



**SOUTH CAROLINA'S  
Annual Report  
FFY 2011**

**Submitted by the Office of Highway Safety  
SC Department of Public Safety**

**December 31, 2011**

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## Introduction

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### Crash Summary

Traffic fatalities are projected to increase by 3.5% in 2011, as compared to 2010, from 810 in 2010 to 839 in 2011. This increase comes after traffic fatalities had been on the decrease in South Carolina for the previous three years. There were 921 people killed in traffic crashes during 2008, 894 in 2009 and 810 in 2010. The 810 fatalities in 2010 represent a 9.4% decrease in fatalities compared to 2009. In addition, South Carolina expects a 10.21% reduction in its mileage death rate during 2010.

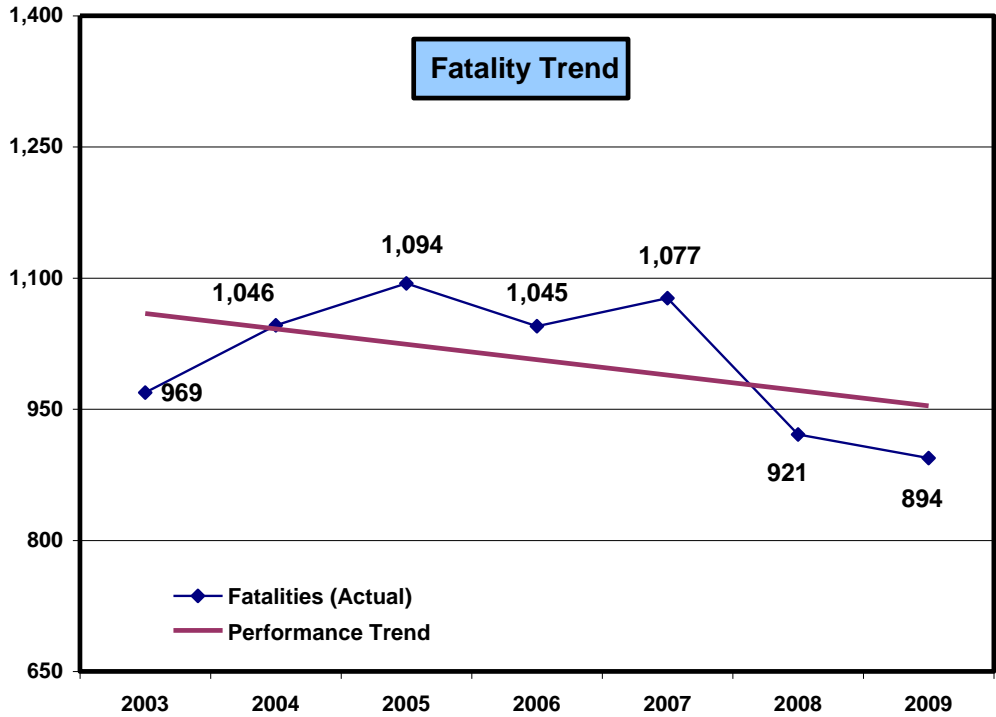
According to NHTSA, South Carolina experienced a decrease in the number of alcohol-impaired (a driver with a BAC of .08 or more involved in the collision) fatalities during 2009, while the percentage of traffic fatalities in our State that were DUI-related also decreased. NHTSA estimates reported 400 alcohol-impaired fatalities in 2008 and 374 in 2009, a 6.5% decrease. In 2008, 43.4% of all traffic fatalities were alcohol-impaired and that percentage fell to 42.2% in 2009. Alcohol-impaired driving fatality figures for 2010 indicate South Carolina experienced 357 alcohol-impaired driving fatalities, a decrease of 4.5% as compared to 2009.

Motorcycle fatalities are expected to decrease again in 2010 by 5.5% from 108 in 2009 to 102. However, South Carolina may see an increase in motorcycle fatalities in 2011, as early estimates predict 113 motorcyclist deaths. Bicyclist fatalities are expected to be up by one (1) in 2010 from the 13 experienced in 2009. As of early December, there have been 12 pedalcyclists killed in South Carolina.

Crash Data / Trends	Progress Report Data 2003 - 2009 with 2010 Estimates									
	2003	2004	2005	2006	2007	2008	2009	2010	2011	Three Year Average
Fatalities (Actual)	969	1,046	1,094	1,045	1,077	921	894	810		875
Fatality Rate /100 million VMT	2.01	2.11	2.21	2.08	2.11	1.86	1.82	1.63		1.77
Rural	2.82	2.76	3.96	3.64	3.81	3.63	3.62	3.13		3.46
Urban	0.58	0.91	0.50	0.56	0.43	0.17	0.06	0.15		0.12
# of Serious Injuries	4,224	4,211	4,143	4,091	4,104	3,513	3,448	3,462		3,474
# of Fatalities Involving Driver or Motorcycle Operator w/ > .08 BAC	389	368	436	419	464	400	377	348		375
# of Unrestrained Passenger Vehicle Occupant Fatalities	496	579	548	457	492	412	381	314		369
# of Speeding-Related Fatalities	410	463	481	419	454	350	337	316		334
# of Motorcyclist Fatalities	89	88	106	110	131	123	108	102		111
# of Unhelmeted Motorcyclist Fatalities	69	72	78	82	96	91	82	74		82
# of Drivers Age 20 or Younger Involved in Fatal Crashes	173	164	167	164	170	141	128	122		130
# of Pedestrian Fatalities	80	86	98	128	108	101	89	90		93
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	72.7%	65.7%	69.7%	72.5%	74.5%	79.5%	81.5%	85.4%	86.0%	84.3%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities				27,352	108,964	232,707	265,952	285,073	257,865	269,630
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities				3,765	6,554	20,031	26,589	30,574	26,010	27,724
# of Speeding Citations Issued During Grant-Funded Enforcement Activities				95,902	188,097	438,058	521,114	521,439	402,793	481,782

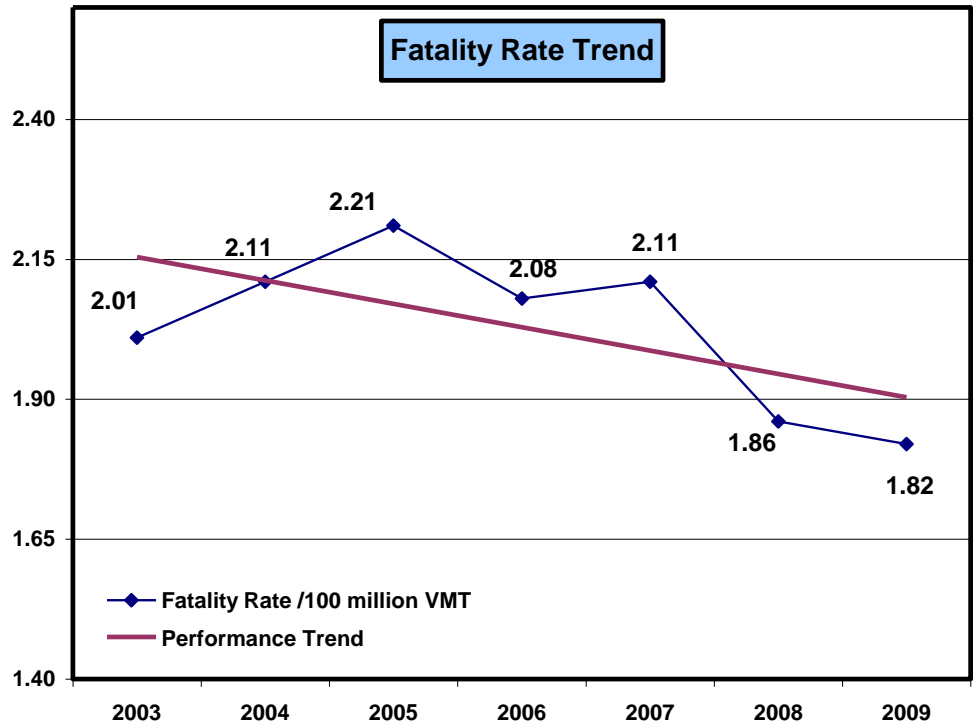
**Goal: Fatalities**

To decrease the three-year (2009-2011) average number of traffic fatalities by 15% from the baseline three-year (2006-2008) average of 1,014 to 862 fatalities by December 31, 2011.



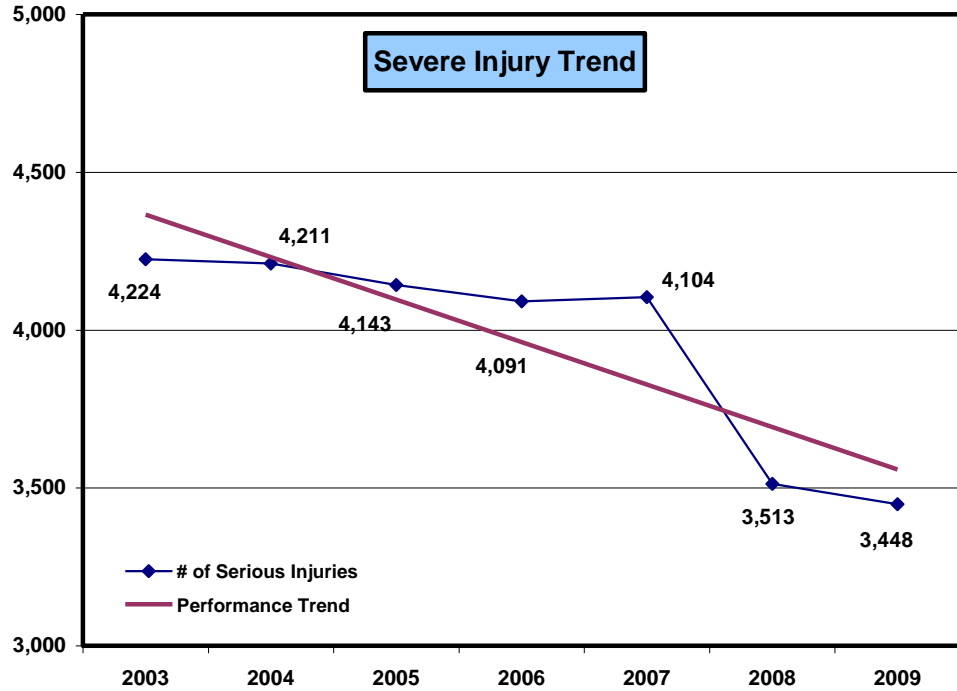
**Goal: Fatality Rate/VMT**

To decrease the three-year (2009-2011) average fatalities/VMT by 5% from the baseline three-year (2006-2008) average of 2.01 to 1.91 fatalities/VMT by December 31, 2011.



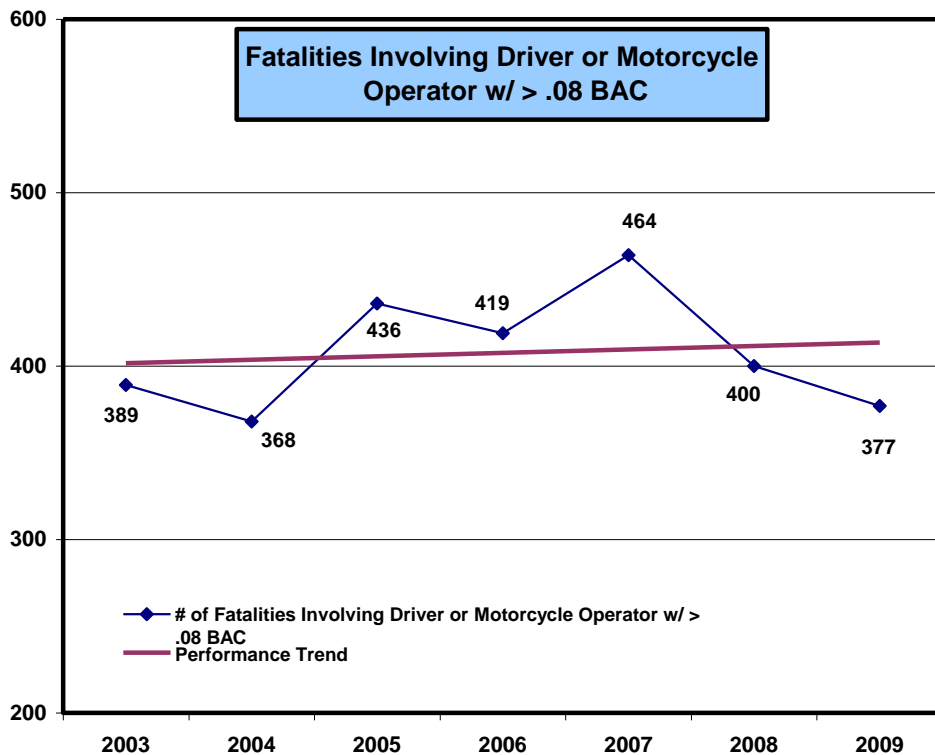
**Goal: Severe Injuries**

To decrease the three-year (2008-2010) average number of serious traffic injuries by 5% from the baseline three-year (2006-2008) average of 3,903 to 3,707 by December 31, 2011.



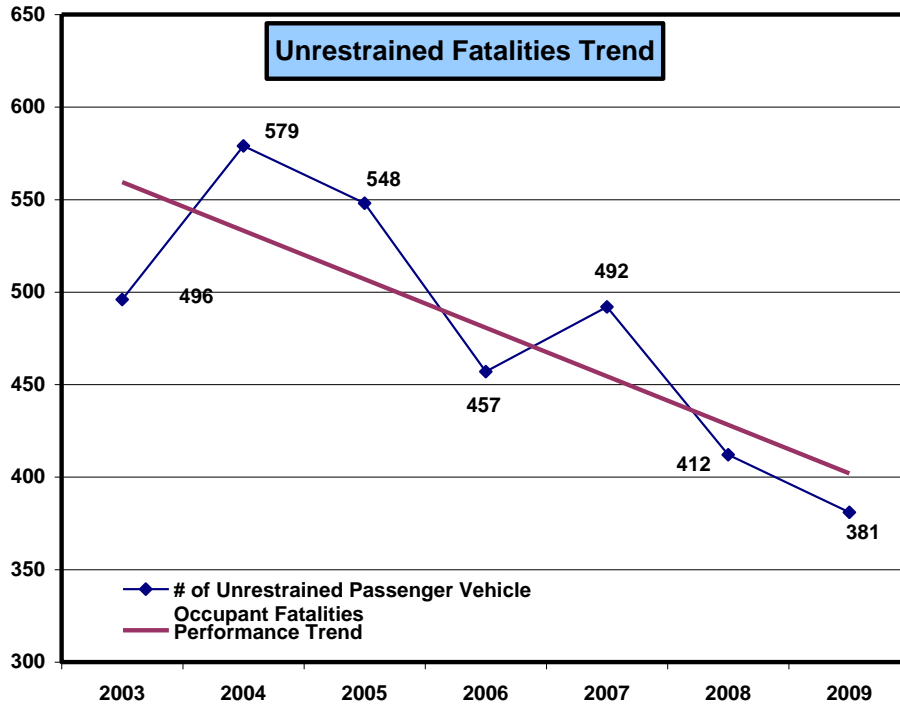
**Goal: Fatalities at .08 or Above**

To decrease the three-year (2008-2010) average number of alcohol-related impaired driving fatalities by 5% from the baseline three-year (2006-2008) average of 429 to 408 alcohol-related impaired driving fatalities by December 31, 2011.



