency: \$37
CT		WLBT-NBC Television JACKSON, MS, MARKET RANK: 93		Calculated Publicity Value: \$185 30-Second Ad Equivalency: \$70
	<p>["04:35:21 PM"] MANY PEOPLE WILL BEGIN TRAVELING MISSISSIPPI ROADS TODAY AS THE HOLIDAY WEEKEND BEGINS. THE MISSISSIPPI HIGHWAY PATROL WILL BE OUT IN FULL FORCE TRYING TO KEEP YOU SAFE. CLICK IT OR TICKET AND SAFETY CHECK POINTS WILL BE PERFORMED. ODIS EASTERLING FROM MHP SAYS WHILE IT MAY SEEM LIKE A BURDEN, IT'S DONE TO PROTECT YOU.</p>			
	27. MAY 24 2013 8:30AM	Mississippi Edition 0830AM	Nielsen Audience: N/A	
CT		WMPN-FM Radio JACKSON, MS, MARKET RANK: 93		
	<p>["08:31:18 AM"] AND ANOTHER HOSPITAL CALLS FOR MEDICAID EXPANSION PLUS THE SIEGE OF VICKSBURG AND MOVIES WITH A NEED TO THAT'S ALL COMING OUT THIS IS MISSISSIPPI EDITION ON AND HE'D BE BEING GREEDY. THAT INDIVIDUAL ANSWERS ARE BEEFING UP THEIR PRESENCE ON THIS IS THAT THE ROADWAYS AS PART OF THE DEPARTMENT OF PUBLIC SAFETY ANNUAL CLICK IT OR TICKET CAMPAIGN INTENT ON A POST AS DIRECTOR OF PUBLIC AFFAIRS OF THE MISSISSIPPI HIGHWAY PATROL HE SAID OFFICERS TO BE SETTING UP ROADBLOCKS AND CONDUCTING OUR SAFETY EFFORTS TO CRACK DOWN ON NON OUT TO DRIVERS AND PASSENGERS. NO HAVE MEMORIAL DAY WEEKEND TO COME. NOT WE ARE JUST TRYING TO EDUCATE THE PUBLIC ABOUT WHAT THE CONSEQUENCES OF NOT WEARING SEAT BELTS AND STILL HAVE PEOPLE ARE NOT BELTING OUT OR LOSING CHILDREN ARE LOSING IT ALL.</p> <p>["08:32:15 AM"] OR NOT I COULD NOT MISSISSIPPI DEPARTMENT OF PUBLIC SAFETY SPOKESMAN WARREN STRAIN SPOKE WITH MTVS AS ARE ALL EVACUATED THE SUCCESS OF CLICK HITTER TO GET OUT. MORE THAN A DECADE OLD AND I AM HERE. WE GO THE CLICK IT OR TICKET CAMPAIGN WAS INITIATED HERE IN MISSISSIPPI IS ONE OF THE EIGHT PILOT STATES WE THAT THEY DESPERATELY TRYING TO RAISE WHERE IT'S SO IMPORTANT. WE ARE SAVED. ALSO MISSISSIPPI THAT ON THAT ONLY FIFTY PERCENT USAGE RATE OF WORDS ONLY HALF THE PEOPLE DRIVER IN THE STATE OF MISSISSIPPI RND THAT OVER ON UTILIZING THE SAFETY BELT NOW IT'S UP TO OVER EIGHTY PERCENT OR COME A LONG WAY OVER THE PAST DECADE AND RAISING AWARENESS AND INCREASING THE KNOWLEDGE OF THE MOTORING PUBLIC OR THE SAFETY ASPECTS OF.</p> <p>["08:35:08 AM"] WEIRDNESS AND ALSO TO PAY A FOUR TIME TO HAVE ADDITIONAL TROOPERS AND LOCAL LAW ENFORCEMENT OUT ON THE ROADS AND HIGHWAYS SO IT'S AN INITIATIVE THAT USES BOTH THE MEDIA IS FOR THAT BUT CAMPAIGN AND A STRONG FORCE PRESENCE ALL ROADS AND HIGH. WAYS MEMORIAL DAY IS TYPICALLY THE KICK OFF FOR THE SUMMER TRAVEL SEASON SO WE TO EXPECT THE LAW OF TRAFFIC AND A LOT OF VOTERS ON THE ROAD TO GETTING A FRIDAY AND THROUGHOUT THE MEMORIAL BUT HOLIDAY SO WE LIKE A LOT OF EMPHASIS ON A PARTICULARLY AT THE KICK OFF FOR THE SUMMER TROUBLED CITIES. SO CLICK IT OR TICKET IS A STARTING THIS WEEKEND IS THE LIBERTIES OF ABOUT THAT HOPEFULLY EVERY WORD AND SEE A NEW WAY BUT THAT THERE WAS IF THERE WAS ANY DOUBT WE ALSO WERE MOVED BACK TO THE WAR. DRAIN IS WITH THE MISSING A DEPARTMENT OF PUBLIC SAFETY AND I APPRECIATE IT. THERE'S ALWAYS MORE.</p>			
	28. MAY 24 2013 9:00AM	MIDMORNING WITH AUNDREA	Nielsen Audience: 4,651	Calculated Ad Equivalency: \$92
CT		WCEB-CBS Television COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133		Calculated Publicity Value: \$460 30-Second Ad Equivalency: \$115
	<p>["09:00:52 AM"] BUCKLE UP OR FACE FINES. THAT'S THE MESSAGE FROM LAW ENFORCEMENT IN MISSISSIPPI. THE STATE'S "CLICK IT OR TICKET" CAMPAIGN IS UNDERWAY AND HIGHWAY PATROL TROOPERS, POLICE OFFICERS, AND SHERIFF'S DEPUTIES ARE MAKING SURE YOU'RE OBEYING THE SEATBELT LAW. ACCORDING TO THE DEPARTMENT OF PUBLIC SAFETY, FOR THE FIRST TIME IN MISSISSIPPI HISTORY, MORE THAN 75 PERCENT OF CITIZENS ARE USING A SEATBELT WHEN THEY GET INTO AN AUTOMOBILE. IN ADDITION, TRAFFIC INJURIES DROPPED LAST YEAR BY 8.</p>			
	29. MAY 24 2013 10:00PM	WTVA 10PM	Nielsen Audience: 31,783	Calculated Ad Equivalency: \$888
CT		WTVA-NBC Television COLUMBUS-TUPELO-WEST POINT, MS, MARKET RANK: 133		Calculated Publicity Value: \$4,848 30-Second Ad Equivalency: \$385
	<p>["10:01:11 PM"] THANKS FOR JOINING US FOR WTVA NEWS AT TEN. LOCAL LAW ENFORCEMENT IS STEPPING UP SECURITY OVER THIS MEMORIAL DAY WEEKEND. THANKS TO FEDERAL GRANT MONEY, AREA POLICE DEPARTMENTS ARE ASSIGNING EXTRA PATROLS TO STREETS AS PART OF THIS YEAR'S NATIONAL CLICK IT OR TICKET PROGRAM. OFFICERS WILL BE ON THE LOCKOUT FOR ANYONE DRIVING UNDER THE INFLUENCE, SEATBELTS, AND IMPROPERLY INSTALLED CHILD SEATS. THE TUPELO POLICE DEPARTMENT IS PREPARED FOR THE EXTRA CALLS. THE CLICK IT OR TICKET CAMPAIGN RUNS THROUGH JUNE SECOND. WITH MEMORIAL DAY WEEKEND, SUMMER IS HERE FOR MOST OF US. THE WEATHER IS THROWING SOME WRENCHES INTO SOME OF YOUR OUTDOOR PLANS THIS MEMORIAL DAY WEEKEND.</p>			
	30. MAY 24 2013 12:00PM	WDAM 12:00PM	Nielsen Audience: 12,618	Calculated Ad Equivalency: \$135
CT		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167		Calculated Publicity Value: \$675 30-Second Ad Equivalency: \$135
	<p>["12:00:58 PM"] PUBLIC SAFETY COMMISSIONER ALBERT SANTA CRUZ SAYS ALL AVAILABLE RESOURCES WILL BE IN FULL FORCE THIS WEEKEND TO ENCOURAGE DRIVERS TO OBEY THE RULES OF THE ROAD. MISSISSIPPI IS ALSO TAKING PART IN THE CLICK IT OR TICKET CAMPAIGN SO, AUTHORITIES SAY, BUCKLE UP OR YOU COULD FACE A FINE. THE SEARCH FOR A KILLER CONTINUES IN JEFFERSON COUNTY. AUTHORITIES SAY THE BODY OF 24- YEAR-OLD TRENCA COLLINS OF FAYETTE WAS DISCOVERED BEHIND EAST MOUNT OLIVE BAPTIST CHURCH LAST NIGHT.</p>			
	31. MAY 24 2013 5:00PM	WDAM 05:00PM	Nielsen Audience: 27,861	Calculated Ad Equivalency: \$282
CT		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167		Calculated Publicity Value: \$1,468 30-Second Ad Equivalency: \$325
	<p>["05:02:18 PM"] PUBLIC SAFETY COMMISSIONER ALBERT SANTA CRUZ SAYS ALL AVAILABLE RESOURCES WILL BE IN FULL FORCE THIS WEEKEND TO ENCOURAGE DRIVERS TO OBEY THE RULES OF THE ROAD. MORE THAN 250 ADDITIONAL TROOPERS WILL BE ON THE ROADS ENFORCING THE LAWS THIS WEEKEND. MISSISSIPPI IS AGAIN TAKING PART IN THE CLICK IT OR TICKET CAMPAIGN. AUTHORITIES SAY, BUCKLE UP OR YOU COULD FACE A FINE. THE HOLIDAY PERIOD WILL LAST UNTIL LATE MONDAY NIGHT.</p>			
	32. MAY 24 2013 6:00PM	WDAM 06:00PM	Nielsen Audience: 35,439	Calculated Ad Equivalency: \$4,847
CT		WDAM-NBC Television HATTIESBURG-LAUREL, MS, MARKET RANK: 167		Calculated Publicity Value: \$24,235 30-Second Ad Equivalency: \$525
	<p>["06:26:41 PM"] THE 76- HOUR HOLIDAY PERIOD WILL LAST UNTIL LATE MONDAY NIGHT. PUBLIC SAFETY COMMISSIONER ALBERT SANTA CRUZ SAYS ALL AVAILABLE RESOURCES WILL BE IN FULL FORCE THIS WEEKEND TO ENCOURAGE DRIVERS TO OBEY THE RULES OF THE ROAD. ONCE AGAIN, MISSISSIPPI IS TAKING PART IN THE CLICK IT OR TICKET CAMPAIGN SO, AUTHORITIES SAY, BUCKLE UP OR YOU COULD FACE A FINE. GET MORE NEWS ON WDAM-DOT-COM. THANKS FOR WATCHING WHEEL OF FORTUNE!</p>			
	33. MAY 25 2013 6:00PM	WLOX 06:00PM	Nielsen Audience: 19,107	Calculated Ad Equivalency: \$217
CT		WLOX-ABC Television BILOXI-GULFPORT, MS, MARKET RANK: 160		Calculated Publicity Value: \$1,085 30-Second Ad Equivalency: \$225
	<p>["06:04:09 PM"] WHILE YOU ARE OUT ENJOYING THE MEMORIAL DAY FUN THIS WEEKEND, LAW ENFORCEMENT AGENCIES WILL BE OUT TOO. THEY'LL BE WORKING OVERTIME TO MAKE SURE EVERYONE IS SAFE. PASCAGOULA POLICE STARTED THEIR CLICK IT OR TICKET CAMPAIGN ON MONDAY. SINCE THEN, THEY HAVE ALREADY GIVEN OUT MORE THAN 150 TICKETS. THEY'VE MOSTLY BEEN FOR PEOPLE NOT WEARING THEIR SEAT BELTS, OR FOR IMPROPER CHILD RESTRAINTS. SERGEANT DOUG ADAMS SAYS AUTHORITIES WON'T JUST BE LOOKING FOR SEAT BELT VIOLATIONS, THEY'LL ALSO BE LOOKING FOR IMPAIRED DRIVERS ON LAND OR ON WATER.</p>			

