CLICK IT OR TICKET - MAY 2012 - MISSISSIPPI

REPORTING PERIOD
FROM: 5/21/12 **TO:** 6/3/12
REPORTING ON: Safety Belt Enforcement

CREATED: Robert M. Hancock, State Official, 6/26/12
UPDATED: Harry Crum, Regional Coordinator, 8/14/12
STATUS: Finalized

REPORTING AGENCIES SUMMARY

LAW ENFORCEMENT AGENCIES	TOTAL IN STATE	PARTICIPATING THIS PERIOD	REPORTING THIS PERIOD
State Police Patrol Districts	9	9	9
County Sheriffs Police	82	50	38
City/Town Police	165	120	97
Other Agencies(Specify Below)	3	3	2

Other Agencies: USM, MSU

SPECIFIC ENFORCEMENT ACTIVITY DURING THIS REPORTING PERIOD

Specifically on DWI Enforcement	0
Specifically on Belt Enforcement	0
Specifically on Combined DWI/Belt Enforcement	15230
Approximate % of total hours worked as Overtime	29 %
Approximate % of total hours worked at Checkpoints	20 %
Approximate number of Checkpoints conducted	713

Briefly describe the specific DWI and/or Safety Belt enforcement operations other than checkpoints worked this month:
Saturation Patrols and Night time Enforcement details

DWI Arrests	1230	Suspended Licenses	5343
Safety Belt Citations	11833	Uninsured Motorists	8631
Child Safety Citations	1420	Speeding	10741
Felony Arrests	402	Reckless Driving	693
Recovered Stolen Vehicles	29	Drug Arrests	629
Fugitives Apprehended	561	Other Arrests (Specify Below)	8370

Other Arrests: Public Drunk, Equipment violations, Inspections Ran Stop Sign/Redlight

MEDIA ACTIVITY DURING THIS REPORTING PERIOD

PAID MEDIA

Approximate funds spent on paid media during this reporting period

TV Ads	Radio Ads	Print Ads	Billboards	Other Ads(see below)	Total
$107317	$59332	$2181	$39700	$9150	$217680

Other Ads: Movie Screenings: 2,555 Internet:5 Print Ads: 4 Billboards: 26

Approximate numbers of paid advertisements broadcast during this reporting period

TV	Radio
1582	4402

EARNED MEDIA

Press Conferences Held This Period	4
TV News Stories Aired This Period	116
Radio News Stories Aired This Period	25
Print News Stories Run This Period	90
Other News Stories (Specify Below)	5

Other News Stories: Bonus TV ads: 2,166 PSA Value $117,604 Bonus Radio ads: 2,241 PSA Value $39,442 Bonus Outdoor boards: 3 PSA Value $5,389 Bonus Movie Screenings: 2,555 PSA Value $4,752 Mailouts on Water Bills that state Buckle Up - Click it or Ticket

CONTACT INFORMATION

Name: Robert Hancock
Phone Number: 601-977-3722
E-mail Address: rhancock@dps.ms.gov

C

Media Activity this Period in Support of Memorial Day Click it or Ticket Campaign

Paid Media

Approximate funds spent on paid media this reporting period:

Total	TV ads	Radio ads	Print ads	Billboards	Other
$217,679.93	$107,316.65	$59,332.10	2,181.50	$39,700.00	$9,149.68

Approximate numbers of paid advertisements broadcast this reporting period:

TV spots : 1,582 Radio spots: 4,402 Print ads: 4 Billboards: 26

Movie Screenings: 2,555 Internet: 5

Other:

Earned Media

Press conferences held this month: 4
TV news stories aired this month: 116 Earned Media Value: $192,841.00
Radio news stories aired this month: 25 Earned Media Value: $37,918.00
Print news stories run this month: 90 Earned Media Value: $38,126.00
Other (specify):

Bonus TV ads: 2,125 PSA Value: $116,500.11

Bonus Radio ads: 2,241 PSA Value: $39,441.99

Bonus Outdoor boards: 3 PSA Value: $5,389.14

Other: Movie Screenings: 2,555 PSA Value: $4,752.30

Name of person submitting this report: Carol Mann
Phone: 601-362-5424 e-mail cmann@mannagency.com

Crackdown, Mobilization, and Sustained Enforcement Report

Report Date:	8/14/12
Mobilization 1:	Click It or Ticket - May 2011
Mobilization 2:	Click It or Ticket - May 2012
State(s) in Report (1):	MS
State(s) Participating in Mobilization 1 (1):	MS
State(s) Participating in Mobilization 2 (1):	MS

