



**SOUTH CAROLINA'S
Annual Report
FFY 2012**

**Submitted by the Office of Highway Safety and Justice Programs
SC Department of Public Safety**

December 31, 2012

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Introduction

Crash Summary

In the State of South Carolina, traffic fatalities are projected to stay about the same as the 828 traffic fatalities in 2011. Though the previous statement is disappointing, it is encouraging that the State's traffic fatality statistics have been trending downward since 2007, when 1,077 traffic fatalities occurred, 464 of which were alcohol-impaired driving fatalities. There were 894 people killed in traffic crashes during 2009 and 809 in 2010. The 828 fatalities in 2011 represent a 2.3% increase in fatalities compared to 2010. In addition, South Carolina expects a 3.03% increase in its mileage death rate during 2011.

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 2010. NHTSA Fatality Analysis Reporting System (FARS) data reported 374 fatalities involving an alcohol-impaired driver in 2009 and 353 in 2010, a 5.6% decrease. In 2009, 41.8% of all traffic fatalities involved an alcohol-impaired driver while that percentage rose to 43.6% in 2010 even though the raw number decreased from 374 to 353. Alcohol-impaired driving fatality figures for 2011 project South Carolina experienced 315 fatalities, a decrease of 10.8% as compared to 2010.

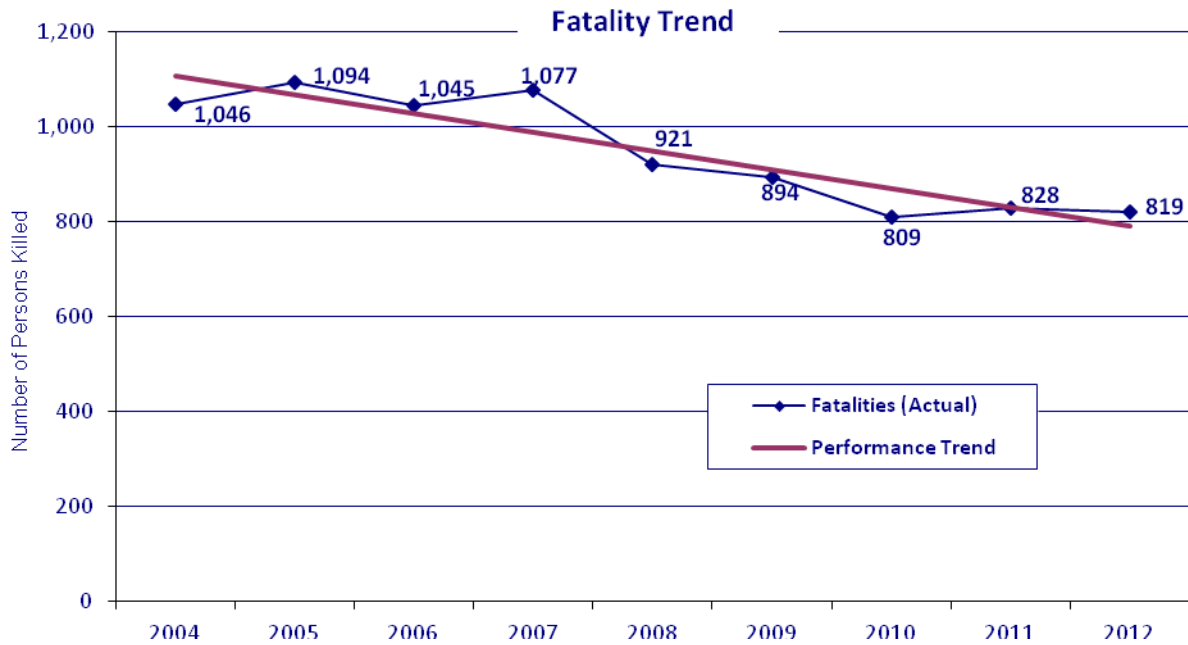
Motorcyclist fatalities are expected to have increased in 2011 by 3.97% from 101 in 2010 to 105 in 2011. South Carolina may continue to see an increase in motorcyclist fatalities in 2012, as early estimates predict 108 motorcyclist deaths. Estimates from the OHSJP Statistical Analysis Center show South Carolina has experienced 115 pedestrian fatalities so far in 2012. This is a 1.8% increase when compared to the 113 pedestrian fatalities that occurred in 2011. Bicyclist fatalities are expected to be down by one (1) to 13 in 2011 from the 14 experienced in 2010. As of early December, there have been 13 pedalcyclists killed in South Carolina in 2012.

STATISTICAL CHARTS AND GRAPHS

Crash Data / Trends	Progress Report Data 2004-2011 with 2012 Projections									
									Preliminary	Projections
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Fatalities (Actual)	1,046	1,094	1,045	1,077	921	894	809	828	819	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Fatality Rate / 100 million VMT	2.11	2.21	2.08	2.11	1.86	1.82	1.65	1.70	1.65	
Rural Fatality Rate /100 million VMT			3.64	3.81	3.63	3.62	2.58	3.28	unavailable	
Urban Fatality Rate /100 million VMT			0.56	0.43	0.17	0.06	0.78	0.34	unavailable	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Serious Injuries	4,211	4,143	4,091	4,104	3,513	3,448	3,462	3,119	2,900	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Fatalities Involving Driver or Motorcycle Operator w/ \geq .08 BAC	368	436	419	464	400	374	353	315	unavailable	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Unrestrained Passenger Vehicle Occupant Fatalities	579	548	457	492	412	381	313	258	280	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Speeding-Related Fatalities	463	481	419	454	350	337	288	276	283	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Motorcyclist Fatalities	88	106	110	131	123	108	101	129	137	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Unhelmeted Motorcyclist Fatalities	72	78	82	96	91	82	75	100	75	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Drivers Age 20 or Younger Involved in Fatal Crashes	164	167	164	170	141	128	109	107	122	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Pedestrian Fatalities	86	98	128	108	101	89	90	113	110	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	65.7%	69.7%	72.5%	74.5%	79.5%	81.5%	85.4%	86.0%	90.5%	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities			27,352	108,964	232,707	265,952	279,294	247,102	234,189	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities			3,765	6,554	20,031	26,589	29,081	25,958	25,292	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	
# of Speeding Citations Issued During Grant-Funded Enforcement Activities			95,902	188,097	438,058	521,114	482,403	405,417	406,086	

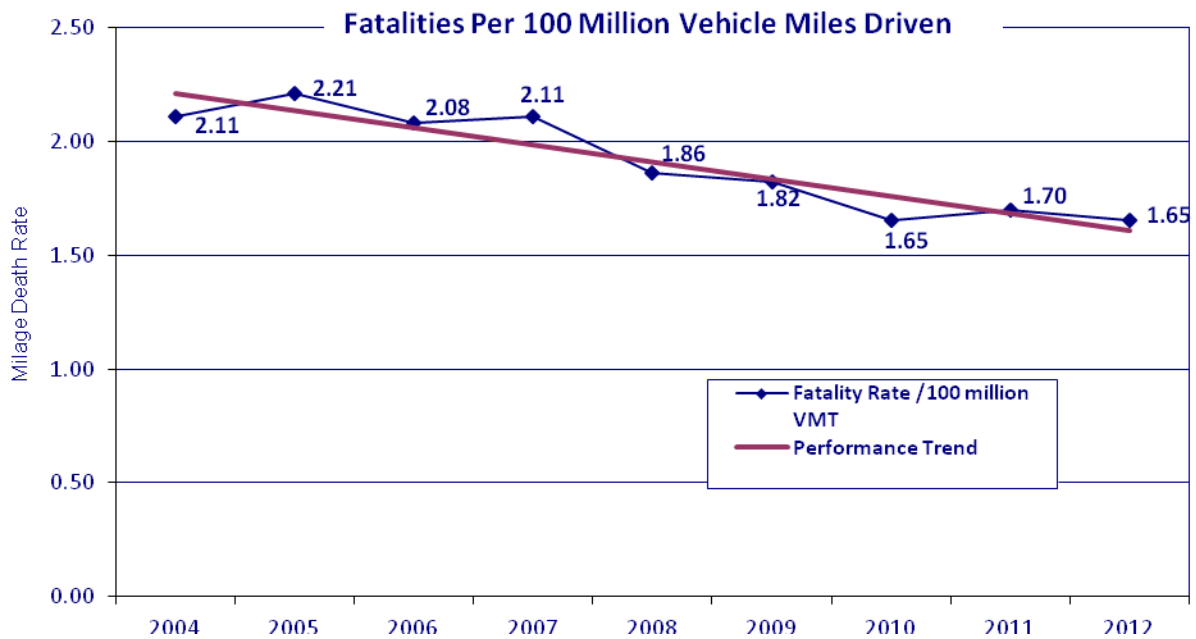
Goal: Fatalities

To decrease the three-year (2010-2012) average number of fatalities by 15%, from the baseline three-year (2007-2009) average of 964 to 819 fatalities by December 31, 2012.