- 34. MAY 27 2013 5:00AM WAPT 5p News** Nielsen Audience: 10,977 Calculated Ad Equivalency: \$56
CT Calculated Publicity Value: \$260
WAPT-ABC Television JACKSON, MS, MARKET RANK: 93 30-Second Ad Equivalency: \$65
 [**05:04:29 PM**] HE WAS LAST SEEN WEARING PRISON- ISSUE GREEN AND WHITE STRIPED PANTS, AND, A WHITE SHIRT WITH "M-DOC CONVICT" PRINTED ON THE BACK. TONEY WAS SERVING A SEVEN-AND-A-HALF YEAR SENTENCE FOR COCAINE POSSESSION. WE HAVE AN UPDATE FROM THE MISSISSIPPI HIGHWAY PATROL. ON ITS "CLICK IT OR TICKET" CAMPAIGN. MHP REPORTS, THREE FATALITIES ON STATE ROADWAYS SINCE THE MEMORIAL DAY HOLIDAY PERIOD BEGAN ON FRIDAY. TROOPERS REPORT OVER 130 DUI ARRESTS.
- 35. MAY 27 2013 5:30AM WAPT 5:30AM News** Nielsen Audience: 14,815 Calculated Ad Equivalency: \$54
CT Calculated Publicity Value: \$270
WAPT-ABC Television JACKSON, MS, MARKET RANK: 93 30-Second Ad Equivalency: \$65
 [**05:38:32 AM**] HERE'S A LIVE LOOK AT I-55 FROM OUR RIDGELAND SKYCAM. MHP CONTINUES ITS HOLIDAY CRACKDOWN TODAY. MHP SAYS MORE THAN 250 EXTRA PATROLS WERE OUT OVER THE WEEKEND AS PART OF ITS "CLICK IT OR TICKET" CAMPAIGN. TODAY, ONE RESTAURANT CHAIN IS SERVING FREE HAMBURGERS TO SERVICE MEMBERS. SHONEY'S SAYS IT WILL SERVE ITS "ALL AMERICAN BURGER" TODAY FOR FREE TO ALL VETERANS AND ACTIVE DUTY SERVICE MEMBERS.
- 36. MAY 27 2013 6:30AM WAPT 6AM News** Nielsen Audience: 25,014 Calculated Ad Equivalency: \$114
CT Calculated Publicity Value: \$570
WAPT-ABC Television JACKSON, MS, MARKET RANK: 93 30-Second Ad Equivalency: \$110
 [**06:34:59 AM**] HERE'S A LIVE LOOK AT I-55 FROM OUR RIDGELAND SKYCAM. MHP CONTINUES ITS HOLIDAY CRACKDOWN TODAY. MHP SAYS MORE THAN 250 EXTRA PATROLS MHP SAYS MORE THAN 250 EXTRA PATROLS WERE OUT OVER THE WEEKEND AS PART OF ITS "CLICK IT OR TICKET" CAMPAIGN. TODAY, ONE RESTAURANT CHAIN IS SERVING FREE HAMBURGERS TO SERVICE MEMBERS. SHONEY'S SAYS IT WILL SERVE ITS "ALL AMERICAN BURGER" TODAY FOR FREE TO ALL VETERANS AND ACTIVE DUTY SERVICE MEMBERS.
- 37. MAY 27 2013 6:30AM WAPT 6AM News** Nielsen Audience: 25,014 Calculated Ad Equivalency: \$95
CT Calculated Publicity Value: \$475
WAPT-ABC Television JACKSON, MS, MARKET RANK: 93 30-Second Ad Equivalency: \$110
 [**06:53:34 AM**] THEYRE CONDUCTING RANDOM CHECKS TO MAKE SURE BOATERS ARE ABIDING BY THE RULES. WILDLIFE OFFICIALS SAY INEXPERIENCE THE HEAT AND ALCOHOL ARE A RECIPE FOR A DEADLY DISASTER. AND MHP STILL ON OPERATION **CLICK IT OR TICKET** THIS MEMORIAL DAY. HERE'S A LIVE LOOK OUTSIDE ON OUR HILTON RIDGELAND SKYCAM. SKYCAM.
- 38. MAY 27 2013 4:30AM WAPT 16 News at 4:30am** Nielsen Audience: N/A
CT
WDBD-FOX Television , MARKET RANK: N/A
 [**04:35:25 AM**] MHP SAYS MORE THAN 250 EXTRA PATROLS WERE OUT OVER THE WEEKEND AS PART OF ITS "CLICK IT OR TICKET" CAMPAIGN. TODAY, ONE RESTAURANT CHAIN IS SERVING FREE HAMBURGERS TO SERVICE MEMBERS. SHONEY'S SAYS IT WILL SERVE ITS "ALL AMERICAN BURGER" TODAY FOR FREE TO ALL VETERANS AND ACTIVE DUTY SERVICE MEMBERS.

Report Generated: 2013/07/02 11:32:19.689 (CT)
 Total Story Count: 38
 Total Nielsen Audience: 688,713
 Total 30-Second Ad Equivalency: \$8,180
 Total Calculated Ad Equivalency: \$20,675
 Total Calculated Publicity Value: \$103,350

NEWS STORY SAMPLES:

The following pages include the stories/news clips from May, 2013, from the Click It or Ticket Memorial Day campaign:

MAGNOLIA

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PICAYUNE ITEM

PICAYUNE, MS

Circulation = 6083

DAILY

05/17/2013



Click it or ticket: Cop's eyes on you

Special to the Item

Memorial Day weekend is right around the corner and the Picayune Police Department's patrol officers will be on the look out for seat belt violations.

The department will be taking part in the national "Click It or Ticket" seat belt enforcement mobilization.

This means that they will be cracking down on motorists not wearing a seat

belt.

"As we kick off the busy summer driving season it's important that everyone buckles up every time they go out, day and night, no excuses," Chief Bryan Dawsey said. "Our officers are prepared to ticket anyone not wearing a seat belt."

"Seat belts save thousands of lives every year," he said, "Far too many motorists are still not buckling up, especially at night, when the risk

of a crash is greater."

Fifty-two percent of the 21,253 passengers killed in vehicle accidents in 2011 were not wearing a seat belt at the time of the crash, according to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA).

Sixty-two percent of 10,135 passengers killed in accidents that occurred during overnight hours were not

wearing a seat belt at the time of the crash, according to the NHTSA.

"We want everyone to have a safe summer," Dawsey said. "That requires an important step on the part of motorists, clicking that seat belt."

Seat belts saved an estimated 11,949 lives in 2011, according to the NHTSA.

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MERIDIAN STAR

MERIDIAN, MS

Circulation = 20531

DAILY

05/16/2013



Buckle up

By Brian Livingston

blivingston@themeridianstar.com

Teresa Radcliffe's young daughter is a student at Clarkdale. The student has seen four of her schoolmates die in the past several months from injuries suffered in car accidents.

"Clarkdale is a small school and everyone knows everyone," Radcliffe said. "These tragedies affect the other students as well."

Radcliffe is the grant coordinator for the Meridian Police Department who each year spearheads the efforts of law enforcement agencies to make sure everyone in a vehicle is buckled in. This year's Click It or Ticket campaign begins Monday, May 20 and will continue through the Memorial Day holiday.

It is no secret that seat belts save thousands of lives each year. But what is a mystery to law enforcement personnel, is why people refuse to utilize the proven safety harness.

"As we kick off the busy summer driving season it is important that everyone buckles up every time they go out, both day and night," said Greg Crain,

See **BUCKLE** on page A2

BUCKLE from page A1

Mississippi Highway Patrol Troop H law enforcement liaison. "We want everyone to have a safe summer but it requires everyone clicking that seat belt securely."

According to the National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing a seat belt.

Radcliffe zeroed in on traffic fatalities in East Mississippi when she noted in 2010 there were 13 deaths, in 2011, 12 deaths, and 2012, 16 deaths for a total of 41 throughout the period. Of those, 35 deaths were attributed in part to the victim being unrestrained or not wearing a seat belt at the time of the accident. Radcliffe further noted that 18 of those deaths through the three year period were victims between the ages of 15



Brian Livingston / The Meridian Star

Greg Crain, who is the Troop H Law Enforcement Liaison, announces the upcoming Click It or Ticket campaign by law enforcement to enforce seat belt usage in the area. Crain is flanked by members of area law enforcement agencies who are taking part in the Memorial Day holiday safety initiative.

and 34.

All law enforcement agencies enforce seat belt laws year round. But during these safety initiatives the focus is ramped up with increased law

enforcement presence on the roadways and impromptu safety checkpoints.

"Seat belts save lives," said Crain. "But far too many people don't wear

them. We have to change that."

NHTSA said in 2011 alone, almost 12,000 people survived a crash because they were wearing safety belts.

MAGNOLIA
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(601) 856-0911
TUNICA TIMES
TUNICA, MS
Circulation = 2049
WEEKLY
05/17/2013



Holiday blitz planned

269
SPECIAL TO THE TIMES

In a press release on May 15, Sheriff K.C. Hamp announced that the Tunica County Sheriff's Office will be participating in the Click it or Ticket campaign May 20 through June 2, 2013.

Patrol presence will be heightened in the area during the Memorial Day weekend. Deputies will set up various checkpoints and saturations throughout the county.

"Click it or Ticket" is a national event which is geared toward ticketing those who fail to use seat belts. Hamp stressed that the main goal is to promote seat belt usage, a very effective safety feature that has helped save thousands of lives. Agencies worldwide will participate in this campaign. By maintaining "Click it or Ticket" awareness, seat belt fatalities will be reduced tremendously on America's roadways.

As always, Hamp encouraged citizens to buckle up and be safe at all times.

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(601) 856-0911
CLARION LEDGER
JACKSON, MS
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DAILY
05/25/2013



MISS. BRIEFS

Extra troopers on roads for holiday

269
JACKSON — The Mississippi Highway Safety Patrol will be stepping up enforcement with an additional 252 troopers on the road for the Memorial Day holiday weekend.

Public Safety Commissioner Albert Santa Cruz said in a news release that the Highway Patrol will have all available resources out this weekend.

The Highway Patrol will use about \$93,000 in federal grants for the extra patrol during the holiday period, which ends at midnight Monday.

The patrol said there were no fatal crashes investigated by troopers over the period last year and officials are hoping for a repeat.

MAGNOLIA
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(601) 856-0911
NEW ALBANY GAZETTE
NEW ALBANY, MS
Circulation = 5923
WEEKLY
05/17/2013



NAPD begins 'Click it or Ticket' campaign May 20

269
The New Albany Police Department will once again be out in force over the next two weeks, participating in the national "Click it or Ticket" campaign.

Spokespersons for the department said it has once again received funding from the Department of Public Safety Office of Highway Safety to participate in the campaign, from May 20 to June 2, allowing for additional officers on all shifts over the two-week period.

Law enforcement agencies remind motorists to 'Click it or Ticket'

By Mark Rogers
Managing Editor

Area law enforcement agencies are hoping for a safe summer driving season.

With summer's first long holiday weekend just a week away, traffic safety enforcement will be stepped up locally as well as nationally.

Click it or Ticket focuses on seat belt usage, according to Columbia Police Department Staff Sgt. Justin

McKenna.

"In 1993, Mississippi had 813 fatalities and 53 percent seatbelt usage," he said. "Over the years, Click it or Ticket has helped increase seatbelt usage and save lives. In 2012, Mississippi had 582 fatalities and seatbelt usage had increased to 81 percent. That's a tremendous drop."

According to the National Highway Traffic Safety Administration (NHTSA), Click it or Ticket Page 2



Click it or Ticket will be a multi-agency operation. Locally, the Mississippi Department of Transportation, Columbia Police Department, Marion County Sheriff's Office and Mississippi Highway Patrol will be participating.

Photo by Mark Rogers

Ticket

Continued from page 1

or Ticket, hopes by targeting young drivers. Former DOT Secretary Virginia Y. Malm launched the largest-ever seatbelt campaign in 2005.

More than 12,000 law enforcement agencies have participated in the program in all 50 states since then.

"The facts show that increased seatbelt usage has decreased fatalities," McKenna said. "It proves that it is working."

In 2011, 35,318 people died in traffic accidents in the U.S. In 2009, 45,518 died in motor vehicle crashes. The amount of fatalities has steadily decreased since 1993, according to NHTSA statistics.

Fatalities on Mississippi roadways decreased from 641 in 2010 and 638 in 2011 to 582 in 2012.

Columbia Police

Department Chief Clint McMurry said the program to educate drivers is working.

"There's a direct correlation between the seatbelt usage rate and the fatality rate," he said. "It's not just about enforcement, it's about awareness."

McMurry said CPD officers will be out on area roadways working to maintain safety during the enforcement period.

"We'll have roadside safety checkpoints across the city," he said. "We'll have extra officers on patrol. We'll be working with the Marion County Sheriff's Office and other agencies. It's more than issuing citations, it's about raising awareness."