	Mobilization 1	Mobilization 2	% Change
Total Agencies			
State Police Patrol Districts	9	9	0.00%
County Sheriffs Police	82	82	0.00%
City/Town Police	162	165	1.85%
Other Agencies	5	3	-40.00%
Total Agencies	258	259	0.39%
Participating Agencies			
State Police Patrol Districts	9	9	0.00%
County Sheriffs Police	65	50	-23.08%
City/Town Police	130	120	-7.69%
Other Agencies	5	3	-40.00%
Total Agencies	209	182	-12.92%
Reporting Agencies			
State Police Patrol Districts	9	9	0.00%
County Sheriffs Police	36	38	5.56%
City/Town Police	101	97	-3.96%
Other Agencies	4	2	-50.00%
Total Agencies	150	146	-2.67%
Enforcement Activity			
Total Hours Worked	37811	15230	-59.72%
Number of Checkpoints	644	713	10.71%
Citation Information			
DWI Arrests	1179	1230	4.33%
Safety Restraint Citations	12413	11833	-4.67%
Child Passenger Citations	1245	1420	14.06%
Felonies	457	402	-12.04%
Stolen Vehicles	87	29	-66.67%
Fugitives Apprehended	580	561	-3.28%
Suspended Licenses	2870	5343	86.17%
Unisured Motorists	5860	8631	47.29%

Speeding	9352	10741	14.85%
Reckless Driver	790	693	-12.28%
Drugs	670	629	-6.12%
Other	7661	8370	9.25%
Paid Media Information			
Total Spent by Participating States	$197,372.00	$217,680.00	10.29%
TV	$102,989.00	$107,317.00	4.20%
Radio	$48,042.00	$59,332.00	23.50%
Print	$0.00	$2,181.00	
Billboards	$37,400.00	$39,700.00	6.15%
Other	$8,941.00	$9,150.00	2.34%
Earned Media			
Number of TV Spots	1842	1582	-14.12%
Radio Spots	3562	4402	23.58%
Press Conferences	27	4	-85.19%
TV News	66	116	75.76%
Radio	46	25	-45.65%
Print	92	90	-2.17%
Other	7	5	-28.57%

NHTSA Region 6
CIOT 2012 Campaign Tracking

Mississippi

Date	Outlet	Location
4/6/2012	Mississippi DPS	http://www.dps.state.ms.us/mhp-aging-fleet-puts-lives-in-danger/
5/14/2012	Clarion Ledger	http://www.clarionledger.com/article/20120515/NEWS/205150320/Seat-belt-enforcement-paying-off
5/14/2012	Hattiesburg American	http://www.hattiesburgamerican.com/article/20120515/NEWS01/205150318/Seat-belt-enforcement-paying-off?odyssey=mod%7Cnewswell%7Ctext%7CFRONTPAGE%7Cs
5/14/2012	KLTV 7	http://www.kltv.com/story/18373685/click-it-or-ticket-campaign-kicks-off
5/14/2012	WBTV CBS 3	http://www.wbtv.com/story/18373685/click-it-or-ticket-campaign-kicks-off
5/14/2012	WDAM NBC 7	http://www.wdam.com/story/18373685/click-it-or-ticket-campaign-kicks-off
5/14/2012	WLBT NBC 3	http://www.wlbt.com/story/18373685/click-it-or-ticket-campaign-kicks-off
5/15/2012	Clarion Ledger	http://www.clarionledger.com/article/20120515/NEWS/120515008/MHP-Unbuckled-passenger-can-fatal-others-car?odyssey=nav%7Chead
5/16/2012	Starkville Daily News	http://www.starkvilledailynews.com/node/10021
5/17/2012	Sun Herald	http://www.sunherald.com/2012/05/17/3955121/around-south-mississippi.html
5/17/2012	WDAM Hattiesburg	http://hattiesburg.wdam.com/news/news/49278-click-it-or-ticket-campaign-ready-get-underway
5/17/2012	WDAM NBC 7	http://www.wdam.com/story/18501889/click-it-or-ticket-campaign-ready-to-get-underway
5/17/2012	Winston Web News	www.winstonwebnews.com/current-news.html
5/18/2012	Clarion Ledger	http://www.clarionledger.com/article/20120519/NEWS/205190334/Paraplegic-s-plea-Wear-seat-belt-?odyssey=tab%7Ctopnews%7Ctext%7CHome
5/18/2012	Columbian Progress	http://columbianprogress.com/
5/18/2012	Gazebo Gazette	http://www.gazebogazette.com/gg/wp-content/uploads/2012/06/May-18-2012-issue.pdf
5/18/2012	Meridian Star	http://meridianstar.com/local/x1561284295/Click-It-or-Ticket-to-boost-seat-belt-use
5/18/2012	West Point Daily Times	http://www.dailytimesleader.com/content/wppd-gets-jump-click-it-or-ticket-mobilization
5/18/2012	WLBT NBC 3	http://www.wlbt.com/story/18557855/click-it-or-ticket
5/18/2012	WLOX ABC 13	http://www.wlox.com/story/18557855/click-it-or-ticket
5/19/2012	Bolivar Commercial	http://www.bolivarcom.com/view/full_story/18651364/article-Drew-law-joins-Click-It-or-Ticket?instance=main_article
5/19/2012	Hattiesburg American	http://www.hattiesburgamerican.com/article/20120519/NEWS01/120519005
5/19/2012	WEBD FOX 40	http://www.fox40tv.com/news/local/story/Buckle-up-or-pay-up/wDXsXWRkNUSE2qIFX_7Zmg.cspx
5/20/2012	Greenwood Commonwealth	http://www.gwcommonwealth.com/news/article_e36785de-a234-11e1-bf3b-001a4bcf887a.html
5/20/2012	World News	http://article.wn.com/view/2012/05/20/Paraplegics_plea_Wear_seat_belt/
5/21/2012	Sun Herald	http://www.sunherald.com/2012/05/21/3961194/statewide-click-it-or-ticket-campaign.html
5/21/2012	WHLT CBS 22	http://www2.whlt.com/news/2012/may/21/click-it-or-ticket-campaign-starts-monday-ar-3832366/
5/22/2012	Copiah County Courier	http://www.copiahcountycourier.com/v2/content.aspx?module=ContentItem&ID=240991&MemberID=1230
5/22/2012	Madison County Herald	http://www.mcherald.com/apps/pbcs.dll/article?AID=/20120522/NEWS/205220304/Buckle-your-seatbelts-or-face-a-fine
5/22/2012	McComb Enterprise-Journal	http://www.enterprise-journal.com/news/article_a5182eb0-a42c-11e1-b5b4-001a4bcf887a.html
5/22/2012	Rez News	http://www.thereznews.com/2012/05/click-it-or-ticket-campaign.html