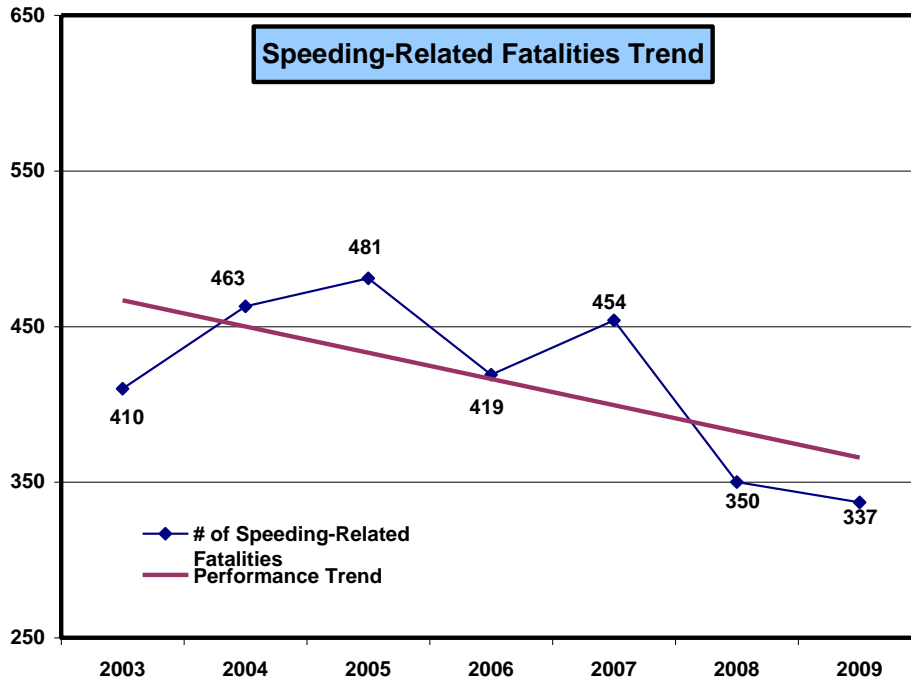
To decrease the three-year (2009-2011) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the baseline three-year (2006-2008) average of 453 to 408 by December 31, 2011.

**Goal: Unrestrained Fatalities**



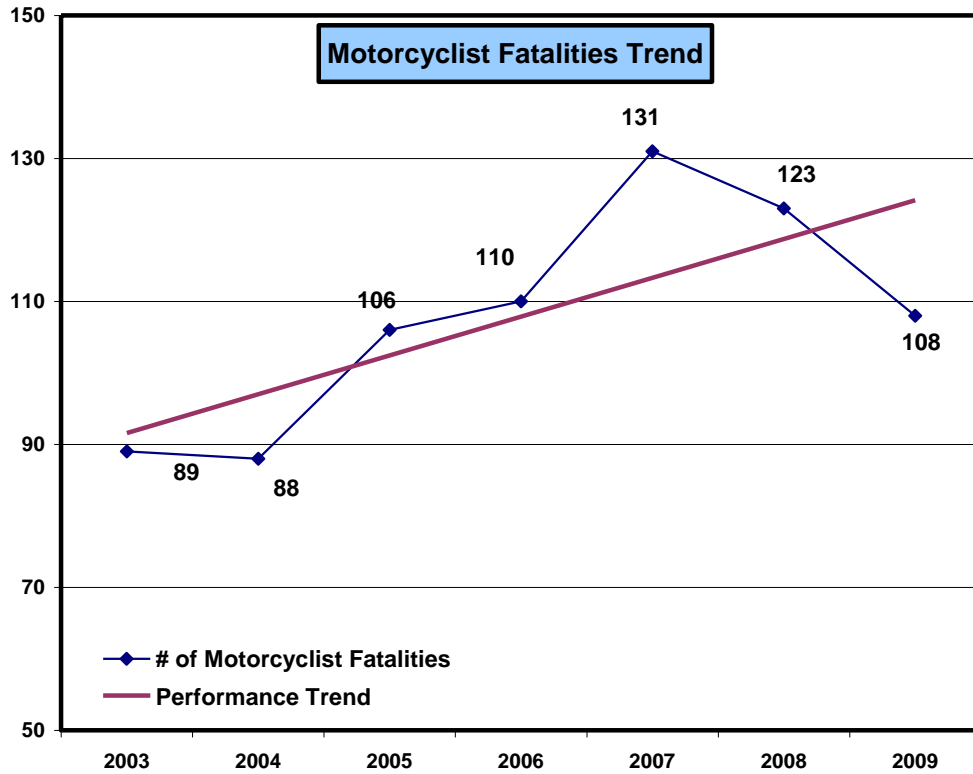
To decrease the three-year (2009-2011) average number of speed-related fatalities by 15% from the baseline three-year (2006-2008) average of 408 to an average of 345 by December 31, 2011.

**Goal: Speeding-Related Fatalities**



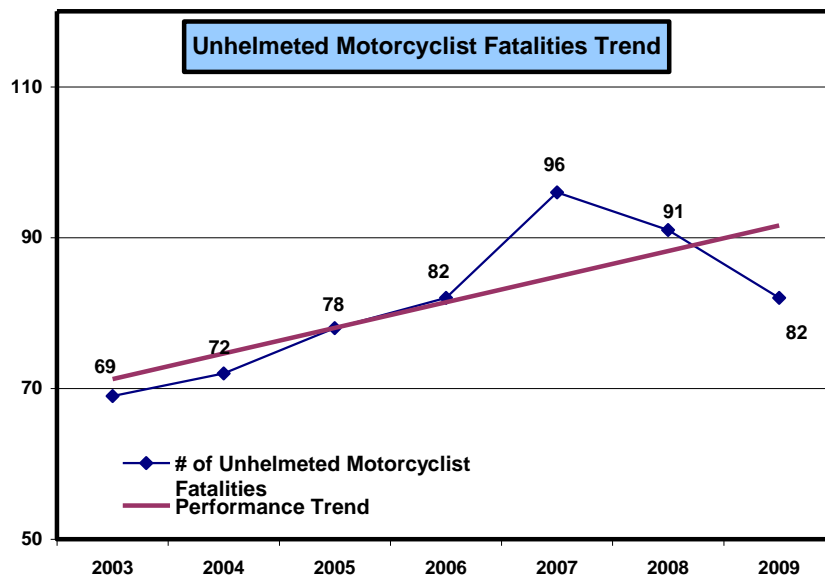
To decrease the three-year (2009-2011) average number of motorcyclist fatalities by 5% from the baseline three-year (2006-2008) average of 121 to 115 motorcyclist fatalities by December 31, 2011.

**Goal: Motorcyclist Fatalities**



To decrease the three-year (2009-2011) average number of unhelmeted motorcyclist fatalities by 5% from the baseline three-year (2006-2008) average of 90 to 85 unhelmeted motorcyclist fatalities by December 31, 2011.

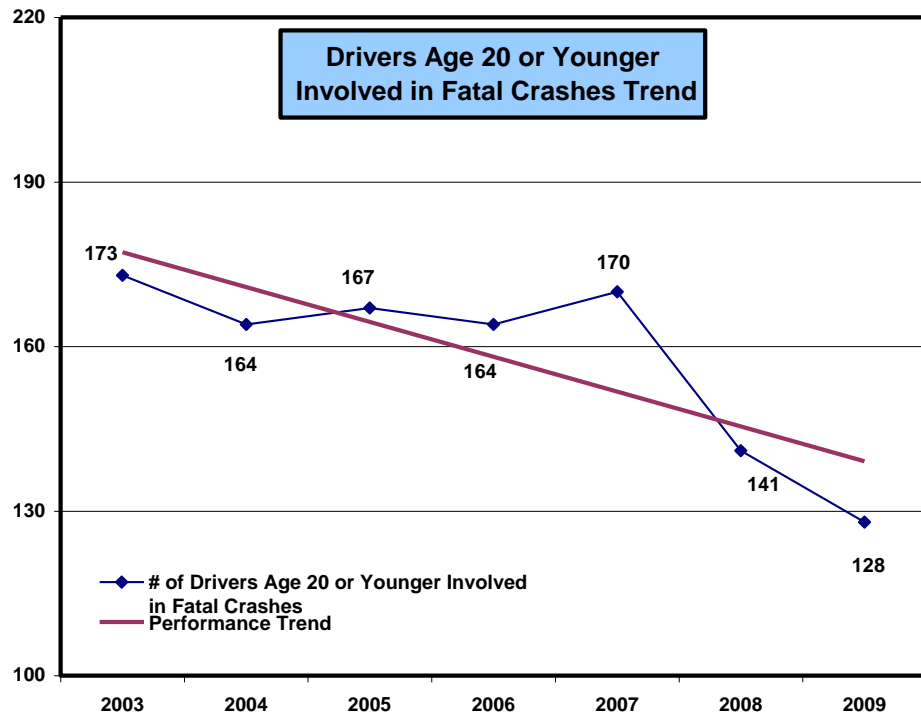
**Goal: Unhelmeted Motorcyclists**





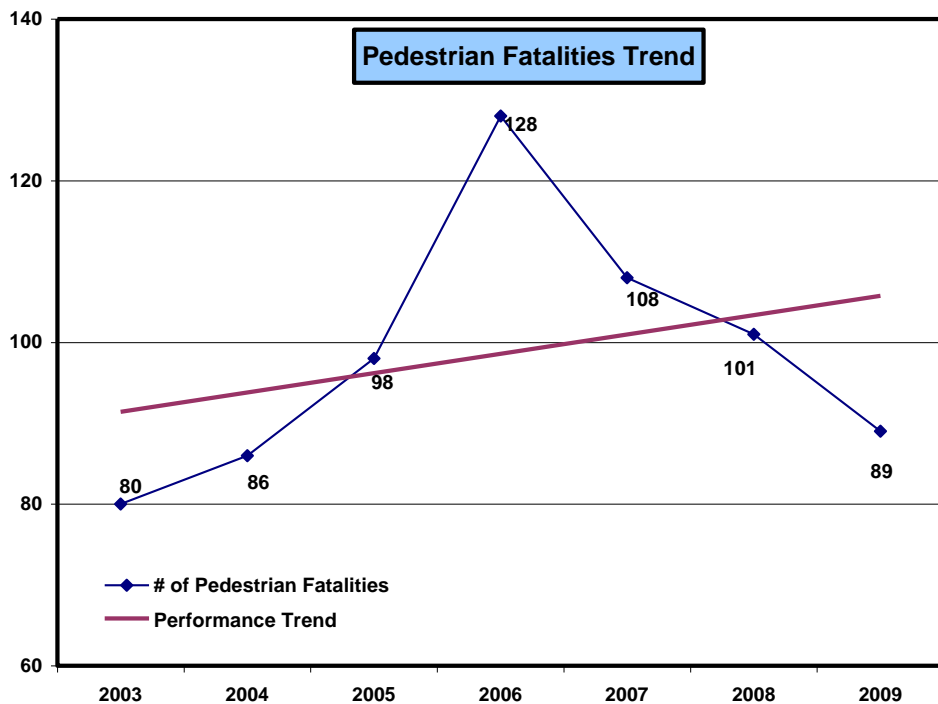
To decrease the three-year (2009-2011) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2006-2008) average of 159 to 143 by December 31, 2011.

**Goal: Drivers 20 or Under**



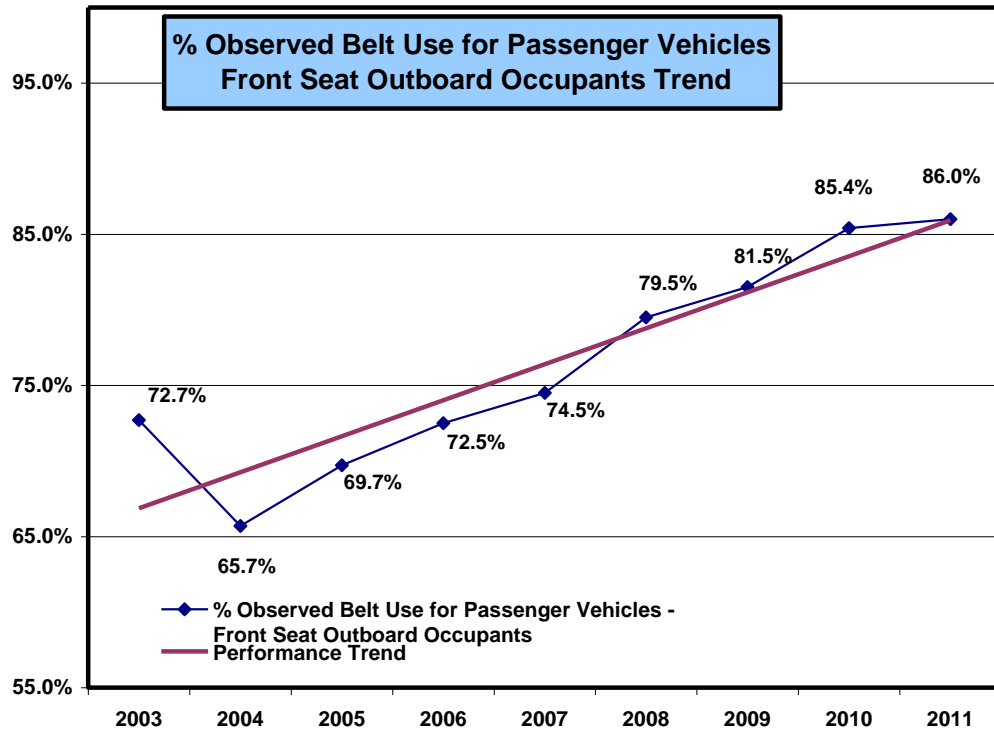
To decrease the three-year (2009-2011) average number of pedestrian fatalities by 10% from the baseline three-year (2006-2008) average of 112 to 101 pedestrian fatalities by December 31, 2011.

**Goal: Pedestrian Fatalities**



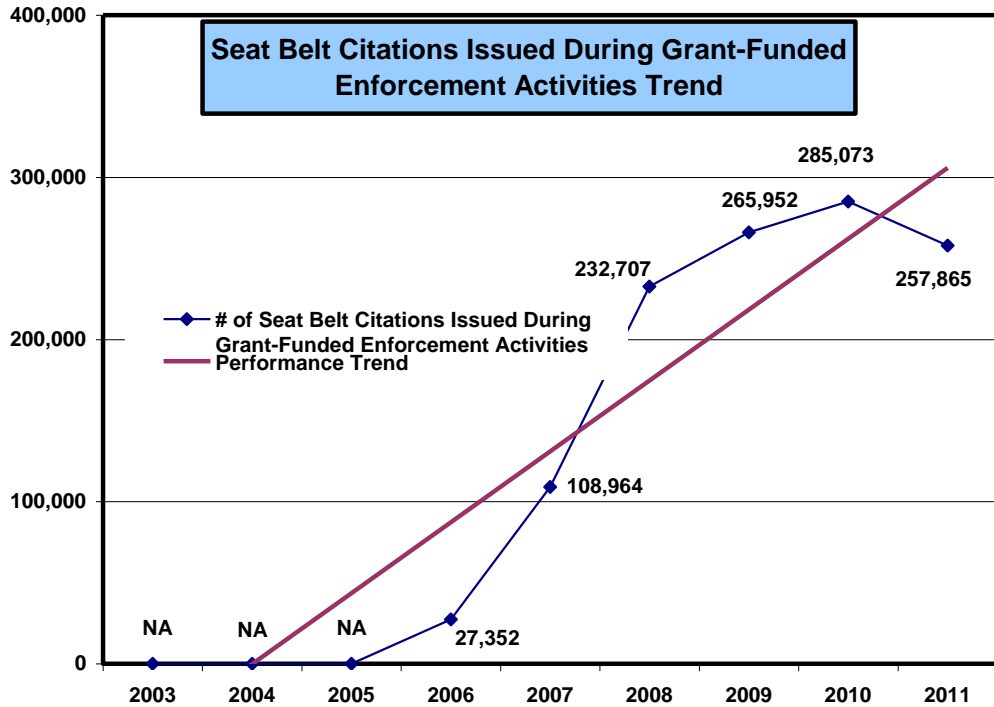
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 2 percentage points from the 2010 calendar base year usage rate of 85.4% to 87.4% by December 31, 2011.