In Marion County, statistics show 11 fatalities in 2017, eight in 2008, six in

2009, nine in 2011 and 14 in 2011, the last year that NHTSA statistics were available. In 2013, the fatality rate was among the highest in the state when figured against the population. The rate was 32.23 fatalities per 100,000 population. Only Sharkey County (51.12 per 100,000) and Pontalco County (54.91 per 100,000) ranked higher. The state average was 21.13 fatalities per 100,000 population, according to NHTSA. The U.S. median rate was 17.02 fatalities per 100,000 population.

Marion County Sheriff (Lesley Hall) added that his department is also working hard to lower the rates.

"We're fortunate enough to have DUS officers and overtime funded by grants to help," he said. Another factor is that they finally got some

tools in the seatbelt law."

Hall said he had heard all types of excuses as to why people weren't wearing seatbelts.

"I've worked on the substance as been a part of law enforcement for more than 18 years," he said. "There was only one time when not wearing a seatbelt might have been an advantage. In 99.9 percent of the cases, a seatbelt's going to save you."

Hall said several factors were helping to lower the fatality rate in the state.

"Airbags are a big part of it," he said. "Although in the newer model cars really help. The combination of safety seats, people wearing seatbelts and stepped up enforcement is making a difference."

The Click it or Ticket enforcement period begins Saturday and ends June 2. ■

MAGNOLIA

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RANKIN CO NEWS

BRANDON, MS

Circulation = 8216

WEEKLY

05/15/2013



Flowood P.D. launching 'Click it or Ticket' campaign

²⁶⁹
FLOWOOD - The national 2013 Click It or Ticket seat belt enforcement mobilization kicks off May 20 - June 2 to help save lives by cracking down on those who don't buckle up.

The Flowood Police Department is joining with other state and local law enforcement officers and highway safety advocates across the country to help save lives by enforcing seat belt laws.

While this is a stepped-up enforcement period motorists should know that officers are out enforcing seat belt laws year-round. Extra officers will be out working overtime which is funded by a federal grant.

According to the U.S. Department of Transportation's National Highway Safety Administration, 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt non-use are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6:00 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.

Seat belts save thousands of lives every year, but far too many motorists still are not buckling up, especially at night when the risk of getting in a crash is even greater, said Flowood Captain David Gammill. "Our goal is to save more lives, so the Flowood Police Department will be out enforcing seat belt laws around the

clock."

In 2011, seat belts saved an estimated 11,949 lives nationwide according to NHTSA.

Younger motorists and men are particularly at risk. NHTSA data shows that among teen and young adult passenger vehicle occupants in 2010 age 18-34, who were killed in motor vehicle traffic crashes, 62 percent were not buckled up at the time of the crash - the highest percentage of any age group. The number jumps to 66 percent when just men in this age group are included.

Research has shown that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front seat passenger car occupants by 45 percent and 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.

Seat belts are 80 percent effective in reducing fatalities in light truck (including sport utility vehicles) during rollover crashes. They also help prevent individuals from being totally ejected during a crash, thus reducing the risk of a fatal injury.

Regular seat belt use is the single most effective way to protect people and reduce motor vehicle crash fatalities. High visibility enforcement is effective at getting people to buckle up. Wearing your seat belt is easy and cost you nothing. Not wearing it might cost you a ticket, or worse your life. The Flowood Police Department urges everyone to please be safe and buckle up day and night.

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DAILY JOURNAL

TUPELO, MS

Circulation = 34322

DAILY

05/18/2013



Seat belt campaign starts Monday

²⁶⁹
BY JB CLARK
DAILY JOURNAL

FULTON - Mississippi law enforcement officers begin a campaign to increase seat belt use Monday.

The Mississippi Click It or Ticket campaign is an annual event from Tuesday to June 2 that aims to drive traffic accident fatalities down by increasing the number of people wearing seat belts in motor vehicles.

"It's not about writing tickets as much as it is about changing behavior and getting people to start wearing set belts so we can keep

our people alive," said Office of Highway Safety Liaison and Sherman Police Chief Joel Spellins at the campaign's annual kickoff lunch in Fulton. "Seat belt usage has increased and our death rate is going down every year because of that."

The Mississippi Office of Highway Safety reported 71.3 percent of Mississippians surveyed reported wearing seat belts in 2008 and that number went up by 10 percent by 2011.

In that same time period, the number of traffic fatalities dropped from 783 to 630, or 19.5 percent.

FATAL STATISTICS

STATEWIDE, for children ages 10 to 14, 85 percent killed in traffic crashes weren't wearing seat belts.

Statewide, for teens ages 15 to 19, 81 percent killed in traffic crashes were not wearing their seat belts.

Lee County Coroner Carolyn Green said she would estimate 90 percent of Lee County's traffic fatalities are people who weren't wearing seat belts.

"The majority of fatalities that are in fatal car crashes are ejected, and those don't happen

when you wear a seat belt," Green said.

In Lee County, seat belt usage is estimated at 7.48 percent lower than the state average, according to the Office of Highway Safety.

The department also reports seat belts will save money in addition to lives. Each year, car crashes cost the state an estimated \$2.5 billion.

"I know seat belt violations aren't popular tickets to write but it's got to be done," Spellins said. "We're losing way too many of our people up here in north Mississippi."

bit.ly/10evvzr



Ryan Estep, who was paralyzed from the waist down as a high schooler after wrecking while not wearing a seat belt, shares his story Tuesday during a Click It or Ticket press conference outside the B.B. King Museum. Police are increasing patrols through Memorial Day.

The price of not wearing a seat belt

By **BRITTANY DAVIN**
Staff Reporter

He was just a senior in high school when it happened. Ryan Estep was leaving football practice with a friend in his hometown of Phenix, Miss., when his mom called and asked him to stop for the day.

"We were only traveling 45 mph," Estep said Tuesday during a visit to Jackson. "But, of course, as seniors in high school we thought we were too cool to have an car seat belt."

Suddenly, a tree came off the vehicle, causing the car to flip over and crash into a ditch.

Neither him nor the passenger had a single visible scratch on them. However, Estep's head hit just enough to damage his vertebrae.

"I wasn't handling situations or anything, so I knew certainly that I wasn't going to be able to move my legs again. That I had an eye-out left. I wouldn't be in a chair today," Estep, now 25, said as he shared his story to warn others about the danger of not wearing the safety harness during the state of Miss. "Click It or Ticket" campaign.

The Mississippi Office of Highway Safety held a press conference Tuesday outside the B.B. King Museum to highlight the national effort to promote seat belts.

Law enforcement officials said they plan to boost in full force to ensure that drivers and passengers on the roadways are buckled up.

"These people think we're immune to it. We don't see lives," Trooper Troy Dunn said during the event.

Dunn also discussed the importance of seat belt use.

"The statistics are clear: year after year, that seat belts save lives. It's vitally important that motorists wear them at all times, day or night," he said. "All law enforcement officials are at a heightened level to enforce seat belt laws now through the Memorial Day



Mississippi Highway Patrolman Troy Dunn warns people to wear their seat belts during a press conference Tuesday at the B.B. King Museum.

2011 U.S. traffic fatalities: 27,200
Percentage not wearing seat belts: 32 percent
2011 Mississippi traffic fatalities: 582
Percentage not wearing seat belts: 42.5 percent

Source: U.S. Department of Transportation, National Highway Traffic Safety Administration

holiday which is one of the peak travel times of the year for making all Mississippians to please buckle up, and to show their appreciation to the men and women in law enforcement who work to keep us safe every day."

Jacksonville Police Chief Richard O'Brien also spoke during the event.

"The Jacksonville Police Department will participate in the campaign in conjunction with the Duval County Sheriff's Department and other agencies along U.S. 90," he said.

O'Brien also said that any Duval County resident who stops assistance

installing a child safety seat can stay by the police station where there are two certified officers on staff.

Clarendon County Executive Bob Dinkins noted the effectiveness of the campaign over the years.

"Before we started this in the early '90s, only about 34 percent of motorists were wearing their seat belt. Today it's 85 percent," Dinkins said.

Trooper Ed Wilson of Missouri Against Crime also encouraged patrons to support the campaign by reminding their congregation to buckle up after every time they get into a vehicle.

"We're not getting any warnings during the campaign, and we plan to steady

within the next few days" said FBI officer Jonathan Johnson of the Jackson Police Department.

Jacksonville Officer Marvin Green said a seat belt violation is what often leads officers to finding other violations, such as no driver's license, DLJ or warrants.

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General News

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Mississippi Office of Highway Safety launches Click It or Ticket Campaign to boost seat belt use

The Mississippi Office of Highway Safety (MOHS) held a press conference May 17 launching its "Click It or Ticket" Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

The press conference, held at the Mississippi Agricultural & Forestry Museum, highlighted the need for motorists to buckle up as law enforcement officials will be out in full force now through the Memorial Day holiday (thru June 2nd) to ensure that drivers and passengers on the roadways are buckled.

Speakers at the press conference included the Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas; Hinds County Sheriff Tyrone Lewis and Ryan Estep, a victim advocate for seat belt use. In

addition, representatives from the Mississippi Highway Patrol, other local law enforcement officers, the Blair E. Batson Hospital for Children, Ministers Against Crime, DREAM and other state and community organizations were at the event to show their support for the campaign.

DPS Commissioner Albert Santa Cruz talked about the importance of seat belt use at the press conference saying, "The statistics are clear, year after year, that seat belts save lives. Last year in Mississippi there were 582 traffic fatalities. Of those 582 fatalities, 302 of them were either unrestrained drivers or unrestrained passengers. All of these people had families, friends and co-workers who have felt their loss and it's clear that seat belts could have prevented that loss. It's vitally important that

motorists wear them at all times, day or night. All law enforcement officials are at a heightened level to enforce seat belt laws now through



the Memorial Day holiday which is one of the peak travel times of the year. I'm asking all Mississippians to please buckle up, and to also offer their appreciation to

the men and women in law enforcement who work to keep us safer every day."

The MOHS "Click It or Ticket" campaign is part of a national effort during this Memorial Day holiday period to make sure drivers are wearing seat belts at all times behind the wheel. According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.



MEMORIAL DAY

3 killed in holiday weekend accidents

By **Therese Apel**
tapel@jackson.gannett.com

Three people were killed over the holiday weekend on the Magnolia State's highways and interstates, according to the Mississippi Highway Patrol, and none of them was wearing a seat belt.

Ellen Fitch, 58, of Hattiesburg was killed when her 2007 Suzuki caught fire at 2:28 a.m. Saturday on I-59 at the 49-mile marker in Lamar County. Fitch's car collided with the rear of a 2002 Dodge, causing both vehicles to run off the east side of the interstate, each hitting several trees.

The driver of the Dodge, Stephan Hall, 26, of Picayune, was not injured.

Joseph E. Waltman, 24, was killed around 12:24 a.m. Saturday when the vehicle in which he was a passenger appears to have run off the right edge of the roadway, causing the driver, 17-year-old Joshua Waltman, to overcorrect and hit several trees. The vehicle was headed north on Mississippi 613 near Cook Corner in George County.

Joshua Waltman sustained no injuries. Brad Waltman, 44, another passenger, was only moderately injured. None of the

three, all from Lucedale, was wearing a seat belt.

Thomas B. Pugh, 51, of Batesville was killed at 7:27 p.m. Sunday as he headed west on Mississippi 322 near Yarborough Road. Troopers said it appears he lost control of his 2013 Harley Davidson motorcycle when it ran off the highway.

Last year, there were no fatalities investigated by the Highway Patrol during the Memorial Day holiday weekend; in 2011, there were nine.

"We always hate to have any fatalities, and we feel blessed when we have any holiday with none, but we are prepared

for them," said Staff Sgt. Rusty Boyd. "Any time you mix people and vehicles and holidays, you run that risk."

Highway Patrol officials said they are as serious as ever about issuing tickets for seat belt violations.

"We've got Click It or Ticket going which puts two extra men out there every day, specifically checking for seat belt and child-restraint usage. That's really important, as the biggest part of our fatalities are people being ejected," Boyd said. "Chances that you'll be killed are far greater when you don't stay in the

seat."
Troopers racked up 780 seat belt violations statewide, with another 113 improper child restraint citations. The New Albany district had the most seat belt violations, with 194, and the Starkville district had the most child restraint citations, at 27. Jackson's Troop C had the least citations for improper child restraint, with only three.

Overall, troopers investigated 129 collisions, three of which were alcohol-related. There were 42 injuries statewide.

Troopers issued a grand total of 7,380 citations over the holiday,

which stretched from 6 p.m. Friday through Tuesday at midnight. Of those, 177 were for driving under the influence.