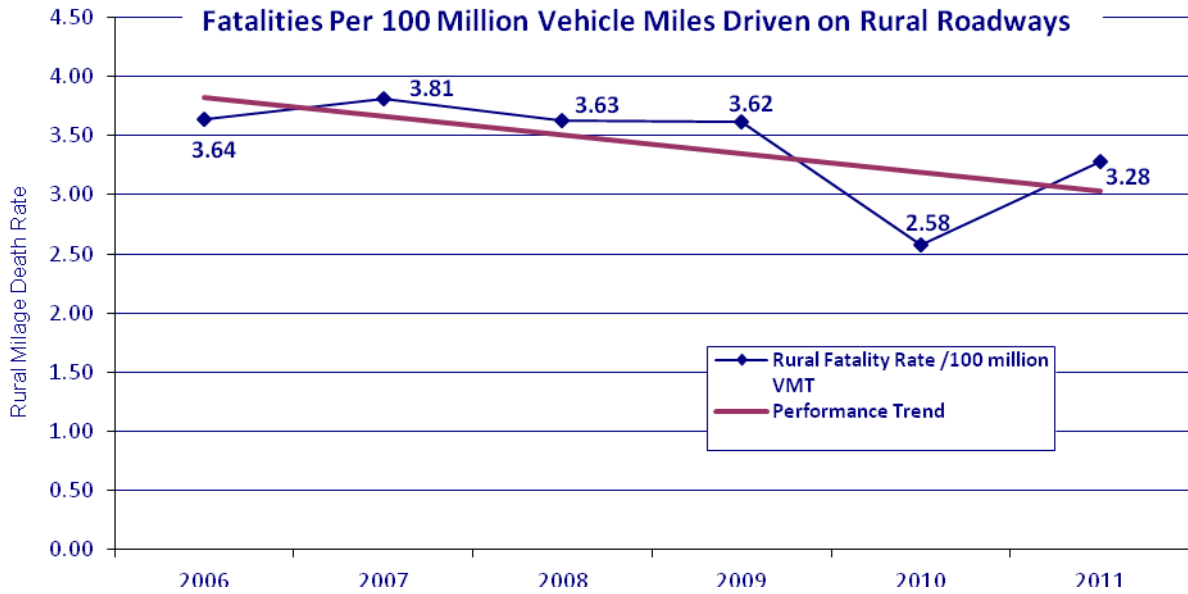
Goal: Fatality Rate/VMT

To decrease the three-year (2010-2012) average number of fatalities/VMT by 5%, from the baseline three-year (2007-2009) average of 1.93 to 1.83 fatalities/VMT by December 31, 2012.



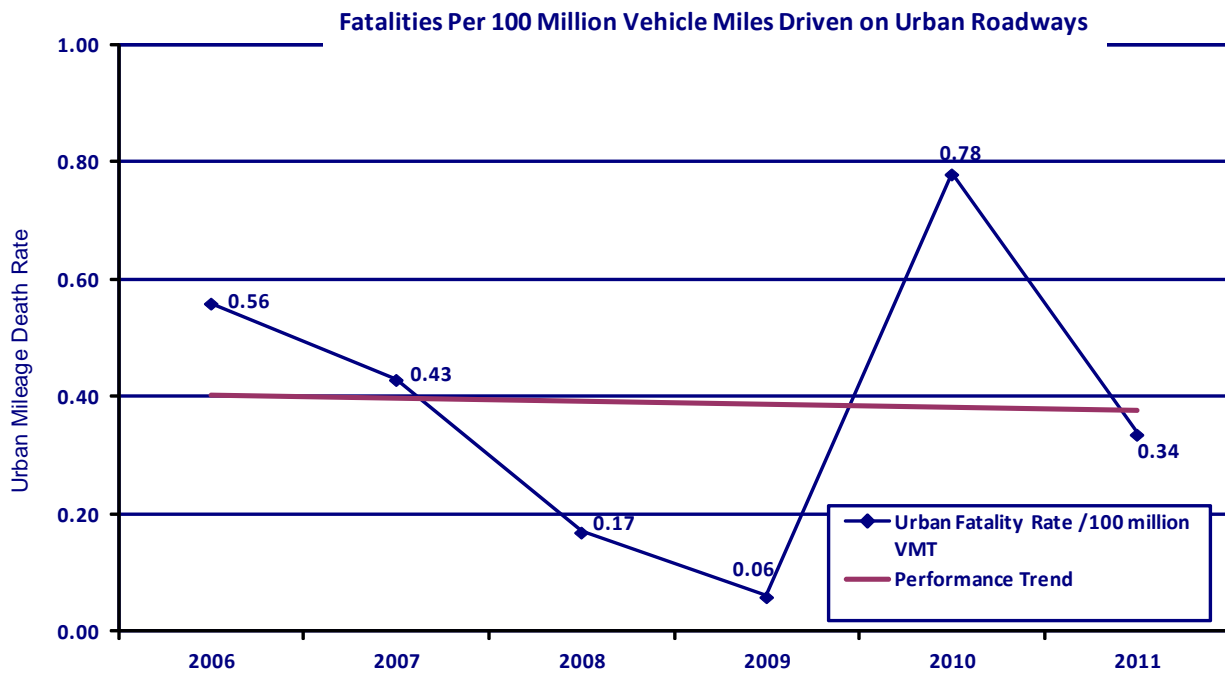
Goal: Fatality Rate/VMT - Rural

To decrease the three-year (2010-2012) average number of fatalities/VMT on Rural Roadways by 5%, from the baseline three-year (2007-2009) average of 3.69 to 3.50 fatalities /VMT by December 31, 2012.



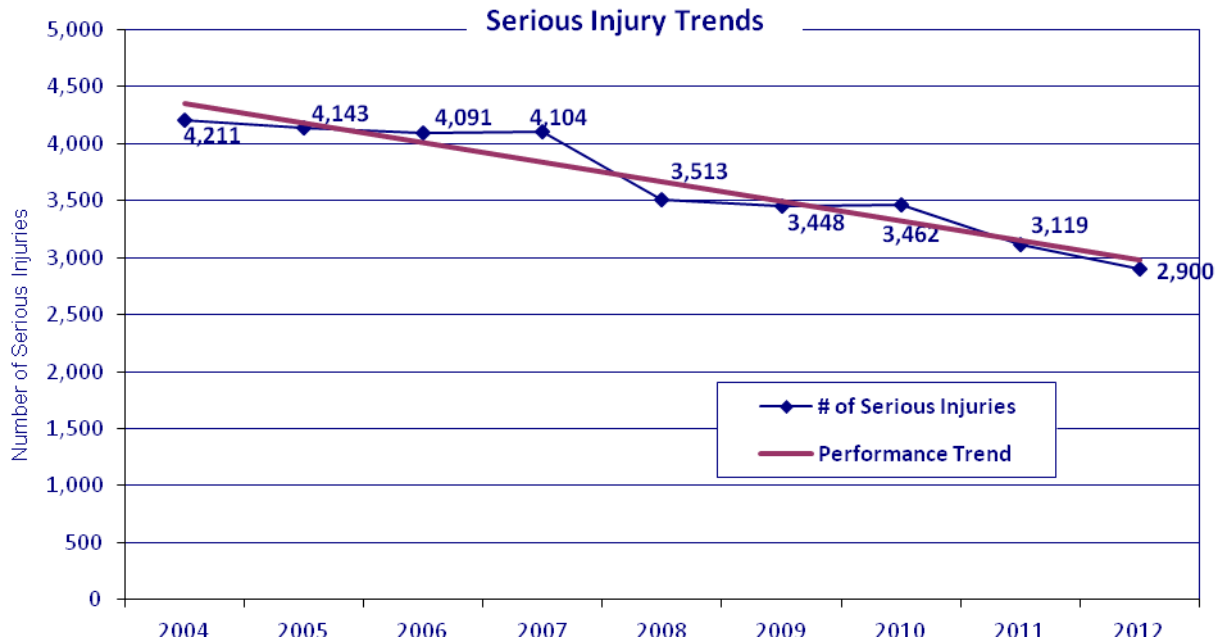
Goal: Fatality Rate/VMT - Urban

To decrease the three-year (2010-2012) average number of fatalities/VMT on Urban Roadways by 5%, from the baseline three-year (2007-2009) average of .22 to .21 fatalities /VMT by December 31, 2012.



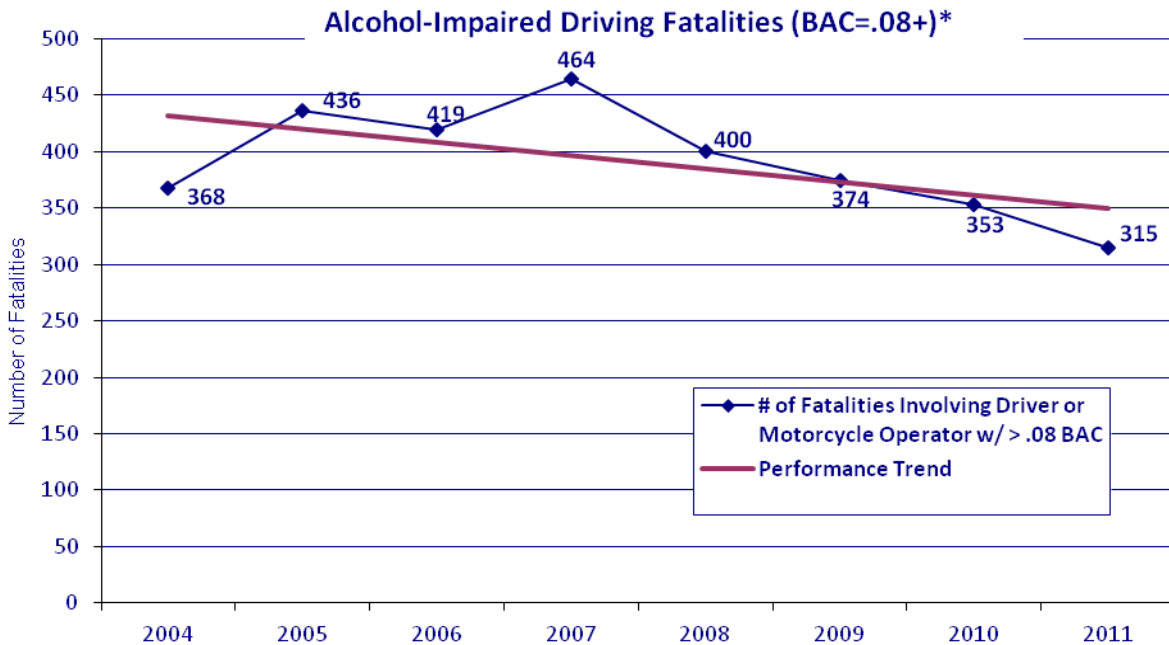
Goal: Serious Injuries

To decrease the three-year (2010-2012) average number of serious traffic injuries by 5%, from the baseline three-year (2007-2009) average of 3,688 to 3,504 serious injuries by December 31, 2012.