**Goal: Observed Belt Use**



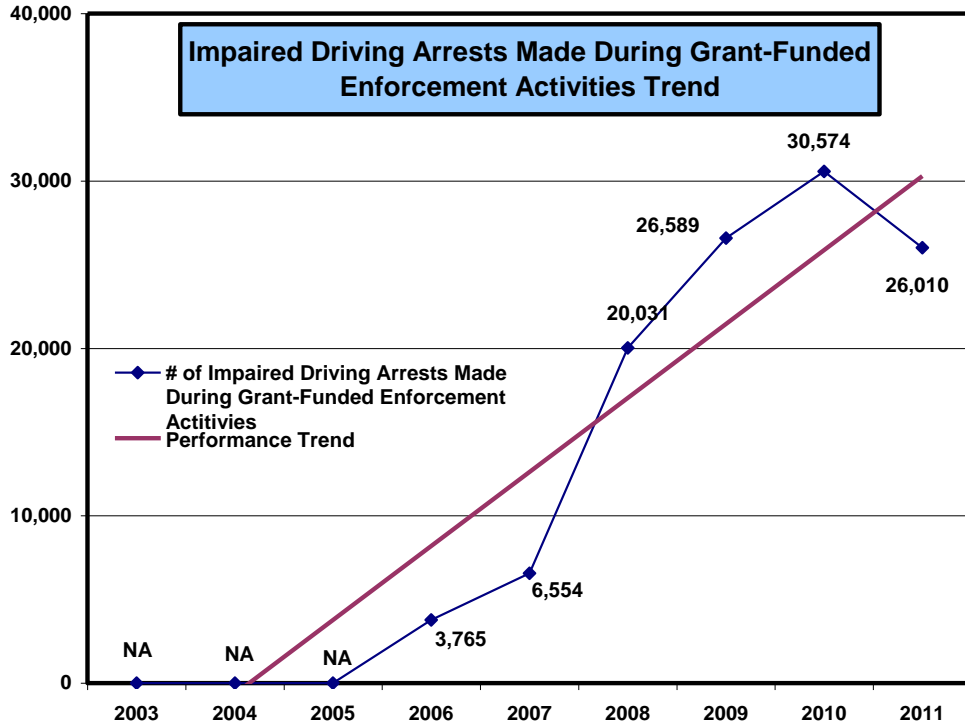
**Goal: Seat Belt Citations**

To increase the number of grant-funded seat belt citations issued by 5% from 265,952 in 2009 to 280,000 in 2011.



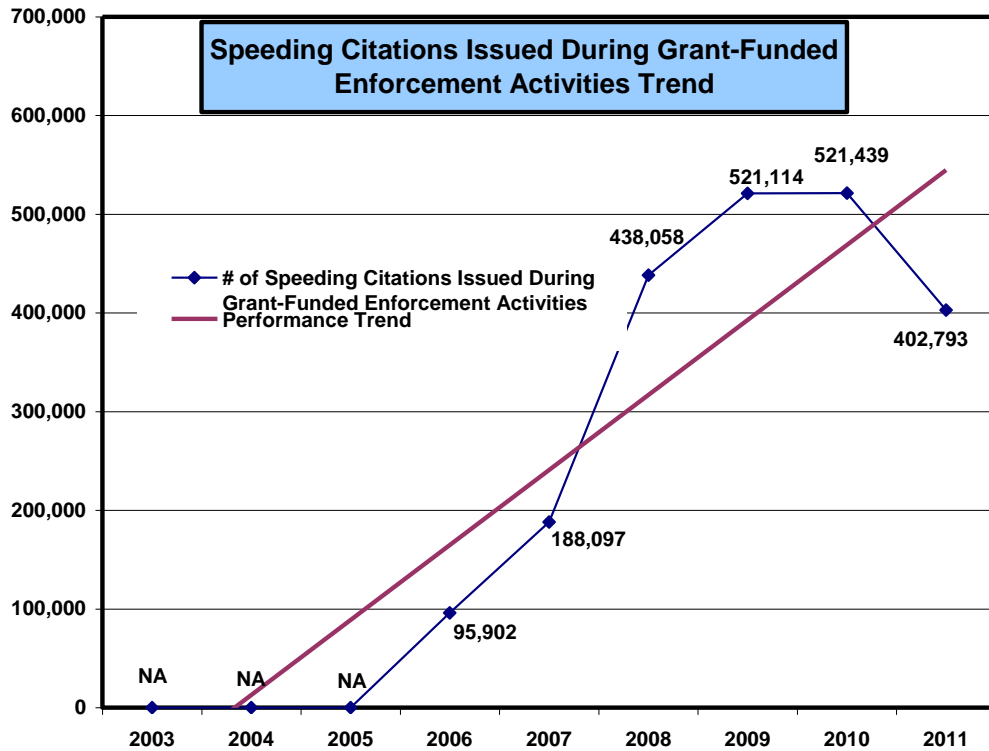
To increase the number of grant-funded impaired driving arrests made by 5% from 26,589 in 2009 to 28,000 in 2011.

**Goal: Impaired Driving Arrests**



To increase the number of grant-funded speeding citations issued by 5% from 521,114 in 2009 to 549,000 in 2011.

**Goal: Speeding Citations**



## Planning and Administration Overview

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### Goals:

1. To decrease the three-year (2009-2011) average number of traffic fatalities by 15% from the baseline three-year (2006-2008) average of 1,014 to 862 fatalities by December 31, 2011.
  2. To decrease the three-year (2009-2011) average fatalities/VMT by 5% from the baseline three-year (2006-2008) average of 2.01 to 1.91 fatalities/VMT by December 31, 2011.
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The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety (OHS) of the South Carolina Department of Public Safety (SCDPS). The mission of the Office is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Office coordinates highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, the implementation of engineering-related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

Primary activities of Program Administration include:

- **Problem Identification:** Includes identification of actual and potential traffic safety hazards and effective countermeasures.
- **Administration:** Includes preparation of the Highway Safety Plan and distribution and administration of federal funds to state, local, and private agencies.
- **Monitoring and Evaluation:** Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety Plan.
- **Public Information and Education:** Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

In order to provide the necessary planning and guidance to subgrantees, the following OHS staff positions were retained through the Planning and Administration grant: one (1) Director, one (1) Assistant Director, one (1) Grants Administration Manager. A Senior Accountant, a Fiscal Technician and an Administrative Assistant are split-funding among other internal grants.

Early estimates indicate that South Carolina will meet or exceed the goals as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of traffic fatalities is 845. When compared to the CY 2006-2008 average of 1,014 number of traffic fatalities, this represents a 16.7% reduction. The estimated mileage death rate (MDR) of the State during CY 2010 is 1.65, down 10.21% from 1.84 in CY 2009. Additionally, the mileage injury rate is also projected to decrease 0.2%, from 99.39 in CY 2009 to an estimated 99.19 for CY 2010.

## Planning and Administration Overview

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The OHS was responsible for various noteworthy activities during this grant period. The two major enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.* and *Sober or Slammer!*) generated significant activity on the local law enforcement level as local jurisdictions participated heavily in the campaigns with enforcement, educational, and media-related activities.

The OHS continued to work with the Law Enforcement Network system in the state to implement sustained DUI enforcement activities beginning in December 2010 and running through September 5, 2011. The Sustained DUI Enforcement campaign included two major DUI mobilization crackdowns (Christmas/New Year's 2010-2011 and Labor Day 2011). The campaign followed the Strategic Evaluation States model, with participating law enforcement agencies conducting specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least monthly during the effort, with an additional four nights of specialized DUI enforcement activity occurring during the mobilization crackdowns. Generous media coverage was attained as part of this DUI ten-month long emphasis.

The agency also conducted a *School Zone Safety Week* emphasis during the month of August 2011. The campaign included increased enforcement statewide, the availability of educational materials to all middle and elementary schools in the state, and presentations conducted throughout the state at elementary and middle schools by SC Highway Patrol Community Relations Officers and local law enforcement agencies.

## Alcohol Countermeasures Program Overview

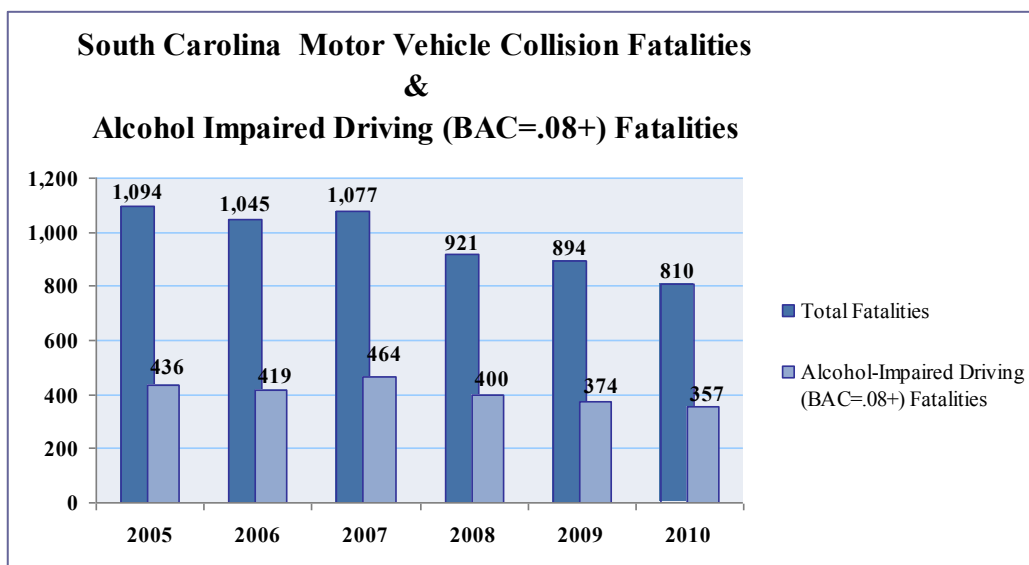
### Goals:

1. To decrease the three-year (2009-2011) average number of alcohol-related impaired driving fatalities by 5% from the baseline three-year (2006-2008) average of 429 to 408 alcohol-related impaired driving fatalities by December 31, 2011.
2. To increase the number of grant-funded impaired driving arrests made by 5% from 26,589 in 2009 to 28,000 in 2011.

Early estimates indicate that South Carolina will meet or exceed the goals as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of alcohol-related impaired driving fatalities is 363. When compared to the CY 2006-2008 average of 429 number of traffic fatalities, this represents a 15% reduction. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded impaired driving arrests made. In 2011, there were 26,010 reported grant-funded impaired driving arrests made, compared to 26,589 in 2009, which resulted in a 2% decrease. There was a decline in the number of agencies participating in the Law Enforcement DUI Challenge this year which has impacted the overall citation data.

According to NHTSA, the level of BAC reporting in South Carolina on drivers in fatal crashes was 43% in 2008, compared to 44% in 2009. This is a 2.3% increase in the BAC reporting on drivers in fatal crashes. It is estimated that SC will achieve approximately 46% in 2010. The BAC level is considered “sensitive” information by the state’s coroners. As such, coroners are reluctant to report the BAC levels on drivers in fatal crashes. The OHS will continue to work diligently on efforts to influence coroners in South Carolina to report the BAC level of drivers in fatal crashes.

There were 18 alcohol countermeasures subgrants awarded in FY 2011 using two sources of funding. There were 4 subgrants awarded exclusively using Section 402 funds, 13 were awarded using exclusively Section 410 funds, and 1 was awarded with a combination of Section 402 and Section 410 funds.



## Alcohol Countermeasures Program Overview

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Grant Number	Grantee	Funding Source	Grant Amount
2H11006	SC Department of Public Safety: OHS	410	\$557,893
2H11010	SC Commission on Prosecution Coordination	410	\$1,220,130
2H11011	SC Criminal Justice Academy	410	\$160,963
2H11013	City of Anderson Police Department	410	\$111,135
2H11015	Lexington County Sheriff's Department	410/402	\$225,509
2H11016	SC Department of Public Safety: Highway Patrol	410	\$227,360
2H11017	SC Commission on Prosecution Coordination	410	\$175,540
2H11019	SC Department of Public Safety: Highway Patrol	410	\$227,360
2H11021	Darlington County Sheriff's Office	402	\$41,963
2H11024	Berkeley County Sheriff's Office	410	\$177,223
2H11025	Anderson County Sheriff's Office	410	\$123,839
2H11026	City of Charleston	410	\$106,578
2H11027	Town of Mount Pleasant Police Department	410	\$142,174
2H11028	Orangeburg Department of Public Safety	402	\$122,238
2H11030	North Augusta Department of Public Safety	410	\$143,606
2H11035	Mauldin Police Department	410	\$130,339
2H11036	City of Darlington Police Department	402	\$45,273
2H11038	City of Hanahan Police Department	402	\$62,579

The Impaired Driving Countermeasures Program Management project developed and implemented comprehensive statewide impaired driving countermeasures efforts in order to reduce DUI-related crashes, injuries, and deaths on South Carolina's roadways. One of the most extensive activities of this project was the *Sober or Slammer!* campaign. The campaign is a high-visibility law enforcement and media initiative that involved a comprehensive statewide effort to call attention to the problem of DUI in the state of South Carolina. *Sober or Slammer!* is South Carolina's equivalency to the national *Drive Sober or Get Pulled Over* campaign. South Carolina also continued to develop the South Carolina Law Enforcement Network (SCLLEN), which is based on the 16 judicial circuits in the state. The SCLLEN influenced and energized law enforcement officers (state, county, local, and others), agencies, and organizations into addressing the impaired driving problems in South Carolina. The SCLLEN has carried

## Alcohol Countermeasures Program Overview

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much of the weight in implementing the *Sober or Slammer!* campaign. There is little doubt that the SCLEN is bridging gaps of communication and cooperation that have existed among law enforcement within this state.

The SCLEN and the Impaired Driving Countermeasures Program Manager worked collaboratively in coordinating the 2011 Law Enforcement DUI Challenge for all law enforcement agencies in the 16 judicial circuits of South Carolina. Law enforcement agencies that participated in the challenge were required to conduct primarily stepped-up DUI enforcement while also addressing the issues of safety belts and speed enforcement. The challenge ran from December 2010 through September 2011 and included enforcement activities conducted during the national campaigns as well as monthly impaired driving enforcement initiatives across the State.

Participating agencies reported monthly on their regular sustained enforcement activities. Of the 260 eligible agencies, 147 participated in the 2011 Law Enforcement DUI Challenge. Each law enforcement agency that participated fully in the 2011 Law Enforcement DUI Challenge will receive incentive items that will assist in DUI enforcement efforts and detecting impaired drivers. In addition to the incentive items, the SCDPS will award police vehicles and in-car digital cameras to law enforcement agencies that participated in the DUI Challenge and achieved specified criteria. Four (4) equipped police vehicles will be awarded to each of the top four (4) networks that experienced a decrease in established alcohol-related traffic statistical criteria in their circuit. Eligible agencies within each of the four networks will have a chance to draw for one of the vehicles. Additionally, ten (10) in-car digital cameras will be awarded to the next (5-8), four (4) highest point total Networks. Eligible agencies within each of these networks will have a chance to draw for one or more of the in-car digital cameras.