Thirty-nine of those DUIs were issued in Batesville's Troop E, followed by 34 in the Greenwood district. The New Albany and Biloxi districts both had 20 DUIs apiece, and the Starkville district had 18.

There were five drug arrests, one each in the Batesville, New Albany, Starkville, Hattiesburg and Brookhaven districts.

To contact Therese Apel, call (601) 961-7236, or follow @TRex21 on Twitter.

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Florence police to stress Click It or Ticket campaign

In 2010, 22, 187 passenger vehicle occupants nationwide were killed in motor vehicle crashes, according to NHTSA, and 51 percent of them were not wearing seat belts at the time of their fatal crashes.

NHTSA data shows that among teen and young adult passenger vehicle occupants in 2010, ages 18-34 who were killed in motor vehicle accidents, 62 percent were not buckled up at the time of the accident. NHTSA statistics show that in 2010 alone, seat belts saved an estimated 12,546 lives nationwide.

The Florence Police Department, along with other law enforcement agencies, will be out in full force conducting check points and saturation patrols during the "Click It or Ticket" enforcement mobilization May 20 through June 2, 2013. Tickets will be issued to anyone not buckled up. Please buckle up and drive safely.

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Click It or Ticket campaign underway

From staff reports

Local motorists may notice an increase in police patrol cars in the coming weeks, thanks to the Click It or Ticket traffic safety campaign. The campaign is meant to remind citizens of the importance of wearing a safety belt while driving, and also of having any minors in the appropriate child restraints, whether that is a car seat, booster seat, or just a seat belt.

Law enforcement officials will be out in full force through the Memorial Day holiday to ensure that drivers and passengers on the roadways are buckled.

"The statistics are clear, year after year, that seat belts save lives," said DPS Commissioner Albert Santa Cruz. "Last year in Mississippi there were 582 traffic fatalities. Of those 582 fatalities, 302 of them

were either unrestrained drivers or unrestrained passengers. All of these people had families, friends and co-workers who have felt their loss and it's clear that seat belts could have prevented that loss. I'm asking all Mississippians to please buckle up, and to also offer their appreciation to the men and women in law enforcement who work to keep us safer every day."

The MOHS "Click It or Ticket" campaign is part of a national effort during this Memorial Day holiday period to make sure drivers are wearing seat belts at all times behind the wheel. According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash.

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Mississippi launches Click-It-or-Ticket effort

269
Today, the Mississippi Office of Highway Safety (MOHS) held a press conference launching its "Click It or Ticket" Memorial Day Campaign as part of a high-visibility effort to boost seat belt use—day and night.

The press conference, held at the Mississippi Agricultural & Forestry Museum, highlighted the need for motorists to buckle up as law enforcement officials will be out in full force now through the Memorial Day holiday (through June 2) to ensure that drivers and passengers on the roadways are buckled.

Speakers at the press

conference included the Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas; Hinds County Sheriff Tyrone Lewis and Ryan Estep, a victim advocate for seat belt use. In addition, representatives from the Mississippi Highway Patrol, other local law enforcement officers, the Blair E. Batson Hospital for Children, Ministers Against Crime, DREAM and other state and community organizations were at the event to show their support for the campaign.

DPS Commissioner Albert Santa Cruz talked about the importance of seat belt use at the press conference saying, "The statistics are clear, year after year, that seat belts save lives. Last year in Mississippi there were 582 traffic fatalities. Of those 582 fatalities, 302 of them were either unrestrained drivers or unrestrained passengers. All of these people had families, friends and co-workers who have felt their loss and it's clear that seat belts could have prevented that loss. It's vitally important that motorists wear them at all times,

day or night. All law enforcement officials are at a heightened level to enforce seat belt laws now through the Memorial Day holiday which is one of the peak travel times of the year. I'm asking all Mississippians to please buckle up, and to also offer their appreciation to the men and women in law enforcement who work to keep us safer every day."

The MOHS "Click It or Ticket" campaign is part of a national effort during this Memorial Day holiday period to make sure drivers are wearing seat belts at all times behind the wheel.

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. Deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.



'Click It or Ticket' seatbelt campaign underway

BY REGGIE ROSS
STAFF WRITER

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Motorists can expect to see extra law enforcement patrols over the roads for the next few weeks in conjunction with a busy Memorial Day weekend in Carroll and Montgomery counties.

The "Click it or Ticket" Memorial Day campaign started Monday, May 20 and will continue through Memorial Day, but law enforcement wants it to continue past the holiday. The mission of the "Click it or Ticket" campaign is to get Mississippians to buckle up or face a hefty fine.

"They have a choice, click it or ticket; it's just that simple," Vaiden Patrolman Donna Brooks said.

Law enforcement throughout the state are coordinating efforts to make this campaign a successful one in Mississippi.

Officials say the number of deaths have decreased since Mississippi passed the seatbelt law in 2006.

Although numbers are

down, a significant number of people refuse to buckle up.

Sheriff's deputies and policemen in Carroll and Montgomery Counties will be on the lookout as the annual "Click or Ticket" campaign begins this week.

"We'll be beefing up patrol for much of the week as drivers are likely to hit the streets for Memorial Day," said Winona Police Chief Johnny Hargrove. "We'll have our DUI man out, and drivers need to be aware that if you drink and drive you will be caught."

Hargrove said check points will also be likely as the campaign continues.

For the Winona Police Department, additional officers have already begun to crack down on speeding throughout the town. Hargrove said with Memorial Day and high school graduations headlining the weekend, he advises motorists to use caution during the holiday.

Deputy Roshawn Daniels, DUI officer for

the Montgomery County Sheriff's Department, said that in 2012, there were 582 fatalities on Mississippi's roadways. Of that, 302 were not wearing a seatbelt.

"Click It or Ticket' is not about writing seatbelt tickets; it is about saving lives," Daniels said.

Daniels also reminds parents to have children buckled up in the appropriate child restraint.

In Mississippi, child restraint laws require children under the age of four to be in a child restraint seat. For those ages four to six and under 4'9" tall and 65 pounds, they must sit in a booster seat.

National recommendations for child safety seats are that children under one year old sit in a rear-facing child seat. From one until three-years-old, they must sit in a rear-facing seat until it is outgrown and then in a forward-facing seat with harness. For ages four to seven years old, a forward-facing seat until the seat is outgrown is recommended, then a booster seat. For those

eight through 12-years-old, they should stay in the booster seat until the child outgrows it, and then in the seat with a seatbelt.

According to Mississippi Highway Safety officials, the average person in Mississippi is more than 3.5 times more likely to die not wearing their seat belt

than the average American. The state is looking to change that.

The annual two week "Click It or Ticket" crackdown has resulted in more than three million seatbelt citations over the past five years across the country.

According to the National Highway Traffic Safety Administration,

younger motorist and men are particularly at risk.

Data shows that among teen and young adult passenger vehicle occupants in 2010, ages 18-34, who were killed in motor vehicle traffic crashes, 62 percent were not buckled up at the time of the crash - the highest of any age group.

Quotes

Continued from Pg. 4A

the main stage area from Main Street to Toulme along with two blocks of Second Street.

There will be all types of artists displaying their works - many are locals or from the surrounding areas.

This is the time of year when there is a lot of travel

across our nation, due to Memorial Day, as well as schools closing for the summer months.

With the increase of travel on our highways, law enforcement agencies are now in the process of their "Click It or Ticket to Boost Seat Belt Use Day and Night" campaign through June 2.

One of the reasons for the safety program is because it is the kick-off for the travel season, but really, drivers and their passengers should always

wear seat belts.

There are far too many fatalities in traffic accidents where a driver or passenger is thrown from a vehicle.

According to the National Highway Traffic Safety Administration, 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. As noted, deaths involving seat belt nonuse are more prevalent at night than during daytime. Some 62 per-

cent of the 10,135 passenger vehicle occupants killed during the overnight hours of 6 p.m. to 5:59 a.m., were not wearing their seat belts at the time of the crash.

So, really it is not the hour or time of year you travel in a motor vehicle, you need to always wear a seat belt.



'Click it or Ticket' begins

By **BRIGGS BORN**
Staff Writer

Motorists can expect to see extra law enforcement patrols over the roads for the next few weeks in conjunction with a busy Memorial Day weekend in Carroll and Montgomery counties.

The "Click it or Ticket" Memorial Day campaign started Monday, May 20 and will continue through Memorial Day, but law enforcement wants it to continue past the holiday. The mission of the "Click it or Ticket" campaign is to get Mississippians to buckle up in face a hefty fine.

"They have a choice, click it or ticket; it's just that simple," Warden Patrolman Donna Brooks said.

Law enforcement throughout the state are coordinating efforts to make this campaign a successful one in Mississippi.

Officials say the number of deaths have decreased since Mississippi passed the seat-belt law in 2006.

Although numbers are down, a significant number of people refuse to buckle up.

Sheriff's deputies and policemen in

See **TICKET**, Page 4

Ticket

Continued from page 1

Carroll and Montgomery Counties will be on the lookout at the annual "Click it or Ticket" campaign begins this week.

"We'll be backing up patrol for much of the week as drivers are likely to hit the streets for Memorial Day," said Wadena Police Chief Johnny Hargrove. "We'll have our DUI man out, and drivers need to be aware that if you drink and drive you will be caught."

Hargrove said check points will also be likely as the campaign continues.

For the Wadena Police Department, additional officers have already begun to crack down on speeding throughout the town. Hargrove said with Memorial Day and high school graduations heading the weekend, he advises motorists to use caution during the holiday.

Deputy Warden Daniel Daniels, DUI officer for the Montgomery County Sheriff's Department, said

that in 2012, there were 382 fatalities on Mississippi's roadways. Of that, 362 were not wearing a seatbelt.

"Click it or Ticket" is not about writing seatbelt tickets; it is about saving lives," Daniels said.

Daniels also reminds parents to have children buckled up in the appropriate child restraint.

In Mississippi, child restraint laws require children under the age of four to be in a child restraint seat. For those ages four to six and under 4'9" tall and 65 pounds, they must sit in a booster seat.

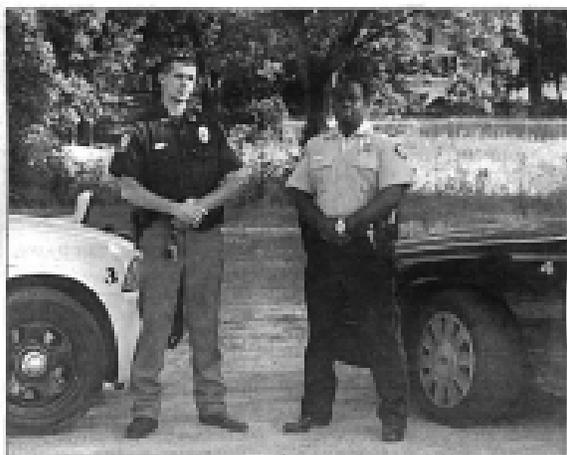
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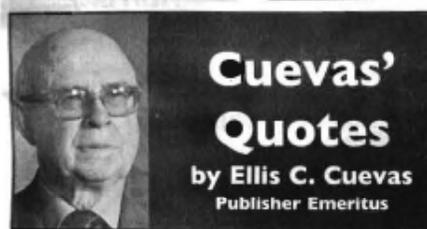
According to Mississippi Highway Safety officials, the average person in Mississippi is more than 3.5 times more likely to die not wearing their seat belt than the average American. The state is looking to change that.

The annual two week "Click it or Ticket" crackdown has resulted in more than three million seatbelt citations over the past five years across the country.

According to the National Highway Traffic Safety Administration, younger motorists and men are particularly at risk. Data shows that among teen and young adult passenger vehicle occupants in 2010, ages 16-24, who were killed in motor vehicle traffic crashes, 62 percent were not buckled up at the time of the crash - the highest of any age group.



Wadena Police Officer Blake Herring and Montgomery County Deputy Warden Daniels are the county's DUI enforcement officers. Through the Memorial Day holiday, the two officers will be working together, in conjunction with their departments, for the "Click it or Ticket Campaign," a national campaign to promote seatbelt usage. (Photo: by Marsha Eagle)



Cuevas' Quotes

by **Ellis C. Cuevas**
Publisher Emeritus

St. Clare Fest & Harbor Fest

Since the Memorial Day Weekend is coming up, there are two major events happening in our immediate area, one is the annual St. Clare Catholic Church Seafood Festival in Waveland and the first Bay Harbor Festival in Bay St. Louis.

Those events will be followed on Monday by Memorial Day services honoring our departed members of the military.