5/22/2012	Springer Law Office	http://www.springerlawoffice.org/blog/2012/05/22/Click-It-or-Ticket.aspx
5/23/2012	Madison County Journal	http://onlinemadison.com/main.asp?SectionID=1&SubSectionID=1&ArticleID=25096
5/23/2012	News Courier	http://enewscourier.com/local/x1647283255/Local-morning-update-for-May-23-2012/
5/23/2012	Scott County Times	http://www.sctonline.net/articles/2012/05/23/news/local/news31.txt
5/23/2012	WLOX Pascagoula	http://pascagoula.wlox.com/news/events/56408-click-it-or-ticket-campaign-effect-may-21-june-3
5/24/2012	Altoona Herald	http://altoonaherald.desmoinesregister.com/article/DB/20120524/NEWS01/120524016
5/24/2012	Clarion Ledger	http://www.clarionledger.com/article/20120525/NEWS/205250329/Mississippi-Briefs
5/24/2012	Hattiesburg American	http://www.hattiesburgamerican.com/article/20120524/NEWS01/120524016/MHP-hopes-reduce-Memorial-Day-weekend-deaths?odyssey=tab%7Ctopnews%7Ctext%7CFRONTPAGE
5/24/2012	Rez News	http://www.thereznews.com/2012/05/news-from-mississippi-highway-patrol-no.html
5/24/2012	Stone County Enterprise	http://www.stonecountyenterprise.com/article_1589.shtml
5/24/2012	Sun Herald	http://www.sunherald.com/2012/05/23/3967186/sound-off-for-0524.html
5/24/2012	Sun Herald	http://www.sunherald.com/2012/05/24/3968734/mhp-hopes-to-reduce-memorial-day.html
5/24/2012	The Republic	http://www.therepublic.com/view/story/0c65d55573d64b8280c912dfd1b752fe/MS--Memorial-Day-Traffic/
5/24/2012	WDAM NBC 7	http://www.wdam.com/story/18621225/wdam-viewpoint-click-it-or-ticket
5/24/2012	WLBT NBC 3	http://www.wlbt.com/story/18617996/mhp-hopes-to-reduce-memorial-day-weekend-deaths
5/24/2012	WTVA NBC	http://www.wtva.com/news/local/story/MHP-hopes-to-reduce-Memorial-Day-weekend-deaths/dvEhZ-8Y6km6036W9t3CWQ.cspx
5/25/2012	Grenada Star	http://www.eclassifiedsnetwork.com/v2/content.aspx?module=ContentItem&ID=241228&MemberID=1218
5/25/2012	MS Click It or Ticket Facebook	http://www.facebook.com/permalink.php?story_fbid=274838735948456&id=853400160763
5/25/2012	NEMS360.com	http://nems360.com/view/full_story/18715368/article-MHP-hopes-to-reduce-Memorial-Day-weekend-deaths?instance=secondary_stories_left_column
5/25/2012	Starkville Daily News	http://www.starkvilledailynews.com/node/10110
5/25/2012	Sun Herald	http://www.sunherald.com/2012/05/25/3971227/around-south-mississippi.html
5/25/2012	WAPT 16	http://www.wapt.com/news/mississippi/MHP-hopes-to-reduce-Memorial-Day-weekend-deaths/-/9156860/14155578/-/493lo8/-/index.html
5/25/2012	WDAM NBC 7	http://www.wdam.com/story/18628310/jones-county-click-it-or-ticket-it
5/25/2012	WDBD FOX 40	http://www.fox40tv.com/news/local/story/Memorial-Day-Traffic-Crackdown/OHcRJ1HYsk6dt9Q7tarIAA.cspx
5/25/2012	WHLT CBS 22	http://www2.whlt.com/news/2012/may/25/law-enforcement-prepares-memorial-day-ar-3859710/
5/25/2012	WLBT NBC 3	http://www.wlbt.com/story/18623392/more-than-300-additional-troopers-on-the-
5/25/2012	WTOK ABC 11	http://www.wtok.com/home/headlines/Mississippi_Alabama_Reach_Hands_Across_the_Border_154187165.html
5/26/2012	Commercial Appeal	http://www.commercialappeal.com/news/2012/may/26/best-to-buckle-up-during-holiday/
5/26/2012	Meridian Star	http://meridianstar.com/local/x1968171859/Partnership-in-place-for-safety-blitz
5/26/2012	Picayune Item	http://picayuneitem.com/local/x915990868/MHP-on-patrol-for-holiday
5/29/2012	Hattiesburg American	http://www.hattiesburgamerican.com/article/20120529/NEWS01/120529007/Miss-had-no-fatalities-over-Memorial-Day-weekend?odyssey=tab%7Ctopnews%7Ctext%7CFRONTPAGE
5/29/2012	Sun Herald	http://www.sunherald.com/2012/05/29/3975393/tickets-duis-up-over-holiday-but.html
5/29/2012	Sun Herald	http://www.sunherald.com/2012/05/29/3975372/miss-had-no-fatalities-of-memorial.html