Goal: Fatalities at .08 or Above

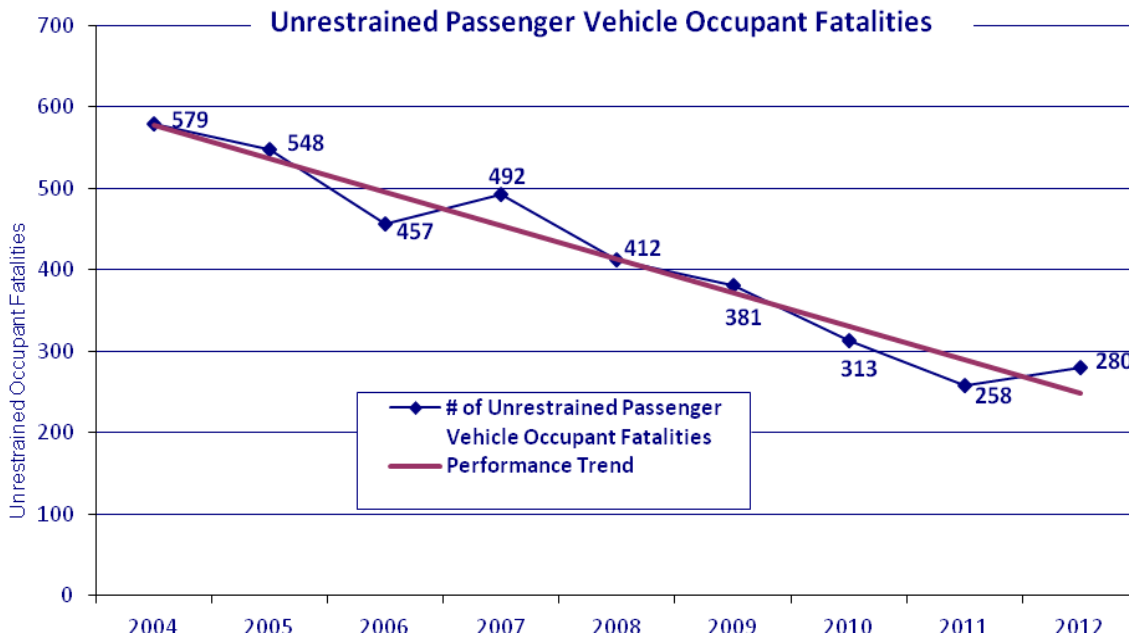
To decrease the three-year (2010-2012) average number of alcohol-impaired driving fatalities by 5%, from the baseline three-year (2007-2009) average of 413 to 392 alcohol-impaired driving fatalities by December 31, 2012.



*Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only. 2012 Data are not available at this time.

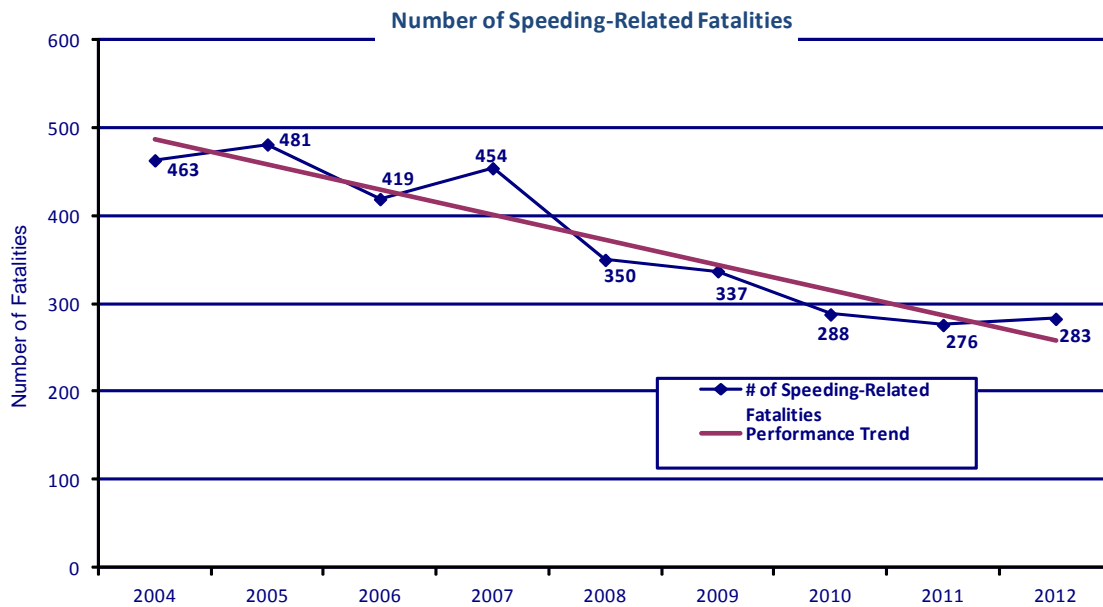
Goal: Unrestrained Passenger Vehicle Occupant Fatalities

To decrease the three-year (2010-2012) average number of unrestrained passenger vehicle occupant fatalities by 10%, from the baseline three-year (2007-2009) average of 428 to 385 passenger vehicle occupant fatalities by December 31, 2012.



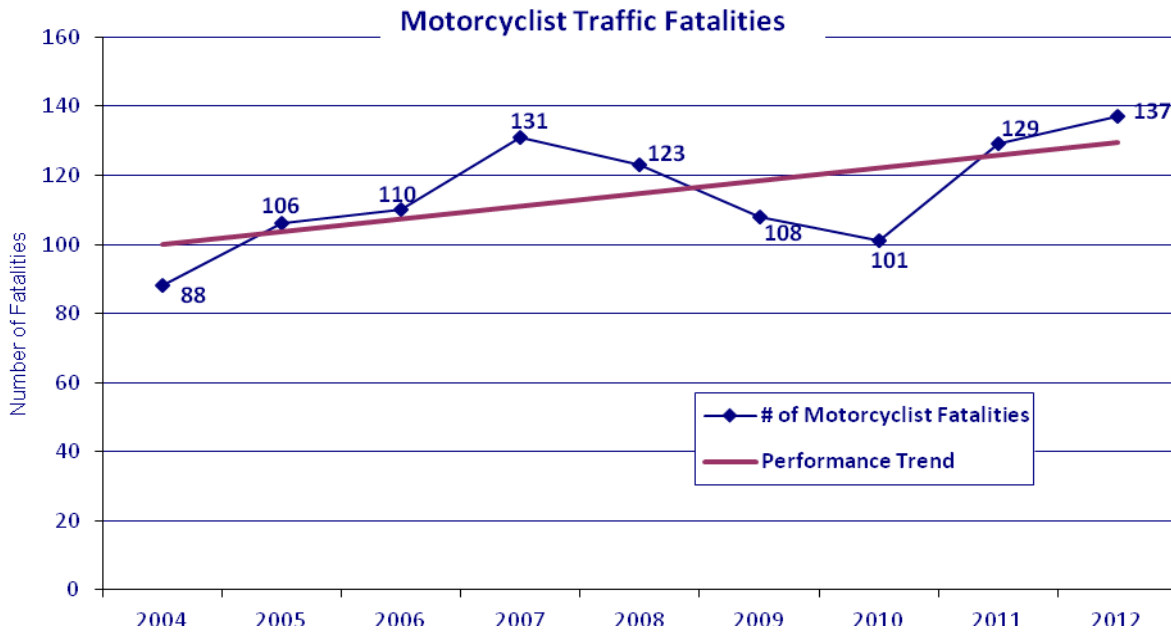
Goal: Speeding-Related Fatalities

To decrease the three-year (2010-2012) average number of speeding-related fatalities by 15%, from the baseline three-year (2007-2009) average of 380 to 323 speeding-related fatalities by December 31, 2012.