As long as I can remember, over the Memorial Day Weekend, St. Clare Catholic Church has had an annual church fair and the event had changed since Katrina several years ago to a seafood festival. When St. Clare had the church fair, there was also a big seafood bash on that Friday evening. For many years, the late Waveland Mayor Johnny Longo was the chairman of the fair and fish fry.

The hours for St. Clare Seafood Festival on Friday are 6 p.m. to 11 p.m.; Saturday, 11 a.m. to 11 p.m.; and Sunday, noon to 8 p.m.

For entertainment on Friday is the Buck Town All Stars; Saturday, Relative Unknowns & Rochelle Harper Band; and on Sunday, Cheyenne Band with Joni Compretta. They will be performing on the Silver Slipper Casino Stage for the three days.

As usual, admission to the St. Clare Seafood Festival is free.

On Saturday morning, there will be the St. Clare second annual 5K run, too.

There will be all types of seafood, like shrimp, crabs, catfish, etc., in addition to hamburgers, gumbo, hot dogs - something for just about anyone.

There will be some 25 vendors offering all types of gift items.

There will be something for folks of all ages, especially the kiddies, including carnival rides.

Bay Harbor Fest takes place on Friday, Saturday and Sunday.

Headliners include Hancock County's own Michael Grimm, along with Kermit Ruffins and Blackberry Smoke.

Mike Rosato's festival will come alive on Friday, Saturday and Sunday.

He said, "This is, bar none, the most exciting of new festivals in this region."

The main stage area will feature continuous major concerts from 6-11 p.m. on Friday and noon to 11 p.m. on Saturday and Sunday, in addition to two other stages to keep the whole town dancing.

There is a general admission and a special VIP party area up front. The admission price allows a person in and out all day and you pick one day, or two, and save on an all-weekend pass, Rosato said.

There will also be a sprawling Art Walk outside

• See **QUOTES**/Page 5A



Adviser 269 hired for election panel

By BOB DARDEN
Staff Writer

The Greenwood City Council, in advance of June 4's general election, has approved the hiring of a Leflore County election commissioner to serve as a technical adviser to the city's short-handed Election Commission.

In a 5-1 vote Tuesday, the council supported the hiring of District 1 Commissioner Deveda Dillon.

Ward 6's David Jordan was the lone vote against the resolution.

Ward 5's Tennill Cannon was absent.

Under ideal circumstances, the city's Election Commission has three members.

At present, the commission has only two members — Tish Goodman and Vallrie Dorsey — following the March resignation of Shirley Cooper. Both of the remaining commissioners are inexperienced in running an election, said City Council President Ronnie Stevenson.

Jordan contended that the move to hire Dillon — in any capacity — likely violated state election law.

See COUNCIL, Page 11

Council

Continued from Page 1

"We have two and we need one more. I think two could probably run it, but just to go and arbitrarily pick someone out from the county" defied logic, he said.

City Attorney Don Brock, who drafted the resolution for hiring Dillon after supposedly consulting with the state Attorney General's Office, was absent from Tuesday's meeting.

Stevenson defended the hiring of Dillon.

"We have an experienced election commissioner for the county — Mrs. Dillon — who will be there as an adviser. She does not have a vote," he

said.

Stevenson said there isn't enough time to select another election commissioner before the next council meeting on June 6, unless the council decided to have a special called meeting.

"Call a special one," Jordan said.

In other business:

■ The council heard from Joe McCall of Our House Inc., which has operated an anti-violence program at Greenwood High School since 2007.

"We've come to the point that if we can educate people concerning domestic violence, we can bring a stop to it," he said.

McCall said the 13-week in-school program has resulted in a "tremendous decline in violence at that campus."

■ Greenwood Police Chief

Henry Purnell said his department began its annual "Click It or Ticket" seat-belt awareness campaign on Tuesday.

The enhanced enforcement effort, which includes safety checkpoints and increased patrols, runs through June 2.

■ Greenwood Mayor Carolyn McAdams said the city's Summer Parks Program is scheduled to begin on June 20 and run through July 17. The program, which offers fun, games and activities for youngsters, will be held at Whittington and Clerico parks.

Since Brock wasn't at Tuesday's meeting, several resolutions on proposed zoning changes were delayed.

■ Contact Bob Darden at 581-7239 or bdarden@gwcommonwealth.com.

Click It Or Ticket
Campaign To Boost
Seat Belt Use

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heightened level to enforce seat belt laws now through the Memorial Day holiday which is one of the peak travel times of the year. I'm asking all Mississippians to please buckle up, and to also offer their appreciation to the men and women in law enforcement who work to keep us safer every day."

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TEENS AND DRIVING

A RISK AT THE WHEEL

Laws, distractions, peers and parents all play a role

By Dustin Barnes
dustin@clarionledger.com

Mississippi is ranked the third deadliest for teen drivers in the nation and the deadliest among the Southeast states. The leading cause of death for Mississippi's teens is auto accidents. The top five leading causes — homicide and suicide — combined don't come close to the numbers.

Yet six days out of their lives are, the number of teen traffic fatalities actually has gone down over the last five years.

Raising the question: How bad is the problem and what more can be done to save these young lives?

Mississippi has seen a decline in fatalities of 15- to 19-year olds for the last several years. From 2007 to 2009 to 52 in 2012. Some highway safety officials have credited the decline to the state's graduated driver's license program for teens and the testing fee for drivers with permits or intermediate licenses, both measures that went into effect in 2009.

But even these laws may have limited impact. Sunny Darden, director of the Mississippi Youth Highway Safety Program, said she has not heard of a local law enforcement agency issuing a ticket to a minor who disobeyed the speedometer for testing while driving.

"We're in an age of starting to monitor these things on accident reports," said Rodney McIlwain, assistant po-

See THIS Page 34

YOUNG LIVES LOST ON THE ROAD

Byard Marcus Williams, 19, was one of three victims of a multi-vehicle pile-up along I-10 in a single-vehicle accident on Oct. 20, 2011, just outside Vidalia.

Samir Brown, 17, and **Diep, 15**, 2012, after losing control of his vehicle in Vidalia. He was not wearing a seat belt.

Amelia Lee, 16, died after a single-vehicle accident on Oct. 16, 2012.

Carman Lankin, 18, died in a pile-up accident near Vidalia on May 30, 2012. He was not wearing a seat belt.

Charmie Walker Barty, 19, was one of three victims of a Mississippi Highway Safety Program who died in a single-vehicle accident on Oct. 30, 2011, just outside Vidalia.

Samuel Clayton Kelly Jr., 16, was one of three victims of a Mississippi Highway Safety Program who died in a single-vehicle accident on Oct. 30, 2011, just outside Vidalia. Kelly was driving the car.

Dustin White, 18, died Sept. 18, 2009, after the Ford F-150 he was driving collided head-on with another F-150 carrying three Hinds County Junior College students near Hinds. Two of the F-150's — Jerome Russell, 23, and Anthony Robinson, 19 — also were killed.

Teens

Continued from Page 1A

line chief for Biloxi Police Department. The monitoring includes a box to check if an officer learns a driver was distracted at the time of the accident.

As far as using tickets to measure who aren't supposed to text while driving, McGilvray said he couldn't think of his officers issuing an exorbitant amount of fines.

The mortality of teen drivers — combined with inexperience behind the wheel — should be considered as states craft driving rules, said Basden, whose organization started in September 2011 through a grant from the National Highway Traffic Safety Administration.

For Basden, who has been tasked with leading the state's initiative on educating young drivers, overcoming the "it's not going to happen to me" attitude remains one of the first obstacles, she said.

"They don't think of (the fact) they're not in control of everyone else that's driving," Basden said. "They think, 'I'm a good driver, and I can do this.'"

Don't Text N Drive

The belief of invincibility often leads to risky driving behavior such as texting while going down the road, and the person who pays the price may not be the teen.

On May 6, 2011, a 17-year-old driver was distracted with his phone when he struck Dr. Gary Hollins, who was riding his bicycle on the Basden Trace parkway just south of Kosciusko.

Hollins died from his injuries. The park service did not release the identity of the juvenile driver, and no charges have been filed in federal court.

An accident reconstruction, combined with a grand jury subpoena of the young person's records, found the driver's speed and distraction were the likely cause of the accident.

"Testing and driving involve visual skills, cognitive skills because you've got to think about what you're testing and also motor skills because you're taking your hands off the wheel," Basden said.

People of all ages who text while driving are 23 times more likely to be involved in an auto accident, she said, reporting statistics from a 2009 Virginia Tech Transportation Institute study that monitored the driving habits of pro-

fessional truck drivers over a period of 18 months. "That's adults and youth alike," Basden said.

"The problem with youth is they're the new driver, so they don't know all these things that adults do know."

And the newer smartphones that have the voice-to-text feature still involve a quick glance. "That's still me taking my eyes off the road," Basden pointed out.

The Mississippi Legislature has killed attempts, as recently as this year, to join other states in outlawing the practice.

The most recently failed anti-texting bill in the state Legislature also sought to limit adults using cellphones while driving unless a hands-free device was in use. In addition, Senate Bill 2488 would have outlawed minors and school bus drivers from talking on a cellphone at any point while driving.

While Mississippi continues to weigh the pros and cons of further legislating the practice, on May 25 Basden because the 40th state to outlaw texting while driving.

Taking his state's texting-while-driving ban a step further, Louisiana Gov. Bobby Jindal on May 30 signed into law a measure that prohibits the use of social media while driving. Drivers caught texting or checking Facebook face a fine of \$75 for the first offense, and up to \$200 for future offenses.

Basden said Mississippi should strengthen its partial texting-while-driving ban.

In addition to texting, other distractions also can cause problems, Basden pointed out. While no every distraction can be addressed — such as messaging with the radio — she said placing a limit on how many other teenage passengers are allowed in a vehicle while a younger teen is driving could help cut back on distractions.

"When I was a teenager, I wanted to show out," she said, adding other states are engaging in the exact same conversation.

Click It, Or Ticket

In December, after one of three Warren Central High School students died in as many months in single-vehicle accidents, Yokobing Warren School District Superintendent Lis Swinford said, "The best we can do is try to make these treatable messages."

Senior Aaron Brown sang in the choir and loved football, and video games. Sophomore Cannon Lempkin managed the football and baseball

STATES WITH MOST TEENAGE DRIVING DEATHS

Rank	State	Teen deaths per 100,000 persons	% over under national average of total deaths
1	Wyoming	14.6	+316
2	Montana	14.1	+252
3	Mississippi	12.4	+188
4	Alabama	11.2	+177
5	Oklahoma	11.2	+177
6	West Virginia	11.2	+177
7	Delaware	10.8	+167
8	South Dakota	10.0	+149
9	Nebraska	9.7	+140
10	North Dakota	9.2	+117

Source: *Dr. Thomas, U.S. Department of Transportation and Insurance Institute for Highway Safety*

teams. And Junior Acacia Lee wanted to start a dance team and joined Future Teachers of America.

Nara was wearing a seat belt when they died. Swinford said she hopes something can be gained from the lessons students were forced to learn — above all, that they are not invincible.

De'Marco Fouty works with Basden with the state's youth highway safety program, emphasizing the importance of seat belt usage whenever he gets in front of students. The seat belt isn't just for the young driver, Fouty said.

"Just the act of putting on their seat belt decreases their chance of being a human projectile," Basden said. "They can hit everyone else that's in that car."

Fouty said Mississippi's annual Click It, Or Ticket campaign with the state Highway Patrol has been effective in helping all age groups get the message.

The state's overall seat belt usage has increased nearly 30 percent over the last nine years, Fouty said. And surveys from the Social Science Research Center at Mississippi State University have shown that directly after each MHP seat belt campaign, seat belt usage has increased.

Meanwhile, one of the surefire ways to get the message across is to use peer training, he said.

"My message to the kids: They are their biggest influence. They have the most power. We get up and we can give them statistics and practices to implement, but it's up to them to do it," Fouty said.

Melanie Groves, a junior at Marsh High School in Jackson, is one of the peers Basden's and Fouty's program is utilizing to help spread the message.

The 17-year-old is part of the Student Advisory Board that meets once a month with the state Youth Highway Safety

Program staff to learn driving strategies and ways to teach other youth.

"One of the main reasons I joined SHS, I realized as much as we need guidance from adults, me and my fellow students need peer-to-peer relationships," Groves said. "It's important to have an adult give you an insight into making the right decisions, but it's so much more important to have someone who's right there in the same age level and same playing field to give you some sort of background and kind of influence your decisions."

For Groves, one of the more effective ways to drive the "Buckle Up" policy home is to hit students where it hurts — the wallet.