5/29/2012	WCBI CBS 6	http://wcbi.com/article.php?subaction=showfull&id=1338309671&archive=&start_from=&ucat=2&
5/29/2012	WDAM NBC 7	http://www.wdam.com/story/18645804/miss-had-no-fatalities-of-memorial-day-weekend
5/29/2012	WDBD FOX 40	http://www.fox40tv.com/news/local/story/Holiday-Traffic-numbers/9yibPY3ptE2gZTjtmW2aQQ.cspx
5/29/2012	West Point Daily Times	http://www.dailytimesleader.com/content/local-click-it-effort-successful
5/29/2012	WHLT CBS 22	http://www2.whlt.com/news/2012/may/29/state-had-no-fatalities-over-holiday-ar-3878078/
5/29/2012	WLOX ABC 13	http://www.wlox.com/story/18646008/ms-hwy-patrol-no-fatalities-memorial-day-weekend?
5/29/2012	WTOK ABC 11	http://www.wtok.com/home/headlines/No_Deaths_Reported_on_Mississippi_Highways_155541165.html
5/29/2012	WTOK ABC 11	http://www.wtok.com/home/headlines/Miss_had_no_fatalities_of_Memorial_Day_weekend_155386355.html
5/29/2012	WXVT CBS 15	http://www.wxvt.com/Global/story.asp?S=18645804
5/30/2012	Madison County Journal	http://onlinemadison.com/main.asp?SectionID=1&SubSectionID=1&ArticleID=25124
5/30/2012	Meridian Star	http://meridianstar.com/local/x1647289018/MDPS-No-fatalities-over-long-weekend
5/30/2012	NEMS360.com	http://nems360.com/pages/full_story/push?article-Mississippi+had+no+fatalities+of+Memorial+Day+weekend%20&id=18757370&instance=secondary_stories_left_column
5/30/2012	Picayune Item	http://picayuneitem.com/statenews/x234173260/Miss-had-no-fatalities-of-Memorial-Day-weekend
5/30/2012	WONA 95.1 FM	http://www.hawg95.com/index.php?pr=Latest_News&nShow=443
5/30/2012	WTVA NBC	http://www.wtva.com/news/local/story/Mississippians-more-likely-to-die-in-auto/90a4Y6hLA0mIyWMV2uKjeQ.cspx
6/5/2012	WCBI CBS 6	http://www.wcbi.com/article.php?subaction=showfull&id=1338945539&archive=&start_from=&ucat=2,4&
6/7/2012	Meridian Star	http://meridianstar.com/local/x1828356484/Memorial-Day-safety-campaign-numbers-released
6/8/2012	New Albany News Exchange	http://www.newalbanynews-exchange.com/article.asp?id=16123&sec=22
6/12/2012	WLOX ABC 13	http://www.wlox.com/story/18769268/kids-get-lesson-in-seat-belt-safety