The South Carolina Department of Public Safety's Office of Highway Safety utilized grant funds during FFY 2011 for paid media efforts relating to the Law Enforcement DUI Challenge, the state's *Sober or Slammer!* (SOS) mobilization crackdowns conducted during Christmas/New Year's 2010-2011 and Labor Day 2011. The enforcement portion of the 2010-2011 Christmas/New Year's SOS campaign efforts ran from December 16, 2010 – January 3, 2011. The flight dates for the paid media portion of the 2010-2011 Christmas/New Year's SOS campaign efforts ran from Thursday, December 16, 2010 through Sunday, December 19, 2010; and Thursday, December 23, 2010 through Wednesday, December 29, 2010. The mobilization crackdown enforcement portion of the Labor Day 2011 SOS campaign ran from August 19-September 5, 2011. Flight dates for the paid media portion of the 2011 Labor Day SOS campaign efforts ran from August 18-22; August 25-29; and September 1-5, 2011. The agency contractor, Fisher Communications, created and produced television commercial spots and radio PSA's that warned viewers and listeners about the dangers and consequences of drunk driving. The television commercial spots and radio PSA's were used in major media markets during the 2010-2011 *Sober or Slammer!* campaigns and the 2011 Law Enforcement DUI Challenge.

Additionally, the Office of Highway Safety held a DUI Enforcement Recognition Ceremony on March 23, 2011, to recognize the efforts of law enforcement agencies and law enforcement officers for their time and dedication in DUI enforcement efforts in the State.

The South Carolina Impaired Driving Prevention Council (SCIDPC), comprised of representatives from the SC Department of Public Safety (Director, OHS, SCHP, STP), the Criminal Justice Academy, Office of Justice Programs, the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities continues to make progress in addressing impaired driving issues in South Carolina. During FFY 2009, a statewide Impaired



## Alcohol Countermeasures Program Overview

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Driving Assessment was conducted by the National Highway Traffic Safety Administration (NHTSA). Upon completion of the Assessment, the Assessment Team determined the “state of the State” in terms of impaired driving issues in the form of a formal report regarding how to improve impaired driving countermeasures in the state of South Carolina. The Assessment Report contained 75 recommendations, of which 25 were considered priority recommendations. The recommendations have been reviewed by the SCIDPC. The SCIDPC has assigned each recommendation (Priority and Non-Priority) to 1 of 4 subcommittees of the Council. During FFY 2011, the subcommittees continued to assess the recommendations to determine priority and possible solutions.

During FFY 2011 there were seventeen alcohol countermeasures enforcement projects, and an adjudication alcohol countermeasures project (which funded 16 DUI Prosecutors) awarded.

The 28 grant-funded DUI officers assigned to the alcohol countermeasures enforcement projects accounted for over 1,400 DUI arrests and conducted over 500 public safety checkpoints. The grant-funded DUI officers participated in the *Sober or Slammer!* campaign initiatives and were responsible for conducting over 100 public safety presentations on the dangers of impaired driving.

South Carolina has had a backlog of pending DUI cases in Magistrate Court. Due to a downward trending economy, the judicial circuits have not been able to provide funding for a special prosecutor to prosecute DUI cases in Magistrate Court. In South Carolina, in the majority of DUI cases made, the arresting officer is responsible for prosecuting his/her own DUI case often with lack of training and courtroom experience.

### **Noteworthy Projects:**

During the grant period, FFY 2011, the **South Carolina Commission on Prosecution Coordination** received an adjudication alcohol countermeasures grant. The purpose of the grant project was to provide funding to the sixteen judicial circuit solicitors to hire a special DUI prosecutor to devote 100% of his or her time to prosecute DUI cases in Magistrate Court. The 16 DUI prosecutors assigned to the adjudication grant were responsible for disposing of 6,398 DUI-related cases. Of the 6,398 cases, the grant-funded prosecutors received 3,278 convictions. It should be noted that South Carolina’s backlog contained many cases that went back ten years leaving prosecutors with few options but to dismiss the case when arresting officers had often moved on or were no longer available.

The **North Augusta Department of Public Safety** received a second-year DUI enforcement grant award that continued funding for two DUI grant-funded officers. During the grant period, October 1, 2010 to September 30, 2011, the grant-funded officers participated in 21 public safety checkpoints and accounted for 121 DUI arrests. The grant-funded officers conducted 15 educational presentations on the dangers of DUI, bringing awareness to over 3,200 citizens in the community.

The **South Carolina Highway Patrol** received two impaired driving countermeasures grants to conduct DUI enforcement in Horry and Florence Counties, and in Richland and Lexington Counties, respectively. Horry County consistently ranks in the top five counties in South Carolina for DUI-related fatalities, yet there has been little interest from local agencies to apply for grant funds to combat the problem. Collectively, the six grant-funded DUI officers made a total of 524 DUI arrests and made over 5,400 contacts with the public during the grant period.

## Alcohol Countermeasures Program Overview

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The **City of Anderson Police Department** received a third-year grant award to continue DUI enforcement within the City of Anderson. The City's DUI grant project provided funding for two DUI enforcement officers. The City has a very proactive DUI Traffic Unit that has made great progress over the period of the grant. During the grant year, October 1, 2010 to September 30, 2011, the grant-funded officers have made 84 DUI arrests. Due to enhanced DUI enforcement efforts, the City has seen a decrease in DUI-related injuries, and an overall reduction in the number of DUI-related fatalities. The City of Anderson Police Department has developed and maintained partnerships with local stakeholders that have a vested interest in combating DUI in the community.

The **City of Hanahan Police Department** received a second-year DUI enforcement grant award that continued funding for one DUI grant-funded officer. During the grant period, the grant-funded officer made over 75 DUI arrests and participated in 16 education presentations on the dangers of impaired driving. The grant-funded officer was able to make contact with over 650 citizens of the community. The City of Hanahan Police Department is also the host agency for the ninth circuit Law Enforcement Network (LEN) which allowed the grant-funded officer direct participation in LEN and planned activities for the 2011 Law Enforcement DUI Challenge.

The **South Carolina Commission on Prosecution Coordination** received an impaired driving countermeasures grant to continue funding for one Traffic Safety Resource Prosecutor (TSRP) and one Administrative Assistant. The overall goal of the TSRP grant project was to provide specialized DUI training, legal updates and assistance, and DUI trial assistance to law enforcement officers, judges, and prosecutors throughout the state. During the grant period, the TSRP and the Administrative Assistant coordinated and conducted four, two-day regional DUI trainings for judges, prosecutors and law enforcement officers; and four, one-day DUI trainings for the South Carolina Highway Patrol. Collectively, the TSRP trained approximately 500 law enforcement officers, judges, and prosecutors. Additionally, the TSRP distributed approximately 1,200 newsletters entitled, "Behind the Wheel", to criminal justice professionals during the grant year. The purpose of the newsletter was to update its recipients on DUI laws, cases and other pertinent traffic-related issues in South Carolina.

The **South Carolina Criminal Justice Academy** continued a grant for Impaired Driving Countermeasures Training with the hiring of a Drug Recognition Expert State Coordinator. The Coordinator immediately went to work to get the DRE Program certified by the Academy's Standards Unit. The DRE Coordinator taught 18 classes to 402 students during this past grant year. This enthusiastic effort resulted in 29 officers being awarded their Drug Recognition Expert certifications at this year's Traffic Safety Officer's Conference. These new DREs have conducted over 150 DRE evaluations from January 26, 2011, thru September 30, 2011. The continued training and education of the new DREs and the DRE program will not only provide the officers of the State of South Carolina with the knowledge to make the appropriate charges, but will also enable these officers to work in proactive ways to reduce collision rates and ultimately aid in reducing the number of fatalities in the state.

## Community Traffic Safety Program Overview

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### Goals:

1. To decrease the three-year (2009-2010) average number of incapacitating traffic injuries by 5% from the baseline three-year (2006-2008) average of 3,903 to 3,707 serious traffic injuries by December 31, 2011.
  2. To decrease the three-year (2009-2011) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2006-2008) average of 159 to 143 drivers age 20 or younger involved in fatal crashes by December 31, 2011.
  3. To decrease the three-year (2009-2011) average number of motorcyclist fatalities by 5% from the baseline three-year (2006-2008) average of 121 to 115 motorcyclist fatalities by December 31, 2011.
- 

Early estimates indicate that South Carolina will exceed the goals for the Community Traffic Safety Program as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of incapacitating traffic injuries is 3,461. When compared to the CY 2006-2008 average of 3,903 incapacitating injuries, this represents an 11% reduction. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of drivers age 20 or younger involved in fatal crashes is 125. When compared to the CY 2006-2008 average of 159 drivers age 20 or younger involved in fatal crashes, this represents a 21% reduction. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of motorcyclist fatalities is 108. When compared to the CY 2006-2008 average of 121 of motorcyclist fatalities, this represents an 11% reduction.

The Public Information, Outreach, and Training (PIOT) grant is a Section 402 funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHS, were sent to highway safety-related training programs during the grant period. In lieu of a Project Management course, the Program Managers and Grants Accounting staff met with the Project Directors and Financial Representatives during Pre-work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the Funding Guidelines Workshop was held January 13, 2011 in Columbia to assist applicants in preparing applications for FFY 2012.

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2010, prepared a highway safety informational booth at the SC State Fair during October 2011, provided traffic safety information to businesses and schools in South Carolina, and held a motorcycle safety campaign in Myrtle Beach in May 2011, which included paid and earned media events and the distribution of educational materials to bikers during the rally events.

## Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview

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### Goals:

1. To decrease the three-year (2009-2011) average number of motorcyclist fatalities by 5% from the baseline three-year (2006-2008) average of 121 to 115 motorcyclist fatalities by December 31, 2011.
  2. To decrease the three-year (2009-2011) average number of unhelmeted motorcyclist fatalities by 5% from the baseline three-year (2006-2008) average of 90 to 85 unhelmeted motorcyclist fatalities by December 31, 2011.
- 

Early estimates indicate that South Carolina will meet or exceed the goals for the Motorcycle Safety/Other Two-Wheel Vehicle Safety Program as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of motorcyclist fatalities is 108. When compared to the CY 2006-2008 average of 121 motorcyclist fatalities, this represents an 11% reduction. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of unhelmeted motorcyclist fatalities is 85. When compared to the CY 2006-2008 average of 90 unhelmeted motorcyclist fatalities, this represents a 5% reduction.

Along with one project funded under the motorcycle safety and two-wheel vehicle safety program, the Office of Highway Safety continued to promote and support the motorcycle safety and two-wheel vehicle safety initiatives. Through the Office of Highway Safety's PIOT grant, a motorcycle safety campaign was conducted in conjunction with the two motorcycle rallies held in the state in May of each year. Coincidentally, the month of May has national significance. May is NHTSA's National Bike Month and Motorcycle Safety Month. The campaign theme was built upon the "Ride Smart" and "It doesn't take a genius ..." messaging used successfully in past campaigns. The paid media efforts which complemented enforcement activities by the SC Highway Patrol were for the Myrtle Beach Bike Week in Myrtle Beach, South Carolina from May 13-22, 2011 and the Atlantic Beach Bikefest in Myrtle Beach, South Carolina from May 26-30, 2011. As part of the visual used on the "It doesn't take a genius..." material, a picture of Albert Einstein was used. During both Bike Weeks safety materials were distributed that included t-shirts, safety DVD's and kickstand plates. During both Bike Weeks an actor was hired to portray Einstein and distribute the safety materials.

The OHS also established a partnership with the Palmetto Cycling Coalition to develop an educational project to alert motorists and bike riders about state bike laws and share-the-road practices.

There was one motorcycle safety project awarded in FY 2011 using Section 2010 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H11009	South Carolina Technical College System	2010	\$78,000

This project expanded the training program offered by the SC Technical College System by adding two additional training sites. The new sites are located in Anderson and Orangeburg Counties.

## Occupant Protection Program Overview

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### Goals:

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 2 percentage points from the 2010 calendar base year usage rate of 85.4% to 87.4% by December 31, 2011.
  2. To decrease the three-year (2008-2010) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the baseline three-year (2006-2008) average of 453 to 408 by December 31, 2011.
  3. To increase the number of grant-funded seat belt citations issued by 5%, from 265,952 in 2009 to 280,000 in 2011.
- 

Estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a 16% reduction in unrestrained passenger vehicle occupant fatalities in all seating positions when compared to the 2006-2008 calendar base year average. The estimated number of unrestrained passenger vehicle occupant fatalities in all seating positions is 381 compared to the base year average of 454. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded seat belt citations issued. In 2011, there were 257,865 reported grant-funded seat belt citations issued, compared to 265,952 in 2009, which resulted in a 3% decrease. There was a decline in the number of agencies participating in the Law Enforcement DUI Challenge this year which has impacted the overall citation data.

The safety belt survey conducted by the University of South Carolina concluded that 86% of South Carolina drivers and passengers used shoulder style safety belts in June 2011; this is a historical high for the state. In June 2010, this percent was 85.4%, which was the previous record high.

Women continue to be more likely than men to use safety belts (89.4% to 81.8%); passengers and drivers use safety belts at approximately the same rate (86.4% to 85.6%); and rural occupants used safety belts at a modestly higher rate than urban occupants (87.0% to 85.6%). White occupants had a higher rate of use than non-white occupants (86.5% to 82.2%), while car occupants were more likely to wear safety belts than truck occupants (88.2% to 78.7%).

### Percentage Safety Belt Use By Demographic Category

	6/03	12/03	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11
Male	66.8	60.6	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8
Female	80.1	74.0	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4
Driver	73.2	65.7	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4
Passenger	70.8	70.5	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6
Urban	73.0	67.7	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6
Rural	67.6	53.2	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0
White	76.0	71.7	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5
Non-white	64.3	56.3	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2
Cars	76.4	69.8	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2
Trucks	60.4	53.9	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7
Overall	72.7	66.8	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0

## Occupant Protection Program Overview

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Estimates from the OHS Statistical Analysis Center based on preliminary 2010 data indicate a projected MDR for motor vehicle occupants under the age of six of .016 for CY 2010. When compared to the .021 in CY 2009, this represents a 23.8% decrease in MDR for child motor vehicle occupants under the age of six for CY 2010. Projected estimates for CY 2011 show the MDR for child motor vehicle occupants declining again.

There were two occupant protection subgrants awarded in FY 2011 using two sources of funding. One project was awarded using Section 402 funds; and one was awarded using Section 402 and Section 405 funds.

Grant Number	Grantee	Funding Source	Grant Amount
2H11002	SC Department of Public Safety: OHS	402/405	\$517,972
2H11034	SC Department of Health and Environmental Control	402	\$159,831

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. Specific activities of the Occupant Protection Program Manager (OPPM) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2011, and the *National Child Passenger Safety Awareness Week* in September 2011; and planning, coordinating and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It's the law and it's enforced.* public information, education and enforcement campaign during the Memorial Day holiday of 2011. The OPPM continued to administer all Section 402 and Section 405 funded occupant protection programs. The OPPM was responsible for reviewing, monitoring and providing technical assistance to project personnel.

A statewide **Occupant Protection Assessment** was conducted by the National Highway Traffic Safety Administration (NHTSA), and coordinated by the OHS from January 11-16, 2009. As a result of the interviews conducted during the week, the Assessment Team determined the "state of the State," in terms of occupant protection issues, in the form of a formal report regarding how to improve safety belt and child restraint use in our State. The report contained 57 recommendations, of which 18 were considered priority. The OHS is currently working with the Department of Health and Environmental Control to reinstate roundtable meetings with occupant protection and child passenger safety advocates from around the state. The roundtable meetings will facilitate the review and implementation of the priority recommendations into a manageable roadmap for improving occupant protection usage in South Carolina. An initial meeting was conducted in September 2010 and it was decided this group would meet quarterly to discuss all occupant protection issues in the state.