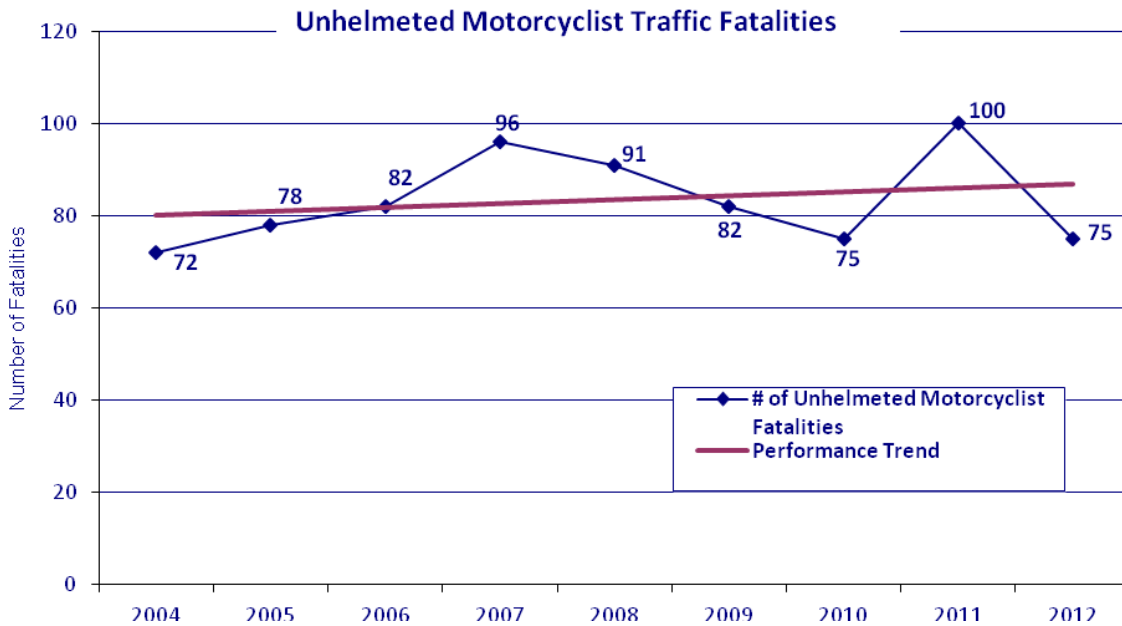
Goal: Motorcyclist Fatalities

To decrease the three-year (2010-2012) average number of motorcyclist fatalities by 5%, from the baseline three-year (2007-2009) average of 121 to 115 motorcyclist fatalities by December 31, 2012.



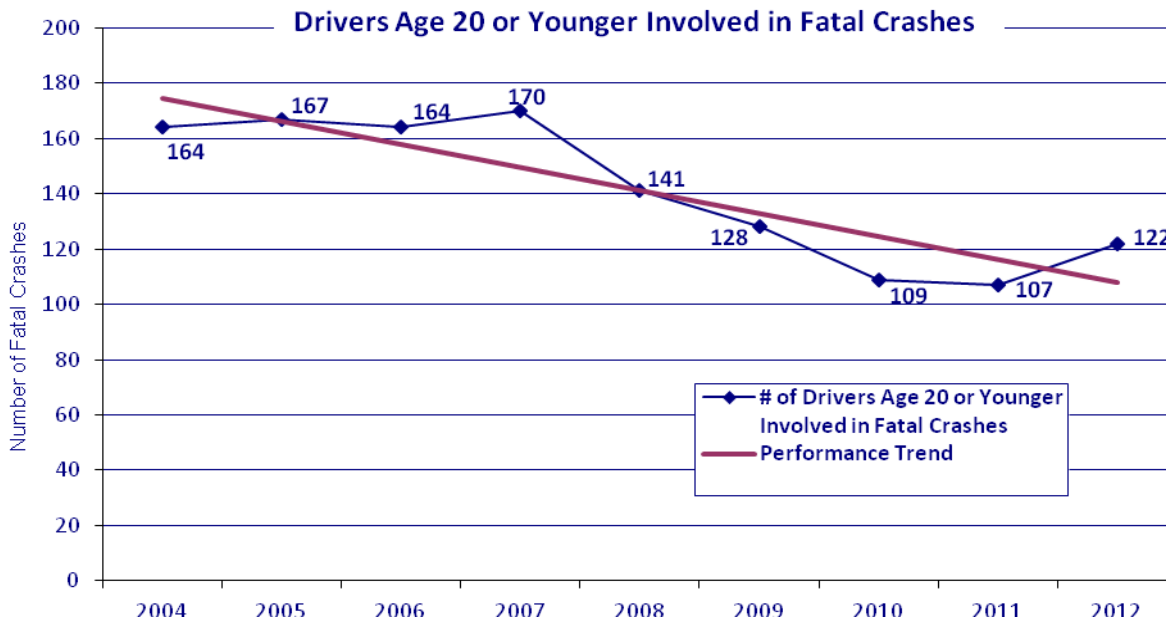
Goal: Unhelmeted Motorcyclist Fatalities

To decrease the three-year (2010-2012) average number of unhelmeted motorcyclist fatalities by 5%, from the baseline three-year (2007-2009) average of 90 to 85 unhelmeted motorcyclist fatalities by December 31, 2012.



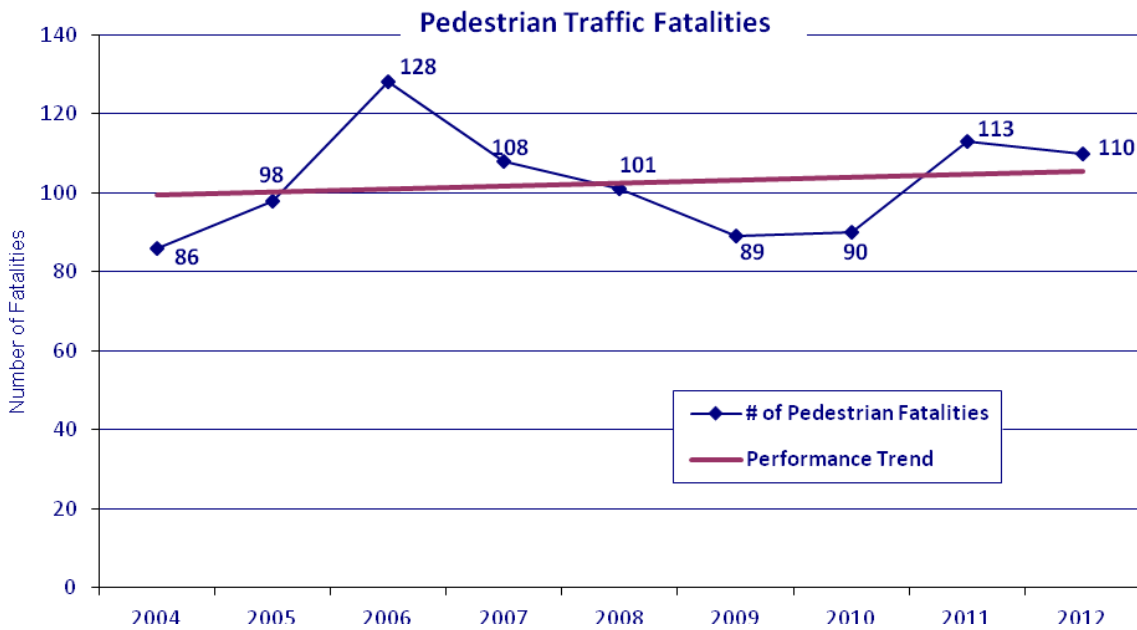
Goal: Drivers 20 or Younger

To decrease the three-year (2010-2012) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2007-2009) average of 146 to 131 drivers by December 31, 2012.



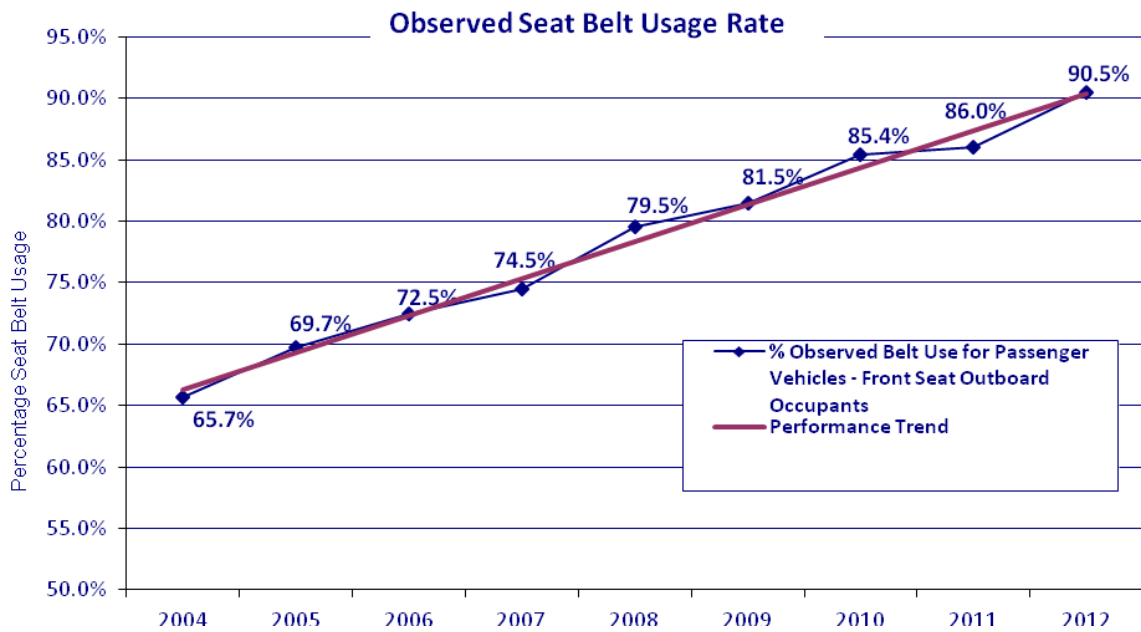
Goal: Pedestrian Fatalities

To decrease the three-year (2010-2012) average number of pedestrian fatalities by 10%, from the baseline three-year (2007-2009) average of 99 to 89 pedestrian fatalities by December 31, 2012.