"It's the price of seat belt fines," Groves said. "Because the price was so low it was almost as if it was kind of a slap on the hand when you do get a ticket."

Failing to buckle up has been a primary offense in Mississippi since 2005. The fine is \$25.

If those fines were higher, especially for youth, Groves said drivers might be compelled to wear their seat belt the next time around.

Fouty said giving students like Groves the tools to spread the word is crucial, because once he speaks to students, he's on to the next place and not hovering over the shoulders of all the youth he's trying to help.

"We're not going to be with them when they're going to school in the morning, we're not going to be with them when they leave school in the afternoon, when they're headed to football games, when they're headed to dances, when they're leaving graduation," Fouty said. "We're not going to be there."

The Centers for Disease Control found that wearing a seat belt decreases the probability of injuries by half, Fouty said.

A Catch-All approach

A curfew for younger drivers is another measure Basden said she would like to see work its way through the state Legislature.

Mississippi's graduated driver's license law introduced an intermediate license in the middle of the learner's permit and unrestricted license.

Part of that intermediate license includes a curfew for teens, stating they aren't allowed to drive during late evening hours through the early morning.

However, Basden said she supports the curfew on a broader scale since driving in the dark is one of the more dangerous times for young motorists.

Basden and her group also want to see the state add the word "consumption" to its underage alcohol statute.

It's illegal for someone under the age of 21 to have alcohol in his possession, she said. By adding the extra word, law enforcement could ticket drivers who have knowingly had a drink.

"Drinking and driving is a problem in Mississippi, especially rural areas," said Alexandria Cantrell, a youth program coordinator who works with Basden and Fouty.

Cantrell said the accessibility of alcohol to minors via peers and businesses that look the other way are key problems for the state.

The state has worked to combat that problem through another piece of legislation, she said. The Social Host Law makes a person liable if that individual knowingly provides alcohol to a minor at a party and something happens to the teen after-

ward as a result of impaired driving.

Cantrell said part of her organization's efforts includes finding fun sober activities as options for youth across the state.

Yet in spite of all the efforts to safeguard Mississippi's teens, the track stops with the parents, Sam Kelly said.

On the morning of Oct. 28, 2011, Kelly's middle child — 18-year-old Samuel Clayton — was driving back to Oxford with two of his University of Mississippi classmates when the vehicle left the road near Vaiden off I-55.

All three were killed. Neither leaving car alcohol was involved, Kelly said. To this day, no one knows the cause of the accident.

The state can't be inside a teenager's vehicle every second, Kelly said. Legislation to make driving safer for teens is all well and good, but it's the parents who need to ensure their children know the importance of not texting, playing with the radio or one of a thousand other distractions while driving.

Kelly routinely talked to his children about driving safely and without distractions. He still recalls his two daughters at the funeral.

"There's so many things that it's easy to get distracted when you're driving an automobile that I'm not sure the state would feasibly legislate all the things out," he said. "And if they did I'm not sure how you would enforce that in terms of getting people to personally take responsibility for that."

BY CANTRELL, GARDNER, BROWN, AND KELLY; MOBILE FILED BY MICHAEL CLAYTON FOR FRONTIER

A crash course in safe driving



Students attending a summer driver's education course at Heritage Academy watch as a dummy, who wasn't wearing his seatbelt, is thrown out of a flipping car. The simulation was part of several activities brought by the Mississippi Department of Transportation to teach the students about the dangers of not wearing a seatbelt, texting and driving and drinking and driving.

Simulators drive home importance of seat belts

Safety Council says 75,000 lives were saved from 2004-2008

BY NATHAN GIBBOUVE
ngibbouve@thejournal.com

Studies from the National Safety Council show seat belts saved the lives of more than 75,000 motorists from 2004-08.

Research from the United States President's Council of Advisors on Science and Technology concluded that students

in classes using active learning methods learned twice as much as those taught in a traditional setting — simply put, showing sometimes leads to be more effective than telling.

Enter the Mississippi Department of Transportation's "Seatbelt Convictor" and "Roll-over Rover."

Forty-three students from two schools

in a driver's education summer course held at Heritage Academy were reminded of the importance of buckling up Tuesday when MDT representatives visited and held a safety education program.

The Seatbelt Convictor simulates what it would be like to be in a collision at 30 miles per hour and demonstrates the benefits of wearing a seat belt. Each student was given the chance to sit in the carriage at the top

See APPENDIX 3A

Students

Continued from Page 1A

of a side and decline and coming in a third, hitting the bumpers at the bottom of the simulator.

The Roll-over Rover, a pickup truck with machinery that allows the car to spin on its own axis, demonstrates a more extreme situation — the effects of a rollover crash at 30 miles per hour and how dangerous when seat belts are not used. As the car begins to spin, two cloth dummies inside the truck jostle around for several seconds before falling out of the windows.

Heritage Academy driver's education instructor Lee Davis said having the simulators on hand was one of many activities he wanted to work into the course to reach teens who are about to get on the road for the first time. The need for seat belts and general safety belted the wheel.

"We feel like you can put on a video and (students) attention lasts for a certain while. You bring things like this, hands on, things that they can see, those are things that

impact them for a long time, especially as young drivers," Davis said. "I did the Seatbelt Convictor and I still surprised at what a 5-mile-an-hour collision is. That could be anywhere."

Lee Valade, a contract employee with MDT, said since the establishment of the Drive Smart Mississippi campaign, in which MDT representatives go to schools statewide to encourage seat belt usage, traffic fatalities have dropped by about 200 a year.

"We always emphasize that fatalities are just the tip of the iceberg," Valade said. "For all the fatalities there are a lot more head injuries, spinal cord injuries and other life-changing injuries just by not wearing your seat belt. It's a law that we do buckle up, it takes education and it takes enforcement. You're not to have lives lost without the other or doesn't work that well."

Another teaching tool MDT contractors used was a distracted driving simulator showing the

perils of texting while behind the wheel. Sarah Rene Davis, a student entering her sophomore year, said that simulator, coupled with the Seatbelt Convictor and the Roll-over Rover, reinforced the importance of being an attentive, careful driver.

"Texting and driving is a lot harder than it looks. (The attention driving computer program) was a simulation of me talking to one of my friends and how taking my instructions, but I find it not too hard at the same time," she said. "I forgot to stop at a stop sign. I didn't see it because I was on a highway and then I didn't realize that I had missed all the highway. I overreacted and I wasn't supposed to."

MDT representative Amy Shumway said bringing these activities to driver's education programs reminds students that not only should they wear their seat belt when driving, but all passengers should be made to wear one as well.

"If there are passen-

gers injured, drivers could be responsible for them," she said. "There are court costs and jail time for not wearing a seat belt and not enforcing when is your vehicle to wear them."

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Municipal police focus on seatbelt

269

from special reports

As we near the Memorial Day holiday, the municipal police will be urging everyone to buckle up. Beginning May 20, officers from all over East Mississippi will in be out in full force, taking part in the 2013 national Click it or Ticket seat belt enforcement mobilization and cracking down on motorists who are not belted.

This is our busiest time of the year for motorists on highway in this country. Law enforcement will make every effort to maintain a safe and secure environment for families to enjoy their loved ones. We continue to educate the importance of wearing a seat belt to the public by placing emphasis of buckling up every time you sit in your motor vehicle. According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), nationally 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the

crash. As noted, deaths involving seat belt non use are more prevalent at night than during the daytime.

See SEATBELT, page 6

Seatbelt

Continued from page 1

Today, we also issue a special plea to the young people of East Mississippi to click their seat belt every time they get in a vehicle. From October 1, 2009 through September 30, 2012, 20 of the 41 fatalities in East Mississippi have been under the age of 34. Of those 20 fatalities in East Mississippi, only two were wearing their seat belt.

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Troopers out in force for weekend

THE ASSOCIATED PRESS

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JACKSON — The Mississippi Highway Patrol will be stepping up enforcement with an additional 252 troopers on the road for the Memorial Day

holiday weekend.

Public Safety Commissioner Albert Santa Cruz says in a news release that the Highway Patrol will have all available resources out this weekend "to encourage motorists to obey

the rules of the road."

The Highway Patrol will use about \$93,000 of federal grants to put an additional 252 troopers on the road during the Memorial Day holiday period.

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Click or ticket underway for holiday weekend

By Sheena Baker
Daily Times Leader

Impaired drivers beware – Law enforcement will continue their safety checkpoints this weekend and plans to arrest motorists driving under the influence of alcohol.

The safety checkpoints are all part of the national Click It or Ticket Mobilization, which runs through June 3.

This past Friday, local police began setting up safety checkpoints at various locations around the city of West Point. Police are checking not only for impaired drivers but are checking to make sure children are properly restrained in carseats or seatbelts. Authorities are also checking to ensure motorists

See 'Police' page 5

'Police'

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are traveling the roads with functioning vehicle equipment and making certain drivers have licenses and insurance.

West Point Police Chief Tim Brinkley said drivers who have outstanding warrants, are not utilizing proper restraints and are impaired are at risk of being arrested.

The West Point Police Department is currently administering grant funds through the Department of Public Safety. The grant funds overtime for officers who man these safety checkpoints in an effort to reduce drunk driving and promote safe driving.

"We're asking people if they're going to drink, drink at home," Brinkley said. "If you need to go somewhere please have a designated driver take you there."

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Lawmen gear up for blitz on blitzed, un- buckled

The Mississippi Highway Patrol and McComb Police Department will be out in force this holiday weekend.

McComb police have been out in increased patrols since Monday as part of the Click It or Ticket campaign and the MHP will begin its increased coverage 6 p.m. Friday.

Federal funds allow the troopers and officers to increase patrols, looking for drunk drivers and seat belt infractions.

Motorists can expect saturation patrols and checkpoints.

"As we kick off the busy summer driving season it's important that everyone buckles up every time they go out, both day and night, no excuses," Police Chief Greg Martin said. "Our officers are prepared to ticket anyone who is not wearing their seatbelt."

Martin said a survey in the city showed only 68 percent of drivers observed in the city were buckled up. That is below the national average of 86 percent.

The holiday period coincides with the annual National Click It or Ticket campaign, which began Monday and ends Sunday, June 2.

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Holiday weekend to see increased patrols

269
BY JB CLARK
DAILY JOURNAL

TUPELO — As North Mississippians take to the roads for Memorial Day Weekend, law enforcement will have an increased patrol and DUI enforcement presence.

In 2012, the Mississippi Department of Public Safety reported no traffic fatalities on state and federal highways during the Memorial Day weekend while it made 246 DUI arrests and wrote 975 tickets for seat belt

violations.

The absence of traffic-related fatalities was a stark and welcome contrast to the 2011 Memorial Day holiday when nine traffic-related deaths were reported on Mississippi's state and federal highways.

This year the Mississippi Highway Patrol will have 252 additional troopers patrolling highways during the holiday period.

Trooper Jason Roe of Highway Patrol Troop F said 30 of those will be patrolling Northeast Mississippi highways.

Tupelo Police Maj. Jackie Clayton said they are going to utilize the Click It or Ticket program to add DUI and patrol enforcement during the holiday weekend.

"We have a DUI officer on every shift for four shifts," he said. "This weekend, we'll have all the DUI officers working in addition to four extra patrol officers."

During the 2012 holiday, Highway Patrol Troopers in Troop F made 30 DUI arrests, investigated 20 collisions and three alcohol-related collisions, wrote 95

seat belt violation tickets and made five drug arrests.

"We see more drunk drivers during the holiday weekends," Clayton said. "This weekend we'll come out in full force for the safety of everyone, visitors as well as those who live here."

Much of the added patrol costs will be paid by federal grants and the Click It or Ticket program.

The holiday enforcement period began at 6 p.m. Friday night and ends Monday at midnight.

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Law enforcement stressing safety

269
BY BOBBY J. SMITH

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Memorial Day motorists are urged to be safe on the roads and exercise good judgement during one of the busiest weekends of the year.

Corinth Police will be out in force this weekend, said Deputy Chief Scotty Harville.

"It's common sense stuff," said Harville. "Don't drink and drive. Our guys will be out and looking, and if they're

caught they will be arrested."

Harville also urged drivers to slow down and be careful.

"There's going to be a lot of traffic out this weekend," he said.

The Mississippi Highway Patrol are stepping up patrols for the Memorial Day weekend. MHP officials say they want a repeat of last year's no fatality Memorial Day holiday. The 78-hour Memorial Day holiday began at

6 p.m. Friday and ends at midnight Monday.