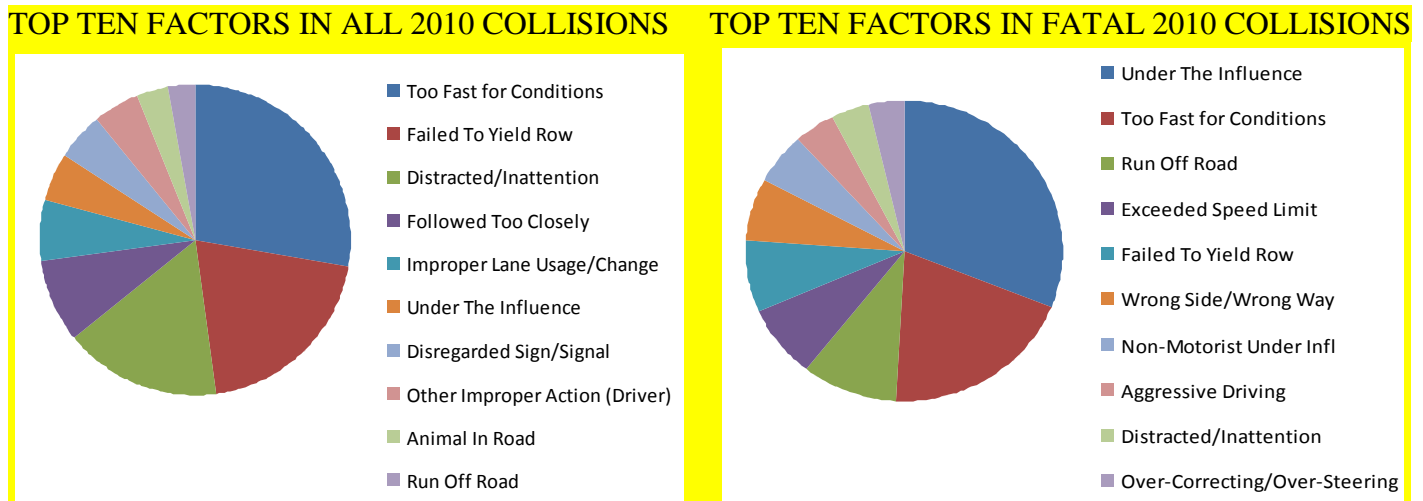
The two child passenger safety grants combined conducted nine Child Passenger Safety Technician Classes which resulted in 97 people trained. They held 37 child passenger safety seat checks with over 1,000 seats checked. In addition to the trainings and seat checks, the two also made 62 presentations to over 1,200 people.

## Police Traffic Services Program Overview

### Goals:

1. To decrease the three-year (2009-2011) average number of speed-related fatalities by 15% from the baseline three-year (2006-2008) average of 408 to an average of 345 by December 31, 2011.
2. To decrease the three-year (2009-2011) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2006-2008) average of 159 to 143 by December 31, 2011.
3. To decrease the three-year (2008-2010) average number of serious traffic injuries by 5% from the baseline three-year (2006-2008) average of 3,903 to 3,707 by December 31, 2011.
4. To increase the number of grant-funded speeding citations issued by 5%, from 521,114 in 2009 to 549,000 in 2011.

Early estimates indicate that South Carolina will meet or exceed the goals for the Police Traffic Services Program as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of speed-related fatalities is 327. When compared to the CY 2006-2008 average of 408 number of speed-related fatalities, this represents a 19.8% reduction. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of drivers age 20 or younger involved in fatal crashes is 125. When compared to the CY 2006-2008 average of 159 number of drivers age 20 or younger involved in fatal crashes, this represents a 21% reduction. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of incapacitating traffic injuries is 3,461. When compared to the CY 2006-2008 average of 3,903 incapacitating injuries, this represents an 11% reduction. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded speeding citations issued. In 2011, there were 402,793 reported grant-funded speeding citations issued, compared to 521,114 in 2009, which resulted in a 22% decrease. There was a decline in the number of agencies participating in the Law Enforcement DUI Challenge this year which has impacted the overall citation data.



## Police Traffic Services Program Overview

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There were 7 police traffic services subgrants awarded in FY 2011 using Section 402 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H11005	SC Department of Public Safety: OHS	402	\$107,962
2H11007	SC Department of Public Safety: OHS	402	\$692,656
2H11008	Richland County Sheriff's Office	402	\$119,948
2H11012	City of Columbia Police Department	402	\$131,920
2H11014	SC Criminal Justice Academy	402	\$363,974
2H11029	City of Cayce Department of Public Safety	402	\$122,587
2H11039	Batesburg-Leesville Police Department	402	\$45,706

The **Police Traffic Services (PTS) Program Management** grant provided on-going technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested. The PTS Program Manager worked to develop new project applications in target areas and assisted with coordination of enforcement campaigns.

The **Law Enforcement Coordination** grant continued the employment of two Field Law Enforcement Liaisons to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHS and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project continued to provide Law Enforcement Network mini-grants to those established networks around the state. The networks served as a key component of both the *Sober or Slammer!/Drive sober or Get Pulled Over.*, Sustained Enforcement initiatives and the *Buckle up, South Carolina. It's the law and it's enforced.* campaign. The sixteen (16) networks correspond to the sixteen (16) judicial circuits in the state. The networks have been established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 250 agencies within the state. The mini-grants were provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other enforcement equipment and maintenance supplies.

There were four enforcement police traffic services projects funded during FY 2011. These projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding was a priority, these projects also included attention to DUI enforcement, occupant protection, and other violations that contribute to traffic collisions. There were 11 traffic safety officers funded through these projects. They were responsible for making 254 DUI arrests and issuing 1,856 safety belt citations, 118 child seat citations, and over 4,695 speeding citations. The grant-funded officers conducted 215 public safety checkpoints and performed saturation patrols routinely. Additionally, over 91 traffic safety presentations were conducted by the grant-funded officers.

### Noteworthy Projects:

The **City of Columbia Police Department** issued 2,336 speeding citations during this grant year compared to 2,122 issued the previous grant year which represents a 10% increase.

It should be noted that the **City of Cayce Department of Public Safety** issued an impressive 865 occupant protection citations during this grant year.



## Police Traffic Services Program Overview

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In addition to the enforcement projects, a grant to the **South Carolina Criminal Justice Academy** was continued to provide four Traffic Safety Officer (TSO) Liaisons to help reduce fatalities and injuries on the state's roadways by providing comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. The TSO Liaisons instructed in specific areas of current traffic topics and issues. These individuals developed traffic programs and initiatives to be presented around the state through the CJA Regional Training system. Even with the cancellation of teleclasses, SCCJA developed a new online format which continues to help provide field training more efficiently. The Traffic Safety Unit taught 90 training classes to 1,711 students during the grant year. Fifty-nine officers were awarded their Traffic Safety Officer certifications. The classes taught were both reactive (Collision Investigation) and proactive (DUI/SFST Detection and Speed Measurement Device) in nature, which will equip law enforcement officers in the state of South Carolina with the knowledge to not only investigate a fatal collision and make the appropriate charges, but will also enable them to work in preventative ways to reduce the collision rates and ultimately reduce the number of fatalities.

## Traffic Records Program Overview

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### Goals:

1. To increase access to SCCATTS on-line data retrieval and analysis from 0% of law enforcement agencies to 20% of law enforcement agencies by December 31, 2011.
  2. To increase from 0% of vehicle information captured using barcodes to 20% by December 31, 2011.
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Grant Number	Grantee	Funding Source	Grant Amount
2H10003	SC Department of Public Safety: OHS	406/408	\$175,135/\$300,000

The **South Carolina Collision and Ticket Tracking System (SCCATTS) Program Management** grant continued the development and implementation of the SCCATTS project based on the design elements, analysis, and assessment produced during Phase I by GartnerGroup in 2001. A SCCATTS Project Coordinator maintained familiarity with the total project in order to properly assist with the completed rollout of the effort. The Project Coordinator continued to apprise interested stakeholders (Traffic Records Coordinating Committee) of the status of the project.

In previous grant years, a significant amount of equipment and software was approved by NHTSA and purchased to serve as the structural underpinning for the SCCATTS effort and to begin building the central data repository. The Information Technology Office of the SCDPS utilized a "Smart Person" contractual services vendor to begin developing key aspects of the Phase II rollout. This consultant issued a report entitled SCCATTS Information Architecture, which contains a detailed explanation of the work accomplished thus far. The document provides standards for accessing data for online analytical processing, including executive information systems and decision support systems. The document outlines specific technical topics necessary for the SCCATTS effort, the technical components of each, recommended practices for each technical topic and implementation guidelines. The technical topics addressed are the data warehouse, repository, data hygiene tools, data extraction and transformation tools, data replication tools, and business intelligence tools. This documentation serves as a good base for assisting with the current deployment for SCCATTS. In July of 2009, a software package named ReportBeam was purchased and was configured to electronically capture the data on the TR310, Uniform Traffic Ticket (UTT), Size and Weight Citation, and Public Contact Form. This solution will be available to all law enforcement agencies throughout the state. All enforcement troops of the South Carolina Highway Patrol have completed training as of April 2011. On December 1, 2011, all troopers must submit reports electronically. Deployment of the software will expand with local law enforcement beginning in CY 2012.

The Traffic Records Coordinating Committee (TRCC), comprised of key staff members from the Office of Highway Safety, Highway Patrol, State Transport Police, the Office of Information Technology, the Department of Motor Vehicles, the Department of Transportation, South Carolina Judicial Department, and South Carolina Department of Health and Environmental Control continued to provide general oversight of the state's Traffic Records systems and provide updates to all of the agencies.

Representatives of the Office of Highway Safety chair the TRCC. The TRCC has already addressed specific matters of timeliness and accuracy of data, based on the pilot project for implementation of electronic crash reporting, the collection of vehicle identification numbers for vehicles involved in crashes, and improved electronic collection of EMS data statewide.

## Traffic Records Program Overview

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Current ongoing traffic records projects in 2011 are the Collision Data Interface between the South Carolina Department of Motor Vehicles and the South Carolina Department of Public Safety and the SCCATTS Deployment. This will create more timely data, as agencies currently using the statewide system submit reports within approximately 5 days from the date of the collision. Currently, the agencies working within SCCATTS have sent over 89,000 reports since the full release on August 9<sup>th</sup>. The SC State Transport Police will begin their training for the SCCATTS software during Q4 of CY 2011.

The deployment of the vehicle bar code registration project for the SCDMV is on the verge of being completed. This project will allow for an electronic scan of the vehicle registration and more accurate data to be submitted as officers no longer have to key in the vehicle identification number.

A survey was sent out in July to pool interest and to determine the technology in use by local law enforcement agencies. The SCCATTS Project Coordinator is making contact with these agencies and providing demonstrations to those agencies. The agencies that have the proper equipment will be the first to be deployed in terms of the SCCATTS software. A Memorandum of Agreement (MOA) is being drafted to ensure that the software will be used appropriately and require the agency to submit timely and accurate data. Once the Memorandum of Agreement is finalized, training should start at the beginning of CY 2012.

## Youth Alcohol/Youth Traffic Safety Program Overview

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Goal 1: To decrease the three-year (2009-2011) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2006-2008) average of 159 to 143 by December 31, 2011.

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Early estimates indicate that South Carolina will exceed the goal for the Youth Alcohol/Youth Traffic Safety Program as outlined above. Estimates from the OHS Statistical Analysis Center show the 2009-2011 average number of drivers age 20 or younger involved in fatal crashes is 125. When compared to the CY 2006-2008 average of 159 drivers age 20 or younger involved in fatal crashes, this represents a 21% reduction.

While there were no specific projects funded under the youth alcohol/youth traffic safety program, the Office of Highway Safety continued to promote and support youth-related initiatives. Through the Office of Highway Safety's PIOT grant, a program entitled High School Ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2010-2011 academic year. The OHS printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. The message on the tickets reached students at the times when they were most likely to engage in risky driving behavior, after football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of parents and other adults who attended many of these events.

## **ATTITUDINAL SURVEY RESULTS**

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## Impaired Driving

**In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?**

	Pre <u>N=216</u>	Post <u>N=206</u>
None	88.9	92.2
One	3.7	3.4
Two-Three	4.2	2.4
Four or more	2.8	1.9
Don't know/Refused	0.5	0.0

Just over half (51%) of study respondents indicate they have consumed alcoholic beverages during the past six months. However, among those, 8% say they drove a motor vehicle within two hours of drinking on at least one occasion during that time.

**In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?**

	Pre <u>N=404</u>	Post <u>N=401</u>
Yes	46.8	60.1
No	50.2	37.2
Don't know	3.0	2.7

Overall, 60% of respondents said they had read, seen or heard something about alcohol impaired driving enforcement by police during the “post” campaign survey. This is up significantly compared to the “pre” campaign period when 47% identified awareness.

**What do you think the chances are of someone getting arrested if they drive after drinking?**

	Pre <u>N=404</u>	Post <u>N=401</u>
Always	7.2	6.5
Most of the time	18.1	20.9
Half the time	34.4	33.4
Rarely	36.1	33.4
Never	0.2	1.0
Don't know	4.0	4.7

Overall, 7% of study respondents believed that someone who drives after drinking will always get caught and 21 % believe they will get caught most of the time. An additional 33% feel that DUI drivers will get arrested half the time. However 33% believe DUI drivers will be caught only rarely, only 1% believed someone who chooses to drive after drinking will never be arrested.

## **Safety Belts**

**How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up truck?**

	Pre	Post
	<u>N</u>	<u>N</u>
Always	344	348
Most of the time	34	39
Half of the time	14	13
Rarely	8	3
Never	0	4

South Carolina drivers report a high level of usage of safety belts. Over 85% of those interviewed in both the pre-campaign and post-campaign survey report that they always use seat belts, while only 2% report that they never use them.

**In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?**

	Pre	Post
	<u>N</u>	<u>N</u>
Yes	72	146
No	318	258
Do not know	11	3

In the pre-campaign survey, 18% said that they had read, seen or heard anything about seat belt law enforcement by police. This percentage increased significantly to 32.8% in the post-campaign survey.

**What do you think the chances are of getting a ticket if you don't wear your safety belt?**

	Pre	Post
	<u>N</u>	<u>N</u>
Always	73	65
Most of the time	107	128
Half the time	85	107
Rarely	112	89
Never	15	15

Public perceptions of the likelihood of being stopped by police for not wearing a safety belt did not change between the pre- and post-campaign surveys. The percentages of respondents indicating the chances of getting a ticket if you don't wear your safety belt were as follows: always, approximately 18%; most of the time, approximately 30%; half the time, approximately 25%; rarely, approximately 24%; and never, approximately 3%.

## Speeding

**On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?**

	Pre N	Post N
Always	18	23
Most of the time	79	60
Half the time	75	74
Rarely	147	174
Never	76	72

In terms of driving above the speed limit, 5.7% of respondents said they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH; 14.8% said that they drove above 35 MPH most of the time; 18.5% did so about half the time; 43.2% rarely drove above this speed; and 17.8% said they never drove above 35 MPH on a local road with a speed limit of 30 MPH.

**On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?**

	Pre N	Post N
Always	21	7
Most of the time	50	55
Half the time	57	73
Rarely	144	155
Never	126	112

A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour. The percentages who said they drove above 70 MPH on such a road were as follows: always, 1.7%; most of the time, 13.7%; half of the time, 18.2%; rarely, 38.6%; and never, 27.8%.