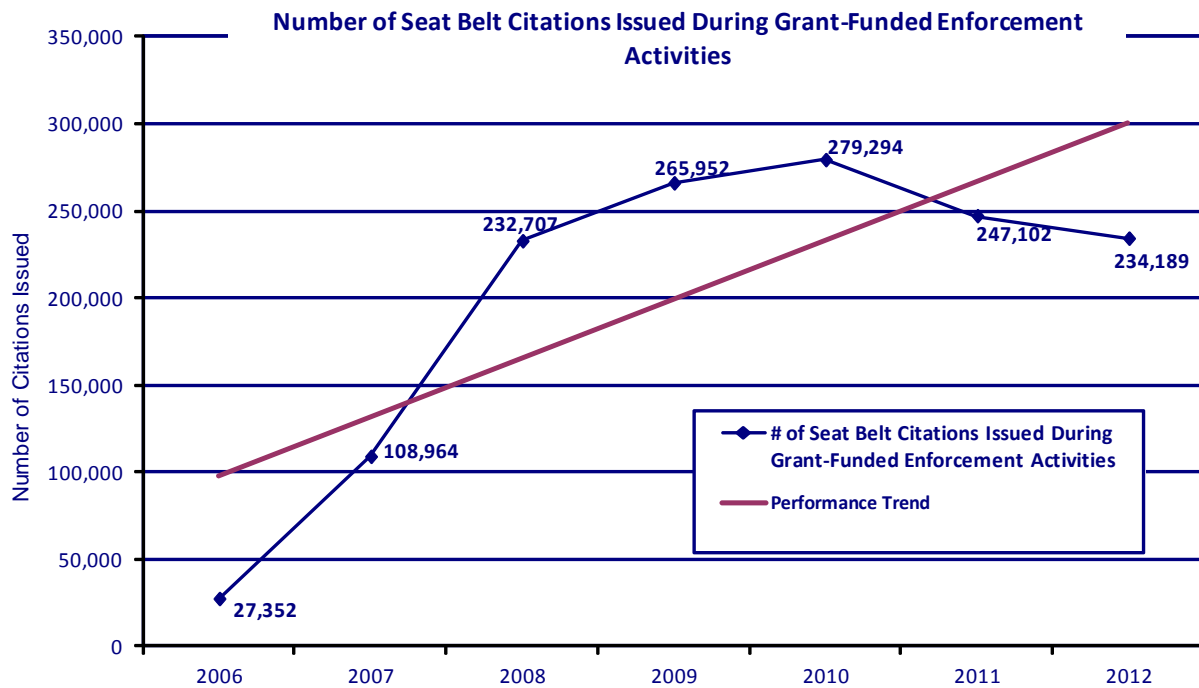
Goal: Observed Seat Belt Use

To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 2 percentage points from the 2011 calendar base year usage rate of 86.0% to 88.0% by December 31, 2012.



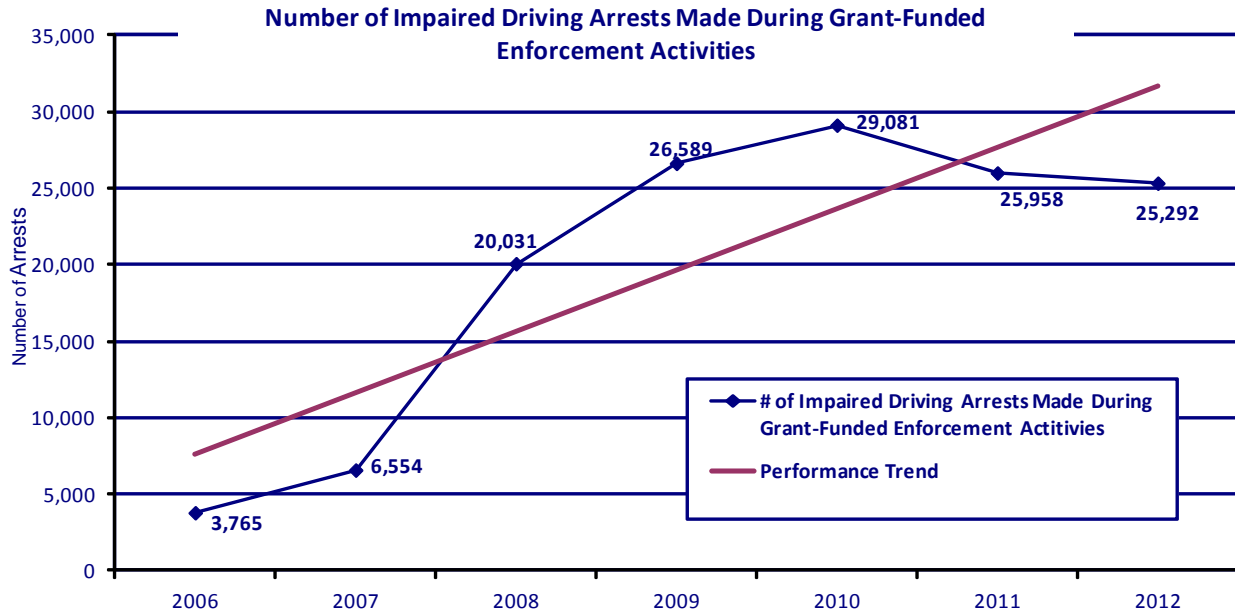
Goal: Seat Belt Citations

To increase the number of seat belt citations issued during grant-funded enforcement activities by 5%, from 279,294 in 2010 to 293,259 in 2012.



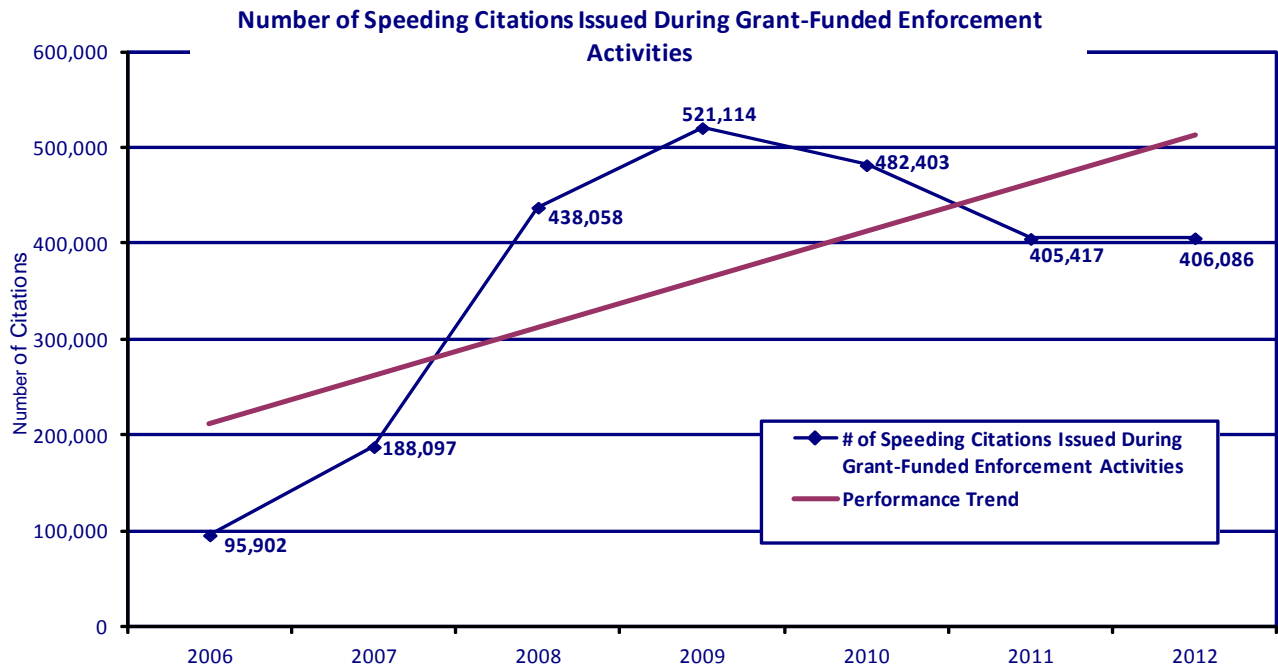
To increase the number of impaired driving arrests during grant-funded enforcement activities by 5%, from 29,081 in 2010 to 30,535 in 2012.

Goal: Impaired Driving Arrests



To increase the number of speeding citations issued during grant-funded enforcement activities by 5%, from 482,403 in 2010 to 506,523 in 2012.

Goal: Speeding Citations



Planning and Administration Overview

Goals:

1. To decrease the three-year (2010-2012) average number of traffic fatalities by 15%, from the baseline three-year (2007-2009) average of 964 to 819 fatalities by December 31, 2012.
 2. To decrease the three-year (2010-2012) average fatality rate/VMT by 5%, from the baseline three-year (2007-2009) average of 1.93 to 1.83 fatalities/VMT by December 31, 2012.
 3. To decrease the three-year (2010-2012) average rural fatality rate/VMT by 5%, from the baseline three-year (2007-2009) average of 3.69 to 3.51 fatalities/VMT by December 31, 2012.
 4. To decrease the three-year (2010-2012) average urban fatality rate/VMT by 5%, from the baseline three-year (2007-2009) average of 0.22 to 0.21 fatalities/VMT by December 31, 2012.
-

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the South Carolina Department of Public Safety (SCDPS). The mission of the OHSJP includes developing and implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The OHSJP 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 and Performance 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 and Performance 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 OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director, one (1) Assistant Director, and one (1) Grants Administration Manager. A Senior Accountant, a Fiscal Technician and an Administrative Coordinator were split-funded among other internal grants.