"The Memorial Day weekend is the traditional beginning of the summer holiday travel season," said Public Service Commissioner Albert Santa Cruz. "We plan to have all available resources out this Memorial Day weekend to encourage motorists to obey the rules of the road."

Over the past seven years there has been a steady decline in the

number of statewide fatalities. In 2005, 931 people died on Mississippi roads and highways. Last year the number was down to 582, a reduction of 38 percent.

"Seat belts save lives," said MHP Director Colonel Donnell Berry. "The motoring public is better educated about the importance of wearing safety belts and it is making a difference."

Mississippi began its participation in the

"Click It or Ticket" initiative in 2002. At that time the seat belt usage rate was about 50 percent. Since then, the rate has increased, and nearly 82 percent of motorists wear their seat belts.

During last year's Memorial Day holiday, the MHP issued a total of 8,367 tickets, investigated 101 crashes, made 246 DUI arrests and issued 975 seat belt violation and 165 child-restraint violation tickets.

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Trooper, father stress seat-belt usage

By MARGARET BAKER

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GULFPORT — Brian Pearse travels the state encouraging people to use child restraints and seat belts. He wants to keep families from experiencing the pain he did when his two children died in a 2006 car crash in Gulfport. Neither was wearing a seat belt.

"I experienced losing not one but two children to a motor vehicle crash when their deaths could possibly have been prevented if they had been wearing their seat belts," Pearse said. "I believe through education ... we can prevent injuries and deaths in accidents."

Kiara Iman Pearse, 17, was driving her brother, Brian Jameel Pearse, 15, on U.S. 49 on Nov. 14, 2006, when she lost control of their Honda Civic on a wet road, crossed the median and flipped. Both were ejected.

"I tell my story to educate teens and parents about the importance of putting on a seat belt," Brian Pearse said. "Seat belts are probably the best defense for saving lives and preventing injuries. It's the difference between going home or going to the morgue."

Simulations of death

On Friday, Pearse joined Mississippi Highway Patrol Lt. Johnny Poulos as Poulos used an MHP simulator to demonstrate what happens to unrestrained occupants in a rollover crash. The simulator is a pickup truck front end and cab attached to a pole. With the flip of a switch, the truck rolls over again and again.

The adult and child inside are dummies, and the rollover crash occurs at a simulated speed of just 40 mph. In seconds, the dummies are ejected.



MARGARET BAKER/SUN HERALD

Mississippi Highway Patrol Lt. Johnny Poulos and Brian Pearse, who lost his two children in a 2006 car crash in Gulfport, talk traffic safety Friday. Poulos used a simulated pickup truck to show what happens to unrestrained motorists involved in a rollover crash.

"It's the difference between going home or going to the morgue."

Brian Pearse

In another demonstration, the adult is unrestrained and the child is buckled into a child safety seat. When the crash occurs, the adult is repeatedly tossed around, landing on top of the child before being partially ejected.

"Now imagine what can happen at 80 mph with the doors flying open and glass flying everywhere," Poulos said. "You can have three people with a seat belt on and one person without a seat belt can take every person's life."

In addition, Poulos said parents should ensure the use of safety seats for infants and children. Some parents, he said, think fastening a seat belt around a small child will protect them, but that's not true. In another demonstration Friday, the



Watch the video of the rollover demonstration at sunherald.com

improperly restrained child is ejected in seconds.

Holiday safety is goal

Poulos and Pearse were in South Mississippi on Friday promoting motor vehicle safety ahead of the Memorial Day holiday. Poulos said law enforcement officials statewide are doubling their presence, setting up safety checkpoints and watching out for impaired, drunk or distracted drivers on the roads over the four-day weekend.

"I want to remind people the checkpoints are not in place to harass people," Poulos said. "We just want everybody to have a safe, enjoyable weekend but it takes responsible decisions to make that happen. It's important to remember the human body can not take that much trauma when you are

ejected from a vehicle."

Pearse urged people to remember the grief he's experienced.

'I'll never be a grandfather'

"I'll never be a grandfather," he said. "I never saw any of my kids graduate high school. I'll never give my daughter away. My legacy in one sense has ended because they were my only two children."

As a parent, you think of passing things on. It's not going to happen for me. I don't want any other parent to experience that."

In 2011, nine people died in traffic accidents statewide. No deaths were reported last year, though state trooper issued 8,376 citations, which included 246 DUI arrests, 975 seat-belt violations and 165 child restraint violations.

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Memorial Day weekend citations decreasing

By LEIGHANNE LOCKHART

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BILOXI — Traffic statistics from the Mississippi Highway Patrol on Memorial Day weekend show the six southern counties had the most investigated collisions and the second-most citations in the state.

There were 7,380 citations issued statewide, and 1,059 of them were distributed in those six counties.

Still, the numbers appear to be decreasing. Drivers arrested statewide under suspicion of DUI dropped by 18 percent, from 216 to 177.

The state patrol cited 780 for failure to wear a seat belt, down 20 percent from last year, and 113 children unrestrained, a decrease of 32 percent.

By the numbers

Memorial Day weekend traffic statistics: Three fatalities in the state; one in Mississippi Highway Patrol Troop K's region that includes the six southern counties. **Statewide:** 7,380 citations (includes 3,492 hazardous, 2,807 nonhazardous); 177 DUI arrests; five drug arrests; five felony arrests; one public-drunkness arrest; 780 seat-belt citations; 113

child-restraint citations; and 129 accidents investigated with 42 injured.

Troop K: 1,059 citations (includes 513 hazardous, 461 nonhazardous); 20 DUI arrests; two felony arrests; no drug arrests; 52 seat-belt violations; 11 child-restraint citations; 22 accidents investigated with six injured.

— Mississippi Highway Patrol

Troop K, headquartered in Biloxi, patrols state highways in Harrison, Jackson, Hancock, Pearl River, Stone and George counties. In those counties, traffic stops found 11 children unrestrained and

52 drivers and passengers unbuckled. Twenty drivers were arrested on DUI suspicion.

Troopers statewide investigated 129 collisions, with the most, 22, in Troop K's

jurisdiction. Troop K also had one of the three traffic-related fatalities.

A 24-year-old man died early Sunday morning in a Lucedale crash of a truck driven by his 17-year-old brother. Their father, also a passenger, was injured.

The Pascagoula Police Department is conducting a Click It or Ticket campaign, which will end June 2. Police Chief Kenny Johnson said he believes the department is seeing more seat-belt violations this year compared with last, and officers issued "well over 100" citations in the campaign's first week.

Before the campaign began, a person was killed in a four-vehicle collision at U.S. 90 and Chicot Street after being ejected from a vehicle. Neither the passenger

nor the driver was wearing a seat belt.

"It really struck a chord, with the officers for conducting the campaign and doubling up on their efforts," Johnson said. "We want to encourage everybody to buckle up not only because it's a safety issue, but because it's the law. Officers are out enforcing it with zero tolerance."

The D'Iberville Police Department also conducted a Click It or Ticket campaign.

Police Chief Wayne Payne said officers worked six accidents over the holiday weekend and issued 89 seat-belt and two child-restraint citations.

The numbers speak for themselves, said Capt. Clay Jones, Operations Commander.

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MHP's Troop J reports fatality

Fatal wreck 1 of 3 statewide during holiday weekend

By Jesse Bass
American Staff Writer

Mississippi Highway Patrol's Troop J, headquartered in Hattiesburg, saw the fewest drunken drivers during the Memorial Day weekend, but it did respond to one of three highway fatalities statewide.

Troop J spokesman Cpl. Todd Miller said it did not appear alcohol was involved in the Saturday morning death of a Hattiesburg woman in Lamar County.

He said Ellen Fitch, 58, was pronounced dead following an accident on Interstate 59 near mile marker 49.

Miller said Fitch was driving a 2007 Suzuki when she collided with a 2002 Dodge pickup.

"The Suzuki rear-ended the Dodge, and both vehicles were forced off the roadway, striking trees," Miller said.

He said the vehicle caught fire and Fitch was not able to escape.

Troopers also responded to fatalities in Troop E, headquartered in Batesville, and Troop K, which is made up of the state's six southernmost counties.

Troop J's seven DUI charges over the weekend was the smallest tally of the state's nine-troop total of 177, ranging as

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Fatality

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high as 39 DUIs in Troop E.

"It seems people are more adhering to the word — the public service announcements and whatnot," Miller said.

The Highway Patrol heavily promoted its "Click It or Ticket" seat belt campaign prior to and during the Memorial Day weekend.

Troop J wrote 350 citations relating to offenses that could cause a hazard, 291 non-hazard citations and made

ACROSS THE STATE

The Mississippi Highway Patrol says it worked 129 accidents, including three traffic fatalities, over the Memorial Day holiday weekend.

Patrol spokesman Lt. Johnny Poulos says troopers also wrote 7,380 citations, including 177 DUIs. The Highway Patrol used about \$93,000 of federal grants to put an additional 252 troopers on the road during the holiday period, which began Friday evening and ended at midnight Monday. Last year, troopers issued 8,367 tickets, investigated 101 crashes and made 246 DUI arrests over the period. There were no deaths investigated by troopers during the 2012 holiday weekend.

The Associated Press

one drug-related arrest, according to MHP statistics.

Troopers in the Pine Belt responded to a to-

tal 17 accidents over the weekend, producing the one fatality and a total five other injuries.

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Holiday safety stressed for Memorial Day weekend

By GALEN HOLLEY
Staff Writer

Memorial Day Weekend kicks off the summer recreation season, and Grenada officials want people to enjoy the holiday safely.

Folks will be heading into the Lake City to enjoy boating, hiking and spending time with family. Officials are taking measures to make sure that all goes well.

On the highways and byways, state troopers will be vigilant to protect motorists.

"We'll have state troopers out on the highways looking for erratic driving,

impaired driving or aggressive driving," said Sgt. Ken Williams with the Mississippi Highway Patrol.

MHP steps up its coverage during holiday weekends, Williams said, in order to make sure that everybody gets to their destination safely.

"There are two big things we'd like people to be aware of this weekend, as always," said Williams. "Don't drink and drive. That is, don't taxi and drive, and avoid anything that takes your attention away from the road. Cellular devices are distractions. The second thing is, don't drink and drive. If you've had even a little

to drink, don't get behind the wheel."

Throughout Grenada County, sheriff's deputies will be ready to respond to emergency situations.

"We want to encourage folks to be careful in the lake bottoms, if they're boat-riding or having fun, to be careful on the lake or anywhere they're enjoying themselves," said Administrative / Personnel Officer Ken Williamson. "We're not going to be overly aggressive because we know folks are here to have fun, but we'll be wanting to make sure everyone has fun safely. We just encourage everyone to be smart about what they're doing and enjoy themselves responsibly."

Inside the city limits, Grenada police will be keeping a special eye out for drivers not wearing their seat belts.

The department is participating in the "Click It or Ticket" campaign, and officers are serious about penalizing those who don't comply.

"As we kick off the busy summer driving season, it's important that everyone buckles up every time they get out, both day and night — no excuses," said Cpl. Steven Rosemond, the DUI officer for

Holiday weekend, Page A-5

Holiday weekend ...

From Page One

Grenada. "Our officers are prepared to ticket anyone who is not wearing their seat belt."

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration, 52 percent of the 21,293 motorists killed in 2011 were not wearing their seat belts.

"We want everyone to have a safe summer, but it requires an important step on the part of motorists, thinking that seat belts," said Sheriff Chad Russell Carver.

The lake is up and it's prime time for boating and swimming, and everyone wants everyone to have

good, safe fun.

According to Interpretive Ranger Artie Hoff, the water level at Grenada Lake is as high as it's been in a year, and it could happen at a later date.

Grenada Lake is nearly two feet above its normal depth for this time of year, according to Hoff.

"We're getting ready for Thunder on Water, which will be June 15-16, with the concert on June 15, and we're excited about things going on at the lake," said Hoff. "The boating season is kicking off, and we want to remind everyone about our mandatory life-jacket policy."

MHP busy over holiday weekend

By KAITLYN BYRNE
life@starkvilledailynews.com

While many families and neighbors were hosting BBQs or spending time at the lake over Memorial Day weekend, Mississippi Highway Patrol officers were busy writing tickets.

Corporal Criss Turnipseed, of Mississippi Highway Patrol Troop G, said Troop G issued 1,354 traffic citations and arrested 18 people for driving under the influence Friday through Monday. He said Troop G also investigated 12 motor vehicle accidents, though none were fatal.

Because of the increase in traffic and risky behavior around holidays, Turnipseed said Troop G had 34 additional troopers patrolling during the weekend.