**In the past 30 days, have you read, seen or heard anything about speed enforcement by police?**

	Pre N	Post N
Yes	184	202
No	207	198
Do not know	9	8

Slightly less than half of those surveyed (49.5%) reported that they had seen, heard or read anything in the past 30 days about speed enforcement by police.



**What do you think the chances are of getting a ticket if you drive over the speed limit?**

	Pre	Post
	<u>N</u>	<u>N</u>
Always	31	58
Most of the time	139	126
Half the time	144	128
Rarely	75	90
Never	8	4

Drivers' perception of the chances of a person who is driving over the speed limit getting a ticket are much lower than the perceived likelihood that a person who drives after drinking alcohol will get arrested. About 14% thought a person who is speeding will always get a ticket, while 31.1 % said they would get a ticket most of the time; 31.6% felt they would do so about half of the time; 22.1% believed they would rarely get a ticket; and 0.9% thought they never would.

## **PARTNERSHIPS**

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## **South Carolina Department of Transportation**

The Office of Highway Safety continued a strong and mutually rewarding partnership with the SC Department of Transportation (SCDOT) throughout the FY 2011 grant year. While all of the ways SCDOT has partnered with the OHS cannot possibly be recounted, there are a few that were essential to the mission of saving lives on our roadways. SCDOT continued to display safety messages on their variable message boards statewide during campaign mobilizations and special enforcement periods. The impact of the variable message boards is hard to ascertain yet the message is reaching the target audience during the time (while driving) when they need to be aware of safety issues and making smart choices. Additionally, SCDOT began funding a Strategic Highway Safety Plan (SHSP) Manager position housed in the Office of Highway Safety. The SHSP Manager works closely with the SCDPS and SCDOT staff to coordinate the implementation of South Carolina's Strategic Highway Safety Plan and will begin analysis and planning to update the plan in FY 2012.

## **Impaired Driving Prevention Council**

The South Carolina Impaired Driving Prevention Council (SCIDPC), after a brief hiatus, was re-established and reorganized during the FY 2011 grant year. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities comprising the Council's membership. During FFY 2009, a statewide Impaired Driving Assessment was conducted by the National Highway Traffic Safety Administration (NHTSA). Upon completion of the Assessment, the Assessment Team determined the "state of the State" in terms of impaired driving issues in the form of a formal report regarding how to improve impaired driving countermeasures in the state of South Carolina. The Assessment Report contained 75 recommendations, of which 25 were considered priority recommendations. These recommendations have been reviewed by the SCIDPC. The SCIDPC has assigned each recommendation (Priority and Non-Priority) to 1 of 4 subcommittees of the Council. The subcommittees will continue to assess the recommendations to determine priority and possible solutions.

## **Palmetto Cycling Coalition**

The South Carolina Office of Highway Safety, in conjunction with the SCDOT, has been working with the Palmetto Cycling Coalition to develop a comprehensive educational bicycle safety campaign. The campaign serves not only to educate the bicyclist but also reaches out to the motoring public for the purpose of educating them on bicycle laws and how to operate a motor vehicle around bicyclists. The effort would include four 60-second PSA's directed at cyclists and motorists alike. It is expected that the campaign will come to fruition during CY 2012.

## **PAID MEDIA REPORTS**

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## Impaired Driving Countermeasures

**Media Buy Summary for 2010-2011 Christmas/New Year's SOS campaign**  
**Flight Dates: December 16-19; 23-30, 2010**

Station	Cost	Bonus Spots	Paid Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq.
<b>Charleston:</b>								
WCSC-TV	\$8,542.50	30	27	57	144.7	\$80.97	48.6	2.2
WCBD-TV	\$7,650.00	69	68	137	186.4	\$50.93	64.7	2.3
WTAT-TV	\$7,650.00	43	41	84	271.5	\$43.37	62.5	3.2
WCIV-TV	\$4,250.00	40	40	80	114.7	\$75.35	35.6	2.1
WMMP-TV	\$1,190.00	35	33	68	99.3	\$10.21	35.6	3.0
	<b>\$29,282.50</b>	<b>217</b>	<b>209</b>	<b>426</b>				
<b>Columbia:</b>								
WIS-TV	\$9,775.00	30	30	60	166.5	\$67.55	63.0	2.3
WLTX-TV	\$9,350.00	38	38	76	129	\$72.48	57.3	2.2
WACH-TV	\$8,925.00	54	54	108	160.3	\$55.68	59.7	2.6
WOLO-TV	\$5,100.00	39	39	78	131.7	\$44.74	48.3	2.4
WZRB-TV	\$2,550.00	33	33	66	88.4	\$28.85	29.8	2.6
WKTC-TV	\$1,071.00	28	28	56	60.4	\$17.73	25.6	2.5
	<b>\$36,771.00</b>	<b>222</b>	<b>222</b>	<b>444</b>				
<b>Florence/Myrtle Beach:</b>								
WBTW-TV	\$8,500.00	61	61	122	254.2	\$33.44	71.9	3.5
WPDE-TV	\$6,205.00	22	21	43	137.9	\$48.29	43.5	3.0
WFXB-TV	\$6,800.00	54	49	103	206.9	\$32.87	73.0	2.8
WMBF-TV	\$5,225.00	70	67	137	111.7	\$49.46	46.0	2.4
WWMB-TV	\$1,712.75	27	22	49	79.7	\$21.49	25.9	3.1
	<b>\$28,442.75</b>	<b>234</b>	<b>220</b>	<b>454</b>				
<b>Greenville/Spartanburg:</b>								
WSPA-TV	\$11,067.00	30	30	60	90.6	\$122.15	45.6	2.0
WYFF-TV	\$11,874.50	29	29	58	136.5	\$86.99	62.5	2.2
WLOS-TV	\$5,695.00	19	14	33	53.1	\$107.25	34.4	1.6
WYCW-TV	\$4,250.00	108	54	162	137.6	\$30.89	19.6	7.0
WMYA-TV	\$2,550.00	37	35	72	60.3	\$42.29	32.2	1.9
WHNS-TV	\$10,200.00	46	45	91	206.0	\$49.51	45.8	4.5
	<b>\$45,636.50</b>	<b>269</b>	<b>207</b>	<b>476</b>				
<b>TOTALS</b>	<b>\$140,132.75</b>	<b>942</b>	<b>858</b>	<b>1,800</b>				

## Impaired Driving Countermeasures

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### 2010-2011 Christmas/New Year's SOS campaign (Television)

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$10,030.00	218	195	413	244,751
CableVantage Florence	\$3,060.00	233	233	466	67,500
Comcast Cable Charleston	\$7,650.00	171	171	342	150,350
Time Warner Columbia	\$7,792.00	196	196	392	136,424
Time Warner Sumter	\$1,582.70	145	145	290	31,444
Time Warner Orangeburg	\$714.00	42	42	84	17,243
Time Warner Newberry	\$380.80	56	56	112	6,300
Time Warner Camden	\$346.80	49	49	98	5200
Knology Cable Charleston	\$1,360.00	150	150	300	20,631
Time Warner Myrtle Beach	\$3,699.20	861	181	1,042	106,000
Time Warner Rock Hill	\$4,284.00	192	178	370	56,821
Comcast Aiken/Augusta	\$6,800.00	193	193	386	16,000
Comcast Bluffton/Beaufort	\$1,989.00	88	88	176	27,321
Time Warner HHI	\$1,402.50	290	143	433	22,272
Comcast Beaufort	\$786.25	43	43	86	12,311
Comcast Islands of Beaufort	\$403.75	31	31	62	4,109
<b>Total:</b>	<b>\$52,281.00</b>	<b>2,958</b>	<b>2,094</b>	<b>5,052</b>	

## 2011 St. Patrick's Day Sober or Slammer Campaign

### Media Buy Summary for 2011 St. Patrick's Day DUI Media Buy (Radio) Flight Dates: March 14-20, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	30	15	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
WXST-FM	\$735.25	19	19	38	24.0	\$30.64	9.9	3.0
	<b>\$4,471.85</b>	<b>179</b>	<b>164</b>	<b>343</b>				
<b>Columbia:</b>								
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WMFX-FM	\$565.25	36	36	72	45.1	\$12.53	10.5	4.3
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDN-TV	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WZMJ-FM	\$114.75	33	33	66	12.4	\$9.25	6.7	2.9
	<b>\$3,754.45</b>	<b>225</b>	<b>225</b>	<b>450</b>				
<b>Florence/Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$3,729.80</b>	<b>197</b>	<b>197</b>	<b>394</b>				
<b>Greenville/Sptnbrg:</b>								
WESC-FM	\$935.00	36	35	71	31.0	\$30.16	15.2	3.0
WJMZ-FM	\$1,020.00	28	30	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WFBC-FM	\$850.00	20	20	40	39.5	\$21.52	15.8	2.9
	<b>\$5,856.50</b>	<b>209</b>	<b>210</b>	<b>419</b>				

<b>Beaufort/Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/Charlotte</b>								
WEND-FM	\$1,105.00	40	41	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>40</b>	<b>41</b>	<b>81</b>				
<b>TOTALS</b>	<b>\$19,814.35</b>	<b>898</b>	<b>885</b>	<b>1,783</b>				



## 2011 Prom/Spring DUI Sober or Slammer Campaign

### Media Buy Summary for 2011 Prom/Spring DUI Media Buy (Radio)

Flight Dates: April 18-24, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	15	30	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
	<b>\$3,736.60</b>	<b>145</b>	<b>160</b>	<b>305</b>				
<b>Columbia:</b>								
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDN-FM	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WCOS-FM	\$838.95	27	27	54	28.2	\$29.75	10.7	3.1
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
	<b>\$3,913.40</b>	<b>183</b>	<b>183</b>	<b>366</b>				
<b>Florence:</b>								
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$1,267.35</b>	<b>43</b>	<b>43</b>	<b>86</b>				
<b>Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
	<b>\$2,462.45</b>	<b>154</b>	<b>154</b>	<b>308</b>				
<b>Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/ Charlotte</b>								
WEND-FM	\$1,105.00	41	40	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>41</b>	<b>40</b>	<b>81</b>				

<b>Greenville/ Spartanburg</b>								
WESC-FM	\$935.00	35	36	71	31.0	\$30.16	15.2	3.0
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WJMZ-FM	\$1,020.00	30	28	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
	<b>\$5,006.50</b>	<b>190</b>	<b>189</b>	<b>379</b>				
<b>TOTALS</b>	<b>18,388.05</b>	<b>804</b>	<b>817</b>	<b>1,621</b>				

## 2011 Graduation DUI Sober or Slammer Campaign

### Media Buy Summary for 2011 Graduation DUI Media Buy (Radio) Flight Dates: May 23-29, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	15	30	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
	<b>\$3,736.60</b>	<b>145</b>	<b>160</b>	<b>305</b>				
<b>Columbia:</b>								
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDW-FM	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WCOS-FM	\$838.95	27	27	54	28.2	\$29.75	10.7	3.1
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
	<b>\$3,913.40</b>	<b>183</b>	<b>183</b>	<b>366</b>				
<b>Florence:</b>								
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$1,267.35</b>	<b>43</b>	<b>43</b>	<b>86</b>				
<b>Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
	<b>\$2,462.45</b>	<b>154</b>	<b>154</b>	<b>308</b>				
<b>Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/Charlotte</b>								
WEND-FM	\$1,105.00	41	40	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>41</b>	<b>40</b>	<b>81</b>				

<b>Greenville/ Spartanburg</b>								
WESC-FM	\$935.00	35	36	71	31.0	\$30.16	15.2	3.0
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WJMZ-FM	\$1,020.00	30	28	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
	<b>\$5,006.50</b>	<b>190</b>	<b>189</b>	<b>379</b>				
<b>TOTALS</b>	<b>18,388.05</b>	<b>804</b>	<b>817</b>	<b>1,621</b>				

## 2011 Summer Fun DUI Sober or Slammer Campaign

### Media Buy Summary for 2011 Summer Fun Media Buy (Radio)

Flight Dates: June 13- 19, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	15	30	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
	<b>\$3,736.60</b>	<b>145</b>	<b>160</b>	<b>305</b>				
<b>Columbia:</b>								
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDW-FM	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WCOS-FM	\$838.95	27	27	54	28.2	\$29.75	10.7	3.1
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
	<b>\$3,913.40</b>	<b>183</b>	<b>183</b>	<b>366</b>				
<b>Florence:</b>								
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$1,267.35</b>	<b>43</b>	<b>43</b>	<b>86</b>				
<b>Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
	<b>\$2,462.45</b>	<b>154</b>	<b>154</b>	<b>308</b>				
<b>Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/Charlotte</b>								
WEND-FM	\$1,105.00	41	40	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>41</b>	<b>40</b>	<b>81</b>				

<b>Greenville/ Spartanburg</b>								
WESC-FM	\$935.00	35	36	71	31.0	\$30.16	15.2	3.0
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WJMZ-FM	\$1,020.00	30	28	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
	<b>\$5,006.50</b>	<b>190</b>	<b>189</b>	<b>379</b>				
<b>TOTALS</b>	<b>18,388.05</b>	<b>804</b>	<b>817</b>	<b>1,621</b>				

## 2011 July 4th DUI Sober or Slammer Campaign

### Media Buy Summary for 2011 July 4th Media Buy (Radio)

Flight Dates: June 27- July 3, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	15	30	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
	<b>\$3,736.60</b>	<b>145</b>	<b>160</b>	<b>305</b>				
<b>Columbia:</b>								
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDN-FM	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WCOS-FM	\$838.95	27	27	54	28.2	\$29.75	10.7	3.1
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
	<b>\$3,913.40</b>	<b>183</b>	<b>183</b>	<b>366</b>				
<b>Florence:</b>								
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$1,267.35</b>	<b>43</b>	<b>43</b>	<b>86</b>				
<b>Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
	<b>\$2,462.45</b>	<b>154</b>	<b>154</b>	<b>308</b>				
<b>Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/Charlotte</b>								
WEND-FM	\$1,105.00	41	40	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>41</b>	<b>40</b>	<b>81</b>				

<b>Greenville/ Spartanburg</b>								
WESC-FM	\$935.00	35	36	71	31.0	\$30.16	15.2	3.0
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WJMZ-FM	\$1,020.00	30	28	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
	<b>\$5,006.50</b>	<b>190</b>	<b>189</b>	<b>379</b>				
<b>TOTALS</b>	<b>18,388.05</b>	<b>804</b>	<b>817</b>	<b>1,621</b>				



## 2011 Spanish Language Radio Sober or Slammer Campaign

**Media Buy Summary for 2011 Spanish Radio SOS campaign**  
**Flight Dates: May 11-17, June 15-21, June 29-July 5, August 17-23**

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>St. Patrick's Day:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>Prom/Spring DUI:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>Graduation DUI:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>Summer Fun DUI:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>July 4<sup>th</sup> DUI:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>Labor Day DUI:</b>				
WCEO-AM	\$504.90	33	33	66
WDAB-AM	\$598.40	32	32	64
WLQB-FM	\$229.50	27	27	54
WAZS-AM/WZJY-AM	\$595.00	35	35	70
	<b>\$1,927.80</b>	<b>127</b>	<b>127</b>	<b>254</b>
<b>TOTALS</b>	<b>\$11,566.80</b>	<b>762</b>	<b>762</b>	<b>1,524</b>

## 2011 Labor Day Sober or Slammer Campaign

### Media Buy Summary for 2011 Labor Day Media Buy (Radio) Flight Dates: August 22- 28, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
<b>Charleston:</b>								
WWWZ-FM	\$850.00	15	30	45	88.1	\$9.65	19.4	3.4
WIHB-FM	\$697.85	28	28	56	67.5	\$10.34	13.8	4.8
WRFQ-FM	\$722.50	40	40	80	68.5	\$10.55	14.2	4.6
WEZL-FM	\$786.25	30	30	60	42.9	\$18.33	12.1	3.9
WYBB-FM	\$680.00	32	32	64	75.9	\$7.72	10.2	5.1
	<b>\$3,736.60</b>	<b>145</b>	<b>160</b>	<b>305</b>				
<b>Columbia:</b>								
WARQ-FM	\$595.00	47	47	94	101.3	\$5.87	18.5	5.5
WHXT-FM	\$467.50	27	27	54	58.5	\$7.99	17.0	3.6
WWDW-FM	\$765.00	20	20	40	44.3	\$17.27	12.0	3.7
WCOS-FM	\$838.95	27	27	54	28.2	\$29.75	10.7	3.1
WXBT-FM	\$424.15	25	25	50	54.8	\$7.74	10.7	3.1
WNOK-FM	\$822.80	37	37	74	78.4	\$10.49	20.2	3.9
	<b>\$3,913.40</b>	<b>183</b>	<b>183</b>	<b>366</b>				
<b>Florence:</b>								
WEGX-FM	\$675.75	25	25	50	99.2	\$6.81	15.9	3.8
WYNN-FM	\$591.60	18	18	36	115.8	\$5.11	29.3	3.0
	<b>\$1,267.35</b>	<b>43</b>	<b>43</b>	<b>86</b>				
<b>Myrtle Beach:</b>								
WGTR-FM	\$612.00	24	24	48	46.5	\$13.16	13.5	3.5
WRXZ-FM	\$229.50	18	18	36	47.3	\$4.85	12.2	3.9
WWXM-FM	\$340.00	20	20	40	59.9	\$5.68	18.5	3.2
WKZQ-FM	\$382.50	30	30	60	81.3	\$4.70	14.9	4.7
WYAV-FM	\$467.50	30	30	60	60.8	\$7.69	12.5	3.2
WDAI-FM	\$430.95	32	32	64	56.9	\$7.57	12.1	3.8
	<b>\$2,462.45</b>	<b>154</b>	<b>154</b>	<b>308</b>				
<b>Hilton Head:</b>								
WFXH-FM	\$504.05	24	24	48	79.4	\$6.35	14.2	4.2
WUBB-FM	\$392.70	24	24	48	50.9	\$7.72	10.2	3.4
	<b>\$896.75</b>	<b>48</b>	<b>48</b>	<b>96</b>				
<b>Rock Hill/Charlotte</b>								
WEND-FM	\$1,105.00	41	40	81	78.5	\$14.08	21.7	3.6
	<b>\$1,105.00</b>	<b>41</b>	<b>40</b>	<b>81</b>				

<b>Greenville/ Spartanburg</b>								
WESC-FM	\$935.00	35	36	71	31.0	\$30.16	15.2	3.0
WROQ-FM	\$943.50	30	30	60	69.6	\$13.56	14.3	4.8
WTPT-FM	\$1,088.00	35	35	70	126.4	\$8.61	25.6	4.9
WJMZ-FM	\$1,020.00	30	28	58	58.5	\$17.44	13.8	4.2
WHZT-FM	\$1,020.00	60	60	120	114.0	\$8.95	21.6	5.2
	<b>\$5,006.50</b>	<b>190</b>	<b>189</b>	<b>379</b>				
<b>TOTALS</b>	<b>\$18,388.05</b>	<b>805</b>	<b>817</b>	<b>1,621</b>				

## 2011 Labor Day Sober or Slammer Campaign

### Media Buy Summary for 2011 Labor Day Media Buy (Television) Flight Dates: August 18- 22; 25-29; September 1-5, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq.
<b>Charleston:</b>								
WCSC-TV	\$11,900.00	45	42	87	231.7	\$51.36	81.4	3.8
WCBD-TV	\$9,520.00	63	42	105	157.8	\$60.33	67.7	2.3
WTAT-TV	\$9,231.00	45	42	87	193.1	\$47.80	53.8	3.5
WCIV-TV	\$5,100.00	46	39	85	92.8	\$54.96	35.4	2.0
WMMP-TV	\$2,244.00	36	24	60	75.6	\$29.68	34.8	2.1
ECBD-TV	\$1,030.20	47	39	86	33.8	\$35.60	6.6	5.1
	<b>\$39,025.20</b>	<b>282</b>	<b>228</b>	<b>510</b>				
<b>Columbia:</b>								
WIS-TV	\$12,750.00	46	57	103	170.7	\$74.69	62.1	2.7
WLTX-TV	\$12,325.00	47	47	94	162.7	\$75.75	61.6	2.6
WACH-TV	\$11,900.00	55	55	110	223.4	\$53.27	70.1	3.2
WOLO-TV	\$5,950.00	52	50	102	140.2	\$42.44	53.5	2.6
WZRB-TV	\$2,465.00	62	62	124	103.2	\$23.89	21.1	2.4
WKTC-TV	\$2,023.00	71	71	142	110.5	\$18.31	17.9	3.2
	<b>\$47,413.00</b>	<b>333</b>	<b>342</b>	<b>675</b>				
<b>Florence/Myrtle Beach:</b>								
WBTW-TV	\$11,900.00	53	52	105	265.6	\$44.80	76.8	3.5
WPDE-TV	\$6,451.50	40	41	81	145.8	\$42.87	45.1	3.3
WFXB-TV	\$8,128.55	36	81	117	149.6	\$46.50	66.1	2.6
WMBF-TV	\$5,100.00	41	59	100	118.3	\$43.11	31.7	3.0
WWMB-TV	\$2,528.75	45	44	89	145.3	\$17.40	37.1	3.9
	<b>\$34,108.80</b>	<b>215</b>	<b>277</b>	<b>492</b>				
<b>Greenville/Sprtnbrg:</b>								
WSPA-TV	\$13,600.00	45	45	90	121.1	\$112.30	47.2	2.7
WYFF-TV	\$16,150.00	32	32	64	136.7	\$118.14	63.3	2.2
WHNS-TV	\$14,025.00	59	86	145	314.1	\$44.65	69.3	4.2
WLOS-TV	\$6,205.00	14	14	28	39.5	\$157.09	26.0	1.6
WYCW-TV	\$3,400.00	78	73	151	116.6	\$29.16	19.3	6.0
WMYA-TV	\$2,295.00	60	60	120	93	\$24.68	36.5	2.5
	<b>\$55,675.00</b>	<b>288</b>	<b>310</b>	<b>598</b>				
<b>TOTALS</b>	<b>\$176,222.00</b>	<b>1,118</b>	<b>1,157</b>	<b>2,275</b>				

## 2011 Labor Day Sober or Slammer Campaign

### Media Buy Summary for 2011 Labor Day *SOS* campaign

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$11,900.00	298	202	500	244,751
Time Warner Columbia	\$11,636.25	582	513	1,095	185,111
Time Warner Camden	\$1,045.50	150	158	308	6,300
Time Warner Newberry	\$1,343.85	173	191	364	5,200
Comcast Cable Charleston	\$11,900.00	241	241	482	150,200
Knology Cable Charleston	\$2,200.65	315	272	587	20,631
Time Warner Myrtle Beach/Florence	\$9,775.00	339	340	679	184,267
Time Warner Rock Hill	\$6,290.00	186	183	369	56,821
Comcast Aiken/Augusta	\$9,349.15	251	251	502	113,200
Comcast Bluffton/Beaufort	\$3,409.80	103	103	206	27,321
Time Warner HHI	\$2,125.00	299	299	598	22,272
Northland Greenwood	\$1,870.00	134	123	257	27,820
Northland Clemson/Seneca	\$1,870.00	123	134	257	27,778
<b>Total:</b>	<b>\$74,715.20</b>	<b>3,194</b>	<b>3,010</b>	<b>6,204</b>	

Spanish-Language	Total Cost	Bonus Spots	Paid Spots	Total Spots
WNXG-TV Telemundo – Columbia	\$2,720.00	142	142	284
WAZS-TV – Charleston	\$3,480.75	174	126	300
Univision/Telemundo – Upstate, SC	\$3,400.00	303	263	566
<b>Total:</b>	<b>\$9,600.75</b>	<b>619</b>	<b>531</b>	<b>1,150</b>

The total expenditures for the 2011 Labor Day Sober or Slammer Television campaign were \$260,537.95.

## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

#### Television

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>Charleston:</b>				
WCSC-TV	\$10,200.00	30	29	59
WCBD-TV	\$7,480.00	10	45	55
WTAT-TV	\$8,049.50	39	32	71
WCIV-TV	\$4,250.00	30	31	61
WMMP-TV	\$1,300.50	13	13	26
ECBD-TV	\$1,440.00	90	53	143
	<b>\$32,720.00</b>	<b>212</b>	<b>203</b>	<b>415</b>
<b>Columbia:</b>				
WIS-TV	\$7,650.00	23	23	46
WLTX-TV	\$10,191.50	37	36	73
WACH-TV	\$10,200.00	51	49	100
WZRB-TV	\$2,635.00	36	36	72
WKTC-TV	\$1,938.00	64	64	128
WOLO-TV	\$5,100.00	30	30	60
	<b>\$37,714.50</b>	<b>241</b>	<b>238</b>	<b>479</b>
<b>Florence/Myrtle Beach:</b>				
WBTW-TV	\$10,200.00	46	46	92
WPDE-TV	\$5,937.25	46	42	88
WFXB-TV	\$7,225.00	56	46	102
WMBF-TV	\$3,757.00	71	46	117
WWMB-TV	\$1,734.00	26	24	50
	<b>\$28,853.25</b>	<b>245</b>	<b>204</b>	<b>449</b>
<b>Greenville/Spartanburg:</b>				
WSPA-TV	\$11,475.00	51	51	102
WYFF-TV	\$14,450.00	38	31	69
WYCW-TV	\$4,250.00	58	58	116
WHNS-TV	\$11,959.50	54	39	93
WLOS-TV	\$8,500.00	58	58	116
	<b>\$50,000</b>	<b>259</b>	<b>237</b>	<b>496</b>
<b>TOTALS</b>	<b>\$149,922.25</b>	<b>957</b>	<b>882</b>	<b>1839</b>

## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

Station	GRP's M 18-34	CPP M 18-34	Reach% M 18-34	Freq. M 18-34	GRP's P 18-49	CPP P 18-49	Reach % P 18-49	Freq. P 18-49
<b>Charleston:</b>								
WCSC-TV	159.7	\$63.87	66.7	2.4	202.6	\$50.35	73.5	2.8
WCBD-TV	152.0	\$49.21	65.0	2.3	137.9	\$54.24	63.0	2.2
WTAT-TV	172.3	\$46.72	65.1	3.1	344.7	\$23.35	62.6	4.5
WCIV-TV	70.5	\$60.28	35.4	2.0	79.7	\$53.32	38.5	2.1
WMMP-TV	57.8	\$22.50	33.4	1.8	83.8	\$15.52	38.0	2.2
ECBD-TV	78.4	\$18.43	14.6	5.3	46.5	\$31.08	12.3	3.8
<b>Columbia:</b>								
WIS-TV	85.6	\$89.37	40.3	2.1	138.6	\$55.84	60.8	2.3
WLTX-TV	141.2	\$72.18	56.8	2.5	164.2	\$62.07	60.6	2.6
WACH-TV	158.0	\$64.56	61.7	2.6	193.9	\$52.60	62.2	3.1
WZRB-TV	91.4	\$28.83	26.1	2.3	98.5	\$26.75	24.3	2.6
WKTC-TV	102.2	\$18.96	20.3	3.1	100.9	\$19.21	21.2	2.8
WOLO-TV	70.8	\$72.03	36.9	1.9	99.8	\$51.31	46.7	2.1
<b>Florence/Myrtle Beach:</b>								
WBTW-TV	230.2	\$44.31	73.3	3.1	356.2	\$28.64	85.1	4.2
WPDE-TV	145.8	\$39.90	44.6	3.3	201.2	\$29.51	65.1	3.1
WFXB-TV	149.6	\$48.42	69.7	2.1	195.7	\$37.55	78.8	2.5
WMBF-TV	67.5	\$55.56	31.7	2.1	89.8	\$41.84	37.4	2.4
WWMB-TV	90.4	\$19.18	28.4	3.2	104.6	\$16.58	32.2	3.2
<b>Greenville/Spartanburg:</b>								
WSPA-TV	150.6	\$76.20	58.3	2.6	182.3	\$62.95	74.1	2.6
WYFF-TV	149.2	\$96.85	66.3	2.2	193.5	\$74.68	75.1	2.6
WYCW-TV	79.3	\$59.39	10.5	7.5	87.7	\$48.46	11	7.8
WHNS-TV	162.4	\$86.64	37.0	4.4	231.3	\$60.83	52.0	4.5
WLOS-TV	63.1	\$134.71	33.1	2.0	39.8	\$119.55	39.8	2.1

## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

#### Television (Spanish Language)

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>Columbia:</b>				
WNXG-TV	\$2,380.00	142	142	284
<b>Charleston:</b>				
WAZS-TV	\$3,298.00	126	126	252
<b>Upstate SC:</b>				
Univision/Telemundo	\$3,389.80	262	238	500
<b>TOTALS</b>	<b>\$9,067.80</b>	<b>530</b>	<b>506</b>	<b>1036</b>

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$8,498.30	235	150	385	244,751
Time Warner Columbia	\$7,837.00	412	413	825	136,424
Time Warner Sumter	\$1,217.20	112	112	224	31,444
Time Warner Orangeburg	\$612.00	72	72	144	17,243
Time Warner Camden	\$605.20	89	88	177	6,300
Time Warner Newberry	\$778.60	106	106	212	5,200
Comcast Cable Charleston	\$9,350.00	186	250	436	150,200
Knology Cable Charleston	\$1,870.00	266	240	506	20,631
Time Warner Florence	\$2,720.00	170	234	404	67,500
Time Warner Myrtle Beach	\$3,485.00	334	328	662	106,000
Time Warner Rock Hill	\$3,995.00	40	40	80	56,821
Comcast Aiken/Augusta	\$7,225.00	233	233	466	113,200
Comcast Bluffton, Beaufort	\$3,060.00	96	126	222	27,321
Time Warner Hilton Head	\$1,785.00	260	258	518	22,272
Comcast Beaufort	\$1,530.00	54	73	127	12,311
Comcast Islands of Beaufort	\$510.00	24	32	56	4,109
Northland Greenwood	\$1,700.43	133	133	266	27,820
Northland Clemson/Seneca	\$1,700.43	133	133	266	27,778
<b>TOTALS</b>	<b>\$58,479.16</b>	<b>2,955</b>	<b>3,021</b>	<b>5,976</b>	



## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

#### Radio (Rural Male)

Market	Cost	Bonus Spots	Paid Spots	Total Spots
Greenville/Spartanburg	\$9,095.00	270	275	545
Columbia	\$5,113.60	377	387	764
Charleston	\$5,933.00	317	317	634
Myrtle Beach	\$4,237.25	201	201	402
Florence	\$2,125.00	82	89	171
Hilton Head	\$1,467.10	76	76	152
<b>TOTALS</b>	<b>\$27,970.95</b>	<b>1165</b>	<b>1180</b>	<b>2345</b>

#### Radio (Hispanic)

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>Charleston:</b>				
WAZS-AM/WZJY-AM	\$1,530.00	120	120	240
<b>Myrtle Beach:</b>				
WLQB-FM	\$3,060.00	120	120	240
<b>Columbia:</b>				
WCEO-AM	\$3,272.50	110	110	220
<b>Upstate SC:</b>				
WDAB-FM	\$3,272.50	110	110	220
WOLI-FM	\$4,284.00	110	110	220
<b>TOTALS</b>	<b>\$15,419.00</b>	<b>568</b>	<b>568</b>	<b>1136</b>

## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

#### Radio (Minority/African American)

Station	Cost	Bonus Spots	Paid Spots	Total Spots
WFMV	\$3,00.00	0	86	86
WGCV	\$1,670.00	0	99	99
WLJI	\$1,666.00	0	98	98
WSPX	\$1,666.00	0	98	98
WPDT	\$1,666.00	0	98	98
WQXL	\$1,666.00	0	98	98
WTUA	\$1,666.00	0	98	98
WJMZ	\$1,000.00	10	18	28
WHTX	\$5,147.50	0	188	188
WYNN	\$5,004.00	0	126	126
WMGL	\$2,000.00	0	80	80
WWWZ	\$4,000.00	0	102	102
WDAI	\$1,004.00	0	52	52
WAAW, WGIV & WYPJ	\$1,900.00	0	137	137
<b>TOTALS</b>	<b>\$33,055.50</b>	<b>10</b>	<b>1,378</b>	<b>1,388</b>

#### Newspaper (Minority/African American)

Publication	Frequency	Distribution Area	Dates Run	Cost
The Gullah Sentinel	Weekly	Low Country	5/26/11	\$1,004.00
The Community Times & The Times Upstate Newspaper	Weekly	Florence	5/26/11 - 6/01/11	\$898.00
Carolina Panorama	Weekly	Columbia	5/26/11 & 6/02/11	\$1,345.00
Millennium Magazine	Daily	Columbia-Based (On-line)	5/26/11 - 6/03/11	\$350.00
SC Black Media Group	Weekly	Columbia	5/19/110 - 05/26/11	\$3,124.00
The Charleston Chronicle	Weekly	Charleston	5/25/11	\$909.00
The Community Informer	Weekly	Greenville	5/25/11	\$325.00
Florence News Journal	Weekly	Pee Dee	5/25/11	\$292.00
The CC Shopper	Weekly	Chesterfield County	5/25/11	\$292.00
Marion County News Journal	Weekly	Marion County	5/25/11	\$292.00
The Lancaster News	Sunday, Wednesday and Friday	Lancaster	5/25/11 & 5/29/11	\$300.00
The Hartsville News	Weekly	Hartsville	5/25/11	\$292.00
<b>TOTALS</b>				<b>\$9,423.50</b>

## Buckle Up, SC! It's the law and it's enforced. Campaign

### Media Buy Summary for 2011 BUSC Campaign

#### Newspaper (Spanish)

Publication	Frequency	Distribution Area	Dates Run	Cost
La Nacion Hispana Newspaper	Weekly	Upstate	5/18/11	\$400.00
La Nacion Hispana Newspaper	Weekly	Upstate	5/25/11	\$400.00
Latina Newspaper	Weekly	Statewide	5/19/11	\$380.00
Latina Newspaper	Weekly	Statewide	5/26/11	\$380.00
Click Magazine	Weekly	Statewide	5/20/11	\$350.00
Click Magazine	Weekly	Statewide	5/27/11	\$350.00
<b>TOTALS</b>				<b>\$2,260.00</b>

The total expenditures for media placement for the 2011 “Buckle Up, SC! It’s the law and it’s enforced.” campaign were \$305,598.16.

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio)

Flight Dates: April 11-17, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WXBT-FM	\$255.00	12	12	24	27.6	\$9.24	10.6	2.5
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDN-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,254.60</b>	<b>45</b>	<b>45</b>	<b>90</b>	<b>109.2</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$561.00	10	10	20	27.6	\$20.33	9.5	3.0
WFBC-FM	\$459.00	9	9	18	23.4	\$19.62	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>115.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,563.70</b>	<b>218</b>	<b>218</b>	<b>436</b>				

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio) Flight Dates: May 9-15, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WCOS-FM	\$340.00	8	8	16	18.4	\$18.48	10.2	2.3
WARQ-FM	\$170.00	10	10	20	21	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDW-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,509.60</b>	<b>51</b>	<b>51</b>	<b>102</b>	<b>121</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$561.00	10	10	20	27.6	\$20.33	9.5	3.0
WFBC-FM	\$459.00	9	9	18	23.4	\$19.62	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>115.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,818.70</b>	<b>230</b>	<b>230</b>	<b>460</b>				

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio)

Flight Dates: June 6-12, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WCOS-FM	\$340.00	8	8	16	18.4	\$18.48	10.2	2.3
WARQ-FM	\$170.00	10	10	20	21	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDN-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,509.60</b>	<b>51</b>	<b>51</b>	<b>102</b>	<b>121</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$561.00	10	10	20	33.3	\$14.68	9.5	3.0
WFBC-FM	\$459.00	9	9	18	33.7	\$15.76	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>131.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,818.70</b>	<b>230</b>	<b>230</b>	<b>460</b>				

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio)

Flight Dates: July 11-17, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WCOS-FM	\$340.00	8	8	16	18.4	\$18.48	10.2	2.3
WARQ-FM	\$170.00	10	10	20	21	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDN-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,509.60</b>	<b>51</b>	<b>51</b>	<b>102</b>	<b>121</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$561.00	10	10	20	33.3	\$14.68	9.5	3.0
WFBC-FM	\$459.00	9	9	18	33.7	\$15.76	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>131.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,818.70</b>	<b>230</b>	<b>230</b>	<b>460</b>				

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio)

Flight Dates: August 8-14, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WCOS-FM	\$340.00	8	8	16	18.4	\$18.48	10.2	2.3
WARQ-FM	\$170.00	10	10	20	21	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDW-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,509.60</b>	<b>51</b>	<b>51</b>	<b>102</b>	<b>121</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$561.00	10	10	20	33.3	\$14.68	9.5	3.0
WFBC-FM	\$459.00	9	9	18	33.7	\$15.76	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>131.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,818.70</b>	<b>230</b>	<b>230</b>	<b>460</b>				



## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio)

Flight Dates: September 12-18, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
<b>Myrtle Beach:</b>								
WGTR-FM	\$297.50	10	10	20	38.0	\$7.83	15.3	2.5
WDAI-FM	\$255.00	12	12	24	55.2	\$4.62	16.5	3.9
WMYB-FM	\$255.00	12	12	24	37.2	\$6.85	12.4	3.2
WYAV-FM	\$255.00	12	12	24	38.4	\$6.64	13.8	3.7
	<b>\$1,062.50</b>	<b>46</b>	<b>46</b>	<b>92</b>	<b>168.8</b>			
<b>Columbia:</b>								
WNOK-FM	\$336.60	12	12	24	25.2	\$13.36	13.1	2.6
WCOS-FM	\$340.00	8	8	16	18.4	\$18.48	10.2	2.3
WARQ-FM	\$170.00	10	10	20	21	\$8.10	10.9	1.8
WHXT-FM	\$187.00	11	11	22	24.0	\$8.50	11.1	3.7
WWDN-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	<b>\$1,492.60</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>121</b>			
<b>Greenville/ Spartanburg:</b>								
WJMZ-FM	\$510.00	12	12	24	42.0	\$12.14	12.0	3.2
WROQ-FM	\$488.75	12	12	24	33.3	\$14.68	9.5	3.0
WFBC-FM	\$531.25	13	13	26	33.7	\$15.76	11.6	2.8
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	<b>\$2,040.00</b>	<b>49</b>	<b>49</b>	<b>98</b>	<b>131.8</b>			
<b>Charleston:</b>								
WSSX-FM	\$340.00	16	16	32	30.4	\$11.18	11.1	3.4
WWWZ-FM	\$340.00	10	10	20	33.0	\$10.30	13.4	2.4
WEZL-FM	\$425.00	10	10	20	23.0	\$18.48	8.7	2.7
WYBB/ WCOO-FM	\$306.00	24	24	48	37.2	\$8.23	14.3	3.9
	<b>\$1,411.00</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>123.6</b>			
<b>Florence:</b>								
WEGX-FM	\$408.00	12	12	24	31.2	\$13.08	12.3	2.6
WYNN-FM	\$387.60	12	12	24	73.2	\$5.30	19.8	3.2
	<b>\$795.60</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>104.4</b>			
<b>TOTALS</b>	<b>\$6,801.70</b>	<b>229</b>	<b>229</b>	<b>458</b>				

## 2011 Fatality Update Radio Campaign

### Media Buy Summary for 2011 Fatality Update Buy (Radio) Spanish Language Radio Station Summary Flight Dates: April - September 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>April:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WAZS-AM/WZJY-AM	\$204.00	12	12	24
WLQB-FM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>May:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WLQB-FM	\$204.00	12	12	24
WAZS-AM/WZJY-AM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>June:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WLQB-FM	\$204.00	12	12	24
WAZS-AM/WZJY-AM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>July:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WLQB-FM	\$204.00	12	12	24
WAZS-AM/WZJY-AM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>August:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WLQB-FM	\$204.00	12	12	24
WAZS-AM/WZJY-AM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>September:</b>				
WCEO-AM	\$183.60	12	12	24
WDAB-AM	\$224.40	12	12	24
WLQB-FM	\$204.00	12	12	24
WAZS-AM/WZJY-AM	\$102.00	12	12	24
	<b>\$714.00</b>	<b>48</b>	<b>48</b>	<b>96</b>
<b>TOTALS</b>	<b>\$4,284.00</b>	<b>252</b>	<b>252</b>	<b>576</b>

## Motorcycle Safety

Although motorcycle safety is promoted year round, an emphasis is placed on motorcycle safety during the bike rallies which occur in May and coincide with NHTSA's National Bike Month and Motorcycle Safety Month. The bike rallies draw more than 1 million riders to the area and offer a unique opportunity to expose our safety message to a large gathering of bikers in a concentrated area. The motorcycle safety campaign coordinates a paid media effort to complement enforcement activities by the SC Highway Patrol during the rallies. The themes "Ride Smart" and "It doesn't take a genius" were used throughout the campaign. The best and proven method for reaching the motorcycle riders has been radio ads. The total expenditures for the 2011 Motorcycle Safety campaign were \$46,352.30.

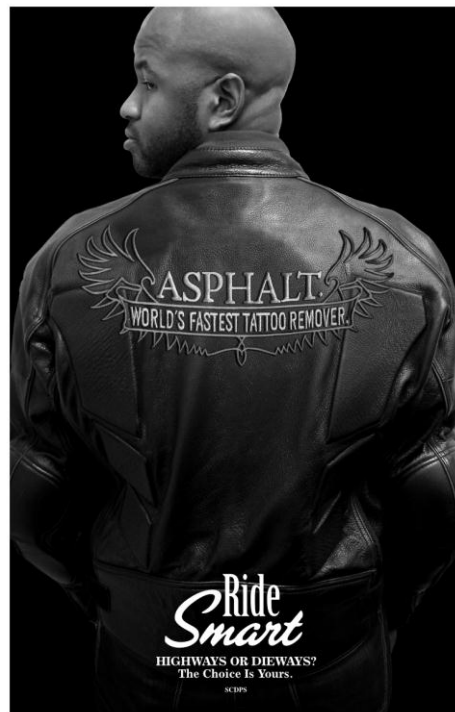
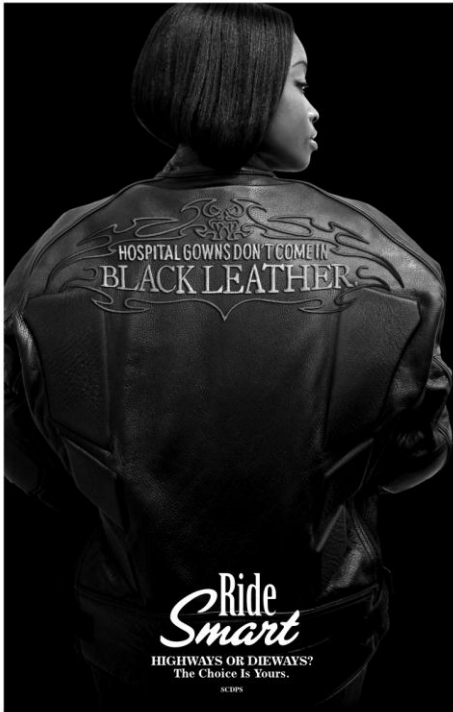
### Media Buy Summary for 2011 Bike Week: Motorcycle Safety Campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots
<b>Myrtle Beach:</b>				
WMYB-FM	\$1,381.25	71	71	142
WRNN-FM	\$2,131.80	66	66	132
WYAV-FM	\$1,296.25	73	73	146
WGTR-FM	\$2,588.25	87	87	174
WKZQ-FM	\$1,134.75	78	78	156
WWXM-FM	\$1,224.00	72	72	144
WRXZ-FM	\$612.00	72	72	144
WSEA-FM	\$1,296.25	61	61	122
WDAI-FM	\$1,367.65	63	63	126
WLFF-FM	\$1,105.00	60	60	120
<b>TOTALS</b>	<b>\$14,137.20</b>	<b>703</b>	<b>703</b>	<b>1406</b>

In addition to the radio ads, the SC Highway Patrol established a booth at the bike rallies and distributed printed safety materials, posters, kick stand plates, and other items. This year a paid actor was once again hired to portray Einstein during the rally events to draw attention to the booth and to the "It doesn't take a genius" slogan.



Poster Campaign Sample:



## OUTDOOR ADVERTISING

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A statewide billboard campaign was conducted in the summer of 2011 to reach motorists when they are most likely to both see and be affected by it...behind the wheel. Using the compelling image of the SC Highway Patrol trooper on a motorcycle, the billboard urged motorists to report drunk drivers by calling \*HP.

The total expenditures for the billboard campaign were \$31,967.25 for 115 billboards across the state. The Outdoor Advertising Association of South Carolina reported the total circulation for the campaign at over 1.5 million.



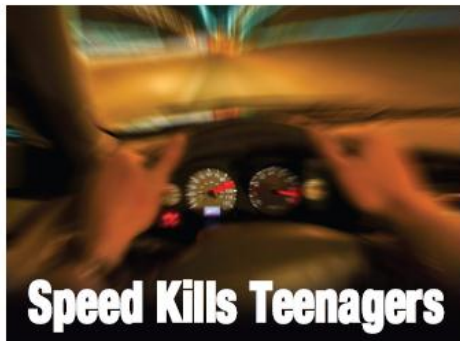
## HIGH SCHOOL EVENT TICKET CAMPAIGN

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The South Carolina Department of Public Safety's Office of Highway Safety has successfully utilized sports marketing during previous grant years. The High School Ticket campaign was continued this year in an effort to reach students and their parents at high school campus events with traffic safety messages. Over 5 million tickets to 216 high schools across South Carolina were distributed. Each ticket carried an SCDPS program logo and traffic safety message aimed at young drivers. The campaign also included program ads and public address system announcements when available.

The Office of Highway Safety expended \$70,492 during FY 2011 for the 2010/2011 campaign effort and \$16,500 for the 2011/2012 campaign effort. The remaining portion of the 2011/2012 effort will be billed during the FY 2012 grant year as this campaign runs through two fiscal years.

Sample Tickets:



**Driving too fast is  
the leading cause  
of death and injury  
among teenagers in  
SC traffic crashes.**

**HIGHWAYS OR DIEWAYS?  
The Choice Is Yours.**



**Texting and driving  
is like drinking  
and driving.**



# HIGH SCHOOL EVENT TICKET CAMPAIGN

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**On average, three teenagers die each month in DUI crashes in SC.**



**Report Drunk Drivers  
Call \*HP (\*47)**



**7 of 10 teens killed in SC traffic crashes are unbuckled.**