Early estimates indicate that South Carolina will meet or exceed goals 1, 2 and 4 as outlined above. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of traffic fatalities is 819. When compared to the CY 2007-2009 average of 964 traffic fatalities, this represents a

Planning and Administration Overview

15.0% reduction. The estimated mileage death rate (MDR) of the State during CY 2011 is 1.70, up 3.03% from 1.65 in CY 2010.

Unfortunately the estimated rural fatality rate is up 27%, from 2.58 in CY 2010 to 3.28 in CY 2011. The estimated urban fatality rate of the State decreased by 56% from 0.78 in CY 2010 to 0.34 in CY 2011. Additionally, the mileage injury rate is also projected to decrease 2.33%, from 99.15 in CY 2010 to an estimated 96.84 for CY 2011.

The OHSJP 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 OHSJP continued to work with the Law Enforcement Network system in the state to implement sustained DUI enforcement activities beginning in December 2011 and running through September 3, 2012. The Sustained DUI Enforcement campaign included two major DUI mobilization crackdowns (Christmas/New Year's 2011-2012 and Labor Day 2012). 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 nine-month long emphasis.

The agency also conducted a *School Zone Safety Week* emphasis during the month of August 2012. 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. The Community Relations Officers also promoted school bus safety. Officers distributed information on laws and safe driving habits to school bus drivers, parents and other motorists. Officers also participated in activities to engage the media. Several either rode or followed school buses to emphasize safe driving practices around school buses.

Alcohol Countermeasures Program Overview

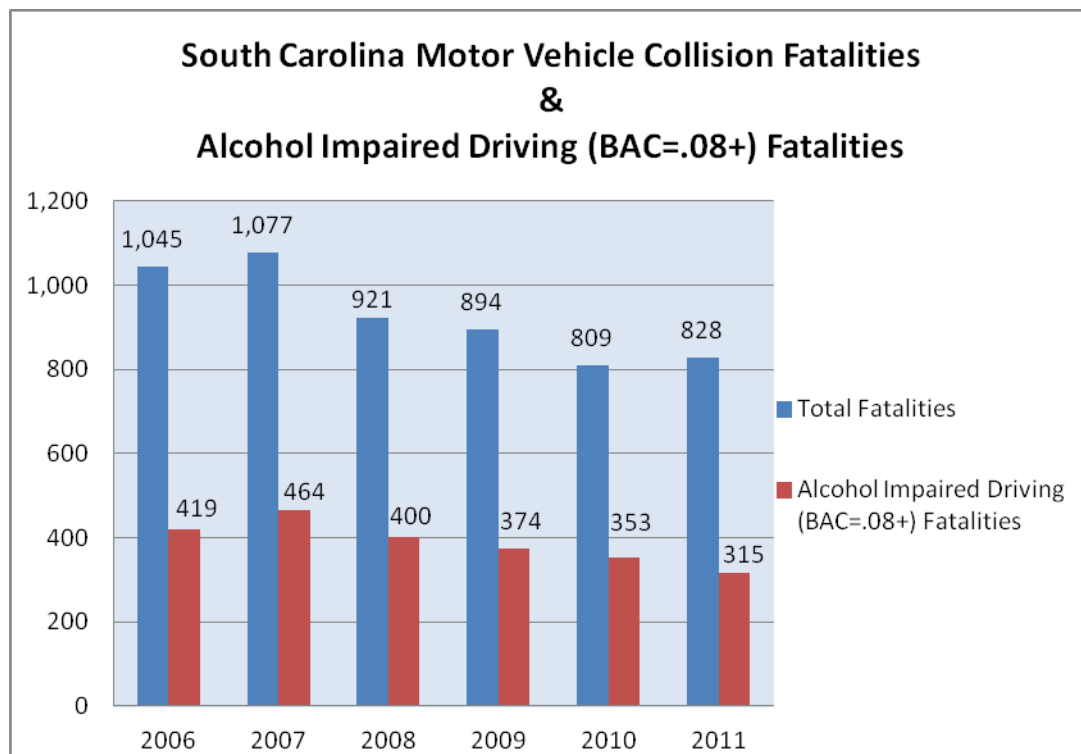
Goals:

1. To decrease the three-year (2010-2012) average number of alcohol-related impaired driving fatalities by 5%, from the baseline three-year (2007-2009) average of 414 to 393 alcohol-related impaired driving fatalities by December 31, 2012.
2. To increase the number of grant-funded impaired driving arrests made by 5%, from 29,081 in 2010 to 30,535 in 2012.

Early estimates indicate that South Carolina will meet or exceed goal number one as outlined above. According to NHTSA FARS data, there were 353 alcohol-impaired driving fatalities in South Carolina in 2010. There were 315 alcohol-impaired driving fatalities in 2011. The number of alcohol-impaired driving fatalities for 2012 is currently unavailable. In 2010, there were 29,081 reported grant-funded impaired driving arrests made, compared to 30,535 in 2012, which resulted in a 2% decrease. A number of factors to include budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Law Enforcement DUI Challenge likely impacted the overall citation data.

According to NHTSA, the level of BAC reporting in South Carolina on drivers in fatal crashes was 45% in 2009, compared to 46% in 2010. This is a 2.2% increase in the BAC reporting on drivers in fatal crashes. It is estimated that SC has achieved approximately 47% in 2011. The BAC level is considered “sensitive” information by many of 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 21 alcohol countermeasures subgrants awarded in FY 2012 using two sources of funding. There were 3 subgrants awarded exclusively using Section 402 funds, 12 were awarded using exclusively Section 410 funds, and 6 were awarded with a combination of Section 402 and Section 410 funds.



Grant Number	Grantee	Funding Source	Grant Amount
2H12006	SC Department of Public Safety: OHS	410	\$1,760,982
2H12011	SC Criminal Justice Academy	410	\$166,478
2H12015	Lexington County Sheriff's Department	410	\$146,409
2H12016	SC Department of Public Safety: Highway Patrol-Horry/Florence	402/410	\$3,000/\$333,274
2H12017	SC Commission on Prosecution Coordination	410	\$174,895
2H12019	SC Department of Public Safety: HighwayPatrol-Richland/Lexington	410	\$248,873
2H12021	Darlington County Sheriff's Office	402	\$46,356
2H12024	Berkeley County Sheriff's Office	410	\$179,323
2H12025	Anderson County Sheriff's Office	410	\$126,327
2H12026	City of Charleston	410	\$110,649
2H12027	Town of Mount Pleasant Police Department	410	\$135,976
2H12028	Orangeburg Department of Public Safety	402	\$120,585
2H12030	North Augusta Department of Public Safety	410	\$147,405
2H12035	Mauldin Police Department	410	\$129,449
2H12036	City of Darlington Police Department	402	\$45,273
2H12037	Charleston County Sheriff's Office	402/410	\$4,000/\$228,933
2H12038	City of Hanahan Police Department	410	\$56,079
2H12039	Greenville County Sheriff's Office	402/410	\$9,900/\$235,441
2H12040	Kershaw County Sheriff's Department	402/410	\$3,600/\$185,989
2H12041	SC Department of Public Safety: Highway Patrol- Spartanburg	402/410	\$3,354/\$215,429
2H12042	Richland County Sheriff's Department	402/410	\$6,800/\$179,001

The Impaired Driving Countermeasures Program Management project developed and implemented comprehensive statewide impaired driving countermeasures efforts to reduce DUI-related crashes, injuries, and fatalities on South Carolina's roadways. One of the most extensive activities of this project

Alcohol Countermeasures Program Overview

was the *Sober or Slammer! (SOS)* campaign. *SOS* is a high-visibility law enforcement and media initiative that calls attention to South Carolina's DUI problem. *SOS* is South Carolina's equivalency to the national *Drive Sober or Get Pulled Over* campaign.

The South Carolina Law Enforcement Network (SCLLEN), which is based on the 16 judicial circuits in the state, continued to be developed during the grant period. The SCLLEN influenced and energized law enforcement officers, agencies, and organizations statewide in addressing the State's impaired driving problem. The SCLLEN worked to bridge gaps of communication and cooperation that have existed among law enforcement within this state.

The SCLLEN worked diligently to coordinate the 2012 Law Enforcement DUI Challenge for all law enforcement agencies within the 16 judicial circuits of South Carolina. The Challenge ran from December 1, 2011 through September 3, 2012. Law enforcement agencies that participated in the challenge were required to conduct stepped-up DUI enforcement while also addressing the issues of safety belts and speed enforcement. Enforcement activities were conducted monthly and were expanded during the national campaign periods.

Participating agencies reported monthly on their regular sustained enforcement activities. Of the 260 eligible law enforcement agencies, 203 participated in the DUI challenge. Each law enforcement agency that fully participated in the challenge will receive incentive items that will assist in DUI enforcement efforts and detecting impaired drivers. Agencies participating in the challenge and achieving specified criteria are eligible to win in-car digital camera systems and police vehicles. Qualifying agencies in the respective network receiving the highest point total within each of the two SCLLEN Regions statewide will have an opportunity to draw for one equipped police vehicle. Networks that received the next four (4) highest point totals in each LEN Region will have an opportunity for their qualifying agencies to draw for digital in-car video camera systems.

The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs (OHSJP) utilized grant funds during FFY 2012 for paid media efforts relating to the Law Enforcement DUI Challenge, and the state's *SOS* mobilization crackdowns conducted during Christmas/New Year's 2011-2012 and Labor Day 2012. The enforcement portion of the 2011-2012 Christmas/New Year's *SOS* campaign efforts ran from December 16, 2011 – January 2, 2012. Law enforcement officers that participated in the enforcement portion of the Christmas/New Year's *SOS* campaign made over 2,800 DUI arrests. The flight dates for the paid media portion of the 2011-2012 Christmas/New Year's *SOS* campaign efforts ran from Thursday, December 15, 2011 through Sunday, December 18, 2011; and Thursday, December 22, 2011 through Friday, December 30, 2011. The mobilization crackdown enforcement portion of the Labor Day 2012 *SOS* campaign ran from August 17-September 3, 2012. Flight dates for the paid media portion of the 2012 Labor Day *SOS* campaign efforts ran from Wednesday, August 15 through Sunday, August 19, 2012; Wednesday, August 22 through Sunday, August 26, 2012; and Wednesday, August 29 through Monday, September 3, 2011. The agency contractor, Fisher Communications Inc., 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 2011-2012 *SOS* crackdown periods and the 2012 Law Enforcement DUI Challenge period.

Alcohol Countermeasures Program Overview

In addition to the DUI Challenge paid media efforts outlined above, airtime was purchased by the agency contractor to run radio ads to support SC Highway Patrol designated DUI enforcement weekends during

the months of March through August 2012. The radio ads ran during the week leading up to the designated weekends (March 16-17, 2012; April 20-21, 2012; May 25-26, 2012; June 22-23; July 6-7, 2012; and August 10-11, 2012). A total of \$120,883.60 was spent in radio advertising, purchasing 3,551 radio spots with an additional 3,544 free, or matching, spots. Local law enforcement agencies through the SCLen often combined their monthly DUI enforcement activity with the SCHP designated weekends.

Also during the FFY 2012 SOS mobilization crackdowns and during the SCHP designated DUI enforcement weekends, the SC Department of Public Safety (SCDPS) partnered with the SC Department of Transportation (SCDOT) to utilize SCDOT's variable message boards throughout the State to alert motorists to the DUI crackdown efforts. Variable message boards carried the phrase "Statewide DUI Crackdown in Progress." This effort reached literally hundreds of thousands of citizens of and visitors to the State with an enforcement message while they were engaged in the act of operating a motor vehicle. This no-cost effort was extremely effective.

Additionally, during the month of December in 2011, the SCDPS's OHSJP partnered with the SC Hospitality Association to promote the use of designated drivers as part of its efforts to curb drinking and driving. The campaign effort was called, *Be a SANTA – a Sober All Night Totally Awesome!* designated driver and included television and billboard advertising. This first-ever designated driver campaign by the OHSJP was test marketed in the Columbia area during the Christmas/New Year's holiday period of 2011-2012. The flight dates for the campaign were December 1-14 and 28-30, 2011. The agency contractor, Fisher Communications Inc., created, produced and distributed the "Be a SANTA" television commercial spot and designed and produced digital billboards for the campaign. The campaign was expanded in December 2012 to include additional media markets.

The Office of Highway Safety and Justice Programs also held a combined DUI Enforcement Recognition and Law Enforcement DUI Challenge Ceremony during the FFY 2012 grant period. The purpose of the ceremony was to recognize the efforts of law enforcement agencies and officers for their time and dedication in DUI countermeasures education and enforcement efforts and to award incentive prizes to qualifying agencies participating in the Law Enforcement DUI Challenge.

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is comprised of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs (OHSJP), SC Highway Patrol, State Transport Police), the South Carolina Criminal Justice Academy, 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. The SCIDPC has held five meetings during the FFY 2012 grant period. Major topics of discussions during the grant period included: the establishment of a Pilot DUI Court in up to three counties within the state; addressing legislation that limits law enforcement to one BAC test at the time of a DUI arrest; and visiting legislation to make the Ignition Interlock Device mandatory for first-time offenders that are convicted of DUI. Using the 2009 Impaired Driving Assessment as a blueprint, the SCIDPC continued to its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures Program Overview

Additionally, eighteen (18) alcohol countermeasures enforcement projects were awarded during the FFY 2012 grant period. These projects funded 36 DUI officers in various jurisdictions around the state who accounted for over 2,000 DUI arrests and more than 600 public safety checkpoints. The grant-funded

DUI officers also conducted over 200 public safety presentations on the dangers of impaired driving; and were required to participate in the 2012 Law Enforcement DUI Challenge and *SOS* initiatives.

Section 410 grant funding was also used to fund 16 *Specialized DUI Prosecutors* statewide. One specialized DUI prosecutor was funded in each judicial circuit in the State to prosecute DUI cases in Magistrate Court. In South Carolina, the arresting law enforcement officer is responsible for prosecuting his/her own DUI case(s). The grant-funded specialized DUI prosecutors have relieved some of the prosecutorial duties for law enforcement officers, and have made great progress. During the FFY 2012 grant period, the *Specialized DUI Prosecutors* were responsible for disposing of over 6,034 DUI-related cases. Of the 6,034 disposed cases, the grant-funded prosecutors achieved 2,532 DUI convictions.

Noteworthy Projects:

The **Greenville County Sheriff's Office** was awarded a DUI enforcement grant that provided funding for three DUI grant-funded officers to enhance the current traffic unit. The grant-funded officers were very proactive during the FFY 2012 grant period. The grant-funded officers participated in 19 public safety checkpoints and made over 230 DUI arrests. Additionally, the grant-funded officers were instrumental in bringing public awareness to the community on dangers of DUI. The grant-funded officers conducted 47 educational presentations on the dangers of DUI, bringing awareness to over 1,000 citizens within the Greenville County community.

The **South Carolina Highway Patrol** received three impaired driving countermeasures grants to conduct DUI enforcement in Horry/Florence Counties, Richland/Lexington Counties, and in Spartanburg County. 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. Grant funds were awarded during the grant period to local law enforcement agencies within Richland and Lexington Counties, which have consistently been in the top ten counties of the State for DUI problems. Collectively, the eight grant-funded officers made 408 DUI arrests and issued more than 5,000 citations for other traffic violations during the grant period.

The **South Carolina Commission on Prosecution Coordination** received an impaired driving countermeasures grant to continue funding for a Traffic Safety Resource Prosecutor (TSRP) and an Administrative Assistant. The 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. The TSRP and Administrative Assistant coordinated and conducted four (4), two-day regional DUI trainings for judges, prosecutors and law enforcement officers; and the TSRP participated in other DUI law and evidentiary trainings throughout the FFY 2012 grant period. Collectively, the TSRP trained approximately 273 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.

Alcohol Countermeasures Program Overview

The **North Augusta Department of Public Safety** received a third-year grant award to continue DUI enforcement within the City of North Augusta. The North Augusta Department of Public Safety's DUI grant project provided funding for two DUI enforcement officers. The Department has a very proactive DUI Traffic Unit that has made great progress over the period of the grant. During the FFY 2012 grant

period, the grant-funded officers made 129 DUI arrests. Due to enhanced DUI enforcement efforts, there were no DUI-related fatalities in the City of North Augusta during the FFY 2012 grant period.

The **City of Hanahan Police Department** received a third-year DUI enforcement grant award that continued funding for one DUI grant-funded officer. During the grant period, the grant-funded officer made over 90 DUI arrests. The grant-funded officer was also able to make contact, through educational presentations, with over 350 citizens of the community. The City of Hanahan Police Department is the host agency for the 9th Circuit Law Enforcement Network (LEN). Thus, the grant-funded officer participated in all LEN activities including the 2012 Law Enforcement DUI Challenge initiative.

The **South Carolina Criminal Justice Academy** continued a grant for Impaired Driving Countermeasures Training with the funding of a Drug Recognition Expert (DRE) State Coordinator. The DRE Coordinator taught 31 classes to 864 students during this past grant year. Included in these classes were Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test Instructors (SFST), SFST School, DUI/SFST, DRE School and DRE Instructor School. The efforts of the grant-funded Coordinator resulted in 29 officers being awarded their DRE certifications at this year's Traffic Safety Officer's Conference. The continued training and education of the new DREs and the DRE program will not only provide the law enforcement officers of South Carolina with the knowledge to make the appropriate drug-impaired driving charges, but will also enable these officers to work in proactive ways to reduce collision rates and ultimately aid in reducing the number of traffic fatalities in the state.

Community Traffic Safety Program Overview

1. To decrease the three-year (2010-2012) average number of serious traffic injuries by 5% from the baseline three-year (2007-2009) average of 3,688 to 3,504 serious traffic injuries by December 31, 2012.
2. To decrease the three-year (2010-2012) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2007-2009) average of 146 to 131 drivers age 20 or younger involved in fatal crashes by December 31, 2012.
3. To decrease the three-year (2010-2012) average number of motorcyclist fatalities by 5% from the baseline three-year (2007-2009) average of 121 to 115 motorcyclist fatalities by December 31, 2012

Early estimates indicate that South Carolina will exceed two of the above three goals for the Community Traffic Safety Program as outlined above. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of incapacitating traffic injuries is 3,160. When compared to the CY 2007-2009 average of 3,688 incapacitating injuries, this represents a 14.3% reduction. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of drivers age 20 or younger involved in fatal crashes is 113. When compared to the CY 2007-2009 average of 146 drivers age 20 or younger involved in fatal crashes, this represents a 22.6% reduction. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of motorcyclist fatalities is 122. When compared to the CY 2007-2009 average of 121 of motorcyclist fatalities, this represents a 0.8% increase.

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 other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, SC Child Passenger Safety Summit, ESRI International User Conference, LEL Training & Guidelines Workshop and more).

OHSJP subgrantees received training through this grant project. In addition to a Project Management course for first-time Project Directors, 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 annual Funding Guidelines Workshop was held in January 2012 in Columbia to assist applicants in preparing applications for FFY 2013.

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2011, prepared a highway safety informational booth at the SC State Fair during October and provided traffic safety information to businesses and schools in South Carolina.

Additionally, during the month of December in 2011, the SCDPS's OHSJP partnered with the SC Hospitality Association to promote the use of designated drivers as part of its efforts to curb drinking and driving. The campaign effort was called, *Be a SANTA – a Sober All Night Totally Awesome!* designated driver and included television and billboard advertising. This first-ever designated driver campaign by the OHSJP was test marketed in the Columbia area during the Christmas/New Year's holiday period of 2011-2012. The flight dates for the campaign were December 1-14; and 28-30, 2011. The agency

Community Traffic Safety Program Overview

contractor, Fisher Communications Inc., created, produced and distributed the "Be a SANTA" television commercial spot; and designed and produced digital billboards for the campaign. The campaign was expanded in December 2012 to include additional media markets.

The project also coordinated a first-ever statewide motorcycle safety campaign from April to September 2012. The campaign included the Myrtle Beach bike rallies in May and emphasized the 12 counties with the highest number of motorcyclist fatalities in 2011. The campaign utilized the "Ride Smart" and "Share the Road" themes, as well as emphasizing the proper use of safety equipment. The campaign incorporated paid and earned media to include billboard advertising and the distribution of educational

material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the SCDOT to use SCDOT's variable message boards statewide utilizing the message, "Ride Smart, Drive Smart, Motorcycles are Everywhere".

Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview

Goals:

1. To decrease the three-year (2010-2012) average number of motorcyclist fatalities by 5% from the baseline three-year (2007-2009) average of 121 to 115 motorcyclist fatalities by December 31, 2012.
 2. To decrease the three-year (2010-2012) average number of unhelmeted motorcyclist fatalities by 5% from the baseline three-year (2007-2009) average of 90 to 85 unhelmeted motorcyclist fatalities by December 31, 2012.
-

Early estimates indicate the state of South Carolina will not see a decrease in the three-year (2010-2012) average number of motorcyclist fatalities. Preliminary reports from the OHSJP Statistical Analysis Center show the 2010-2012 average number of motorcyclist fatalities is 122. When compared to the CY 2007-

2009 average of 121 motorcyclist fatalities, this represents a 0.8% increase. Conversely, Statistical Analysis Center estimates indicate a reduction in the number of unhelmeted motorcyclist fatalities. Estimates show the 2010-2012 average number of unhelmeted motorcyclist fatalities is 81. When compared to the CY 2007-2009 average of 90 unhelmeted motorcyclist fatalities, this represents a 10% reduction.

The OHSJP continued to promote and support the motorcycle safety and two-wheel vehicle safety initiatives throughout 2012. Through the OHSJP's Public Information Outreach and Training (PIOT) grant, the state conducted its first-ever statewide motorcycle safety campaign focusing on major rallies during the month of May (NHTSA's National Bike Month and Motorcycle Safety Month) in Myrtle Beach, SC and a six-month comprehensive media campaign utilizing paid, earned and free media. The campaign theme was built upon the "Ride Smart" and "It doesn't take a genius ..." messaging used successfully in past campaigns. Paid media efforts complemented enforcement activities by the SC Highway Patrol during the Myrtle Beach Bike Week in Myrtle Beach, South Carolina from May 11-20, 2012 and the Atlantic Beach Bikefest in Myrtle Beach, South Carolina from May 25-28, 2012.

With the increase in motorcyclist deaths in 2011 compared to 2010 – 101 vs. 81 – the OHSJP implemented a six-month long comprehensive paid media campaign that would complement enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May. The sustained campaign kicked off in April and continued through September, with a focus on the 12 counties that experienced the highest number of motorcyclist fatalities in 2011 – Horry, Lexington, Greenville, Anderson, Orangeburg, Spartanburg, York, Charleston, Aiken, Dorchester, Lancaster and Greenwood. The campaign theme was built upon the "Ride Smart" messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a "Share the Road" message targeting both motorists and motorcyclists. In addition, the "Ride Smart" logo was redesigned transforming the logo into the shape of a motorcycle. The campaign was funded with a combination of Section 402 and Section 2010 funds. In addition to paid media, the SC Department of Public Safety partnered with the SC Department of Transportation to use its variable message boards statewide utilizing the message, "Ride Smart. Drive Smart. Motorcycles are Everywhere."

In addition, the OHSJP reimplemented its statewide Motorcycle Safety Task Force to address motorcycle safety issues in the state. The Task Force is comprised of representatives from state agencies (SCDPS, SCDOT, SCDMV and the SC Technical College System), local law enforcement agencies, associations

Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview

and biker advocacy groups. The Task Force is addressing issues of motorcycle licensing, training and education. The Task Force was instrumental in 2012 in implementing a Motorcycle Safety Foundation (MSF) motorcycle safety training course entitled "Intersections" statewide through the American Association of Retired Persons (AARP), which is represented on the Task Force. The OHSJP utilized Section 402 funds to purchase training materials for the course from the MSF at a tremendous discount.

The OHSJP also continued its partnership with the Palmetto Cycling Coalition to alert motorists and bike riders about state bike laws and share-the-road practices.

No stand-alone motorcycle safety projects were awarded in FFY 2012 using Section 2010 funding.

Occupant Protection Program Overview

Goals:

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 2 percentage points from the 2011 calendar base year usage rate of 86% to 88% by December 31, 2012.
 2. To decrease the three-year (2010-2012) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the baseline three-year (2007-2009) average of 428 to 385 by December 31, 2012.
 3. To increase the number of grant-funded seat belt citations issued by 5%, from 279,294 in 2010 to 293,259 in 2012.
-

Estimates from the OHSJP Statistical Analysis Center indicate a 31% reduction in the 2010-2012 average number of unrestrained passenger vehicle occupant fatalities in all seating positions when compared to the 2007-2009 calendar base year average. The estimated number of unrestrained passenger vehicle occupant fatalities in all seating positions for 2010-2012 is 295 compared to the 2007-2009 base year average of 428. The OHSJP Statistical Analysis Center estimates 315 unrestrained passenger vehicle fatalities in 2012. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded seat belt

citations issued. In 2012, there were 234,189 reported grant-funded seat belt citations issued, compared to 279,294 in 2010, which resulted in a 16% decrease. A number of factors, including budget cuts and personnel reductions throughout local and state agencies likely contributed to this reduction.

The statewide safety belt survey conducted by the University of South Carolina concluded that 90.5% of South Carolina drivers and passengers used shoulder style safety belts in June 2012. This is a historical high for the state and a significant increase from last year’s usage rate. In June 2011, this percent was 86%, which was the previous record high.

Women continue to be more likely than men to use safety belts (93.3% to 87.6%); passengers and drivers use safety belts at the same rate (90.0% to 90.0%); and rural occupants used safety belts at a modestly higher rate than urban occupants (91.4% to 88.5%). White occupants had a higher rate of use than non-white occupants (91.3% to 87.8%), while car occupants were more likely to wear safety belts than truck occupants (92.0% to 86.0%).

The following chart shows statistical data relative to the last ten statewide safety belt surveys conducted by the University of South Carolina.

Occupant Protection Program Overview

Percentage Safety Belt Use By Demographic Category

	12/03	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12
Male	60.6	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6
Female	74.0	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3
Driver	65.7	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0
Passenger	70.5	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0
Urban	67.7	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4
Rural	53.2	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5
White	71.7	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3
Non-white	56.3	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8

Cars	69.8	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0
Trucks	53.9	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0
Overall	66.8	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5

Occupant Protection Program Overview

Estimates from the OHSJP Statistical Analysis Center based on preliminary 2011 data indicate a projected MDR for motor vehicle occupants under the age of six of .018 for CY 2011. When compared to the .016 in CY 2010, this represents a 12.5% increase in MDR for child motor vehicle occupants under the age of six for CY 2011. Projected estimates for CY 2012 show the MDR for child motor vehicle occupants declining again to .016.

There were two occupant protection subgrants awarded in FY 2012 using two sources of funding. One project was awarded using Section 402 funds exclusively. The other project was awarded using a combination of Section 402 and Section 405 funds.

Grant Number	Grantee	Funding Source	Grant Amount
2H12002	SC Department of Public Safety: OHS	402/405	\$124,685/\$523,000
2H12034	SC Department of Health and Environmental Control	402	\$140,515

The Occupant Protection Program Management grant (2H12002) 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 2012, and the *National Child Passenger Safety Awareness Week* in September 2012; 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 2012. 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.

As a result of the statewide Occupant Protection Assessment that was conducted by the National Highway Traffic Safety Administration (NHTSA), and coordinated by the OHSJP from January 11-16, 2009, a reinstatement of the Occupant Protection roundtable meeting has been implemented. The OHSJP is currently working with the SC Department of Health and Environmental Control to sustain the roundtable meetings with occupant protection and child passenger safety advocates from around the state. The roundtable meetings 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 State of South Carolina is due to have another Occupant Protection (OP) assessment take place during the FFY 2013 grant year.

The two child passenger safety grants showed a monumental increase of 100% from last year by jointly conducting eighteen (18) Child Passenger Safety Technician Classes, which resulted in training 126 people. They also held 50 child passenger safety seat checks with over 1,200 seats checked. In addition to the trainings and seat checks, the two projects also conducted 94 presentations to over 2,000 people.

Police Traffic Services Program Overview