"The actual numbers of accidents and DUIs fluctuates up or down, but people always break the law every year," Turnipseed said. "The number of tickets we issue has a lot to do with the manpower we have available."

Statewide, Mississippi Highway Patrol issued 7,380

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MHP

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traffic citations and arrested 177 people for driving under the influence, according to Turnipseed. Additionally, the highway patrol investigated 129 motor vehicle accidents, three of which were fatal.

Starkville Police Department Capt. Chris Thomas said the police department issued about twice its normal amount of tickets for a weekend, but he did not know the exact number.

He said many factors affect the num-

ber of tickets issued and accidents that occurred during holidays, such as events in the community and university.

"We see some increase according to what you have going on, like when there's a ballgame, accidents tend to pick up," Thomas said. "With the area schools and the university out now, it wasn't that bad with accidents."

Thomas said a large number of the tickets were issued for seatbelt violations — which he said was a result of the Click-It-or-Ticket campaign, taking place May 20 through June 2.

Chadd Garnett, chief deputy of the Oktibbeha County Sheriff's Office, said the sheriff's office issued tickets for 45 seatbelt violations, four suspended licenses, three child restraint violations and six other offenses. He said the sheriff's office also issued three tickets for driving under the influence.

"We (the sheriff's office) don't see as much of an increase in accidents and tickets during holidays because anything that happens on the highways in the county, the highway patrol works," Garnett said. "So we only get the county roads."

Police participating in 'Click It or Ticket'

By STEVEN THOMAS
Staff Reporter

Click It or Ticket time has started again as police increase the number of safety checkpoints looking for motorists not wearing seatbelts.

Starting last week, Police Chief Bill Cox said his officers would be running an increased number of checkpoints from May 20 to June 2.

"These will be throughout the city," he added.

Officers will be looking for motorists not wearing their seatbelts.

They will also be performing an increased number of sobriety checkpoints as well.

Cox warned that everyone should buckle up because his officers will be on the lookout anytime "day or night," he said.

This is not the first time checkpoints have increased.

In April at the urging of the city board, Cox increased the number of safety, sobriety and warrant checkpoints.

Cox said the increased checkpoints were "an effort to better protect the citizens."

When a checkpoint is established, drivers are stopped and asked to show their driver's license and proof of insurance.

The officers will then check for safety, i.e. seatbelts fastened, etc., and sobriety, from either alcohol or other substances.

Cox said there were safety issues with running a checkpoint.

"Turn-arounds do happen," he said, explaining that a turn-around was when a driver leaves the checkpoint line before they are approached by officers.

When this happens officers may give chase.

"I encourage folks to come on through," he said.

Cox added that the decision is made depending on the situation. If a driver leaves with a long line behind them, then police may not

go after them.

"We don't want to cause an accident chasing after someone," he said.

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Highway patrol to zero in on teen seat belt usage

By Josh Edwards
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Mississippi Highway Safety Patrol is making a push to get teenagers in Warren County to wear seat belts.

The push is part of plan to raise seat belt use in teens around the state, especially the Delta. Lt. John Poulos, director of public affairs for the highway patrol, told Port City Kiwanis on Thursday.

"We are going to make plans to bring our roll-over simulator," Poulos said. "MDOT does a great job,

but we do it a little bit differently because we are the ones who have to go knock on the door and inform families after a fatal crash."

In Mississippi, 82.5 percent of drivers use seat belts, Poulos said, but the numbers are estimated to be much lower in the Delta and among teens across the state.

Three Vicksburg Warren School District students — Cannon Lampkin, Acasia Lee and Aaron Brown — died in crashes in 2012 while not wearing seat

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MHP

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belts, VVSD superintendent Elizabeth Swinford said.

"They were not drunk, they were not texting and driving but none of them had seat belts on," Swinford said.

Poulos also discussed the function of the Mississippi Highway Safety Patrol and Mississippi Bureau of Investigations, both of which fall under the state's department of public safety.

"It's not just about getting out there and writing tickets and working wrecks," Poulos said.

Since Sept. 11, 2001, agencies around the country, including MHP and MBI have added focus on counterterrorism, he said. Mississippi is considered a terrorism target due to infrastructure and tourism, he said.

"Law enforcement is a different world right now," Poulos said.

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Highway Patrol out in force for holiday

Officials wanted a repeat of last year's no fatality Memorial Day Holiday. The 78-hour Memorial Day Holiday began at 6 p.m. today Friday, May 24, and ended at midnight Monday, May 27.

MHP utilized about \$93,000 of federal grants to put an additional 252 troopers on the road during the holiday period. Over

the past seven years, there has been a steady decline in the number of statewide fatalities. This year, there were three.

During the weekend, MHP issued a total of 7,380 tickets, investigated 129 crashes, made 177 DUI arrests and issued 780 seat belt violation and 113 child-restraint violation tickets.

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Click It Or Ticket

"If you drive on George County roads without wearing your seat belt, you may find yourself receiving a ticket," said George County Sheriff's Department spokesperson Shonna Pierce. "That's because officers with George County Sheriff's Office and Lucedale Police Department will be out looking for unbelted drivers during the national Click It Or Ticket campaign."

"Wearing your seat belt is one of the simplest things you can do to protect yourself in a crash," said Sgt. Jason Pharez, of the George County Sheriff's Office. "According to a 2011 survey by NHTSA (National Highway Traffic Safety Administration), only 80.5% of Mississippi drivers regularly wear seat belts. We'd like to see seat belt use increase, and we hope the Click It Or Ticket campaign will encourage more people to wear their seat belt."

Three people have lost their lives in traffic collisions on county roads since January 1. Sgt. Pharez stated that all three of those fatalities involved unbelted drivers and passengers.

The national Click It Or Ticket campaign begins May 20 and ends June 2.

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Holiday sees three killed in crashes

269
By Brian Livingston
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After not seeing a single death last year during the Memorial Day holiday weekend, officials with the Mississippi Highway Patrol hoped for the same results in 2013.

Unfortunately, three people lost their lives during the holiday weekend.

According to MHP Public Affairs Officer, Staff Sgt. B.R. (Rusty) Boyd, there were 129 traffic accidents over the three days, with three fatalities. In contrast, last year MHP troopers responded to 101 crashes.

Only three of the collisions this year involved alcohol.

Those who died this year included Ellen Fitch, 58, of Hattiesburg; Joseph E. Waltman, 24, of George County; and Thomas B. Pugh, 51, of Batesville. Boyd said there were 42 other people injured in crashes over the three-day period.

None of those killed were wearing seat belts at the

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time of the crashes, statistics compiled during the holiday show.

The MHP used about \$93,000 in federal grant funds to put an additional 252 troopers on the road during the Memorial Day holiday period, which began Friday evening and ended at midnight Monday. The main focus of the added troopers was the Click It or Ticket safety campaign which is still ongoing.

Statewide, troopers wrote 7,380 citations, including 177 DUIs. Of those DUI citations,

39 of them were issued in Batesville's Troop E, which led the state.

Across the state there were 780 tickets issued for seat belt violations and another 113 for failure to use proper child restraints.

In the Troop H district which includes Lauderdale County, there were 14 DUI citations issued; 76 seat belt violations; and 13 child restraint violations noted in the report. There were 19 traffic accidents reported in the Troop H district, resulting in eight total injuries.

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MHP issues 799 citations

The ²⁶⁹ Mississippi Highway Patrol had a total of three fatalities statewide during the Memorial Day period which began Friday and lasted until Monday.



Two of those fatalities occurred in the southern portion of Mississippi and one in the north.

Troop H, which includes Clarke County, issued a total of 799 citations during the holiday period. Those citations included 14 DUI arrests; 76 seatbelt tickets, 13 child restraint tickets and investigated 19 collisions.

Troop H includes the counties of Clarke, Lauderdale, Kemper, Neshoba, Leake, Scott, Newton, Smith and Jasper.

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Vaiden Board of Aldermen to meet Monday, June 3

By MIRIAM DOCKERY
COLUMNIST

269

June 1st is the last date to vote absentee in person. Monday, June 3rd is the last day for mail-in votes to be received at City Hall by 5 p.m. closing time. The regular June meeting of the Vaiden Board of Aldermen and Mayor will be Monday the 3rd at 7 p.m. in the City Hall courtroom. Tuesday, June 4th is Election Day in Vaiden; city citizens don't forget to vote at City Hall between 7 a.m. and 7 p.m. City Court

will not be held in June because of Election Day activities but will reconvene July 2nd at 9 a.m. Keep in mind the high school gym functions as a fall-out-shelter in case of emergency.

Mississippi law enforcement agencies are still in the midst of the "Click it or Ticket" campaign, which continues through June 2nd as holiday traffic returns to normal. State, county and local officers here increased their presence in an effort to keep our roads safer.

The Vaiden Farmers'

Market opens the 2013 season to shoppers on Saturday, June 1st at 9 a.m. until the goods are gone. This indoor venue provides vender tables and other furnishings. Sellers of vegetables, fruits and arts & crafts items are welcome. For more information call (662) 289-4125.

The Carroll County Development Association sponsors Candidates' Forum this Saturday, June 1st at the



MIRIAM DOCKERY
VAIDEN NEWS

Vaiden Auditorium from noon until 2 p.m. The candidates running in the upcoming election June 4th will be given time to express to the audience just

what their intentions are should they be elected and why they want your vote. This is your opportunity to "comparison shop"; come hear the Carroll County candidates in their own words with your own ears. There will be a time to

have your questions answered, too.

Saturday, June 1st is a full day in Vaiden offering something for everyone. After all the daytime activities, doors at the Vaiden Gym will open at 7 p.m. for Total Explosion. This event presents a collection of colorful characters wrestling for the coveted designation of "winner". There is a charge for those 6 years of age and older.

The official start to summer is still a few weeks away, but summer break has officially

begun with the end of the regular 2012-13 Carroll County school semester. May all our children have a happy safe summer.

I never say what "I would never do" because the truth is we "really never know". My granddaughter is visiting and just loves to be outdoors, and although I have never purposely killed a bug with my bare hands (except maybe a buzzing mosquito by accident), when a spider threatened her, grandmamma acted before... "Yooooohh!"

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Hwy. Patrol director gives Boys State facts about life and death

Special to the
Daily Times Leader

269
Before the close of a week that has taught rising high school senior boys how government works, some 385 Boys State delegates listened to frank talk from a veteran highway patrolman who has seen many fatalities as the result of distracted or impaired driving.

Lt. John Poulos, director of public affairs with the Mississippi Highway Safety Patrol, told the young men who represent hometowns and high schools from across the state, they must decide for themselves to save their own lives.

Mississippi consistently ranks No. 1 in the nation for teenage driving fatalities, and not wearing a seatbelt is the factor that is the No. 1 killer, he said.

Poulos emphasized that not only is their own seatbelt use important, but to be safe, every passenger in the vehicle should be buckled up.

"When that vehicle comes to a stop, if you're not restrained, your body is going to be like a ping pong ball, and it can take everyone's life," Poulos said. He proved his points with videos that demonstrated the devastation that can occur in just seconds during an accident.

Poulos said he's heard every excuse in the world for not wearing seatbelts, including the famous "it's uncomfortable" line, but he asked the boys to imagine how uncomfortable life is for someone who has been paralyzed as a result of having an accident while they were not wearing a seatbelt.

"That simple little click



Submitted Photo

Lt. John Poulos, director of public affairs with the Mississippi Highway Safety Patrol, speaks frankly with Boys State delegates about the dangers of distracted driving and impaired driving. He shows them "the last key," which he has used to lock the coffins at funerals of many who have died an untimely death due to tragic and preventable automobile accidents. Photo by: Beth Wynn

saves lives. You need to figure out how much you want life," he said.

Poulos explained that the human brain cannot respond quickly enough to be able to text and safely operate a vehicle. He told his audience that to send a text, they must pull over and stop their vehicle. Otherwise, they are putting their own life and the lives of others in jeopardy.

"You're leaders, but we're losing too many of you. Do not let somebody make the decision that takes your life,"

Poulos said.

He also advised the boys that law enforcement is a difficult job, but one that demands good people.

"We have to have leaders step up to help us with the issues we're going to face. It's going to take people like you," he said.

The Mississippi American Legion Boys State program concluded their week at Mississippi State University by announcing more than \$30,000 in scholarship awards. MSU is serving

through 2015 as host campus to Boys State, which is considered to be the nation's premier program for teaching how government works while developing young men's leadership skills and honing their appreciation for the rights and responsibilities of citizenship.

For more information about Boys State, visit www.msboysstate.com. For more about Mississippi State University, see www.msstate.edu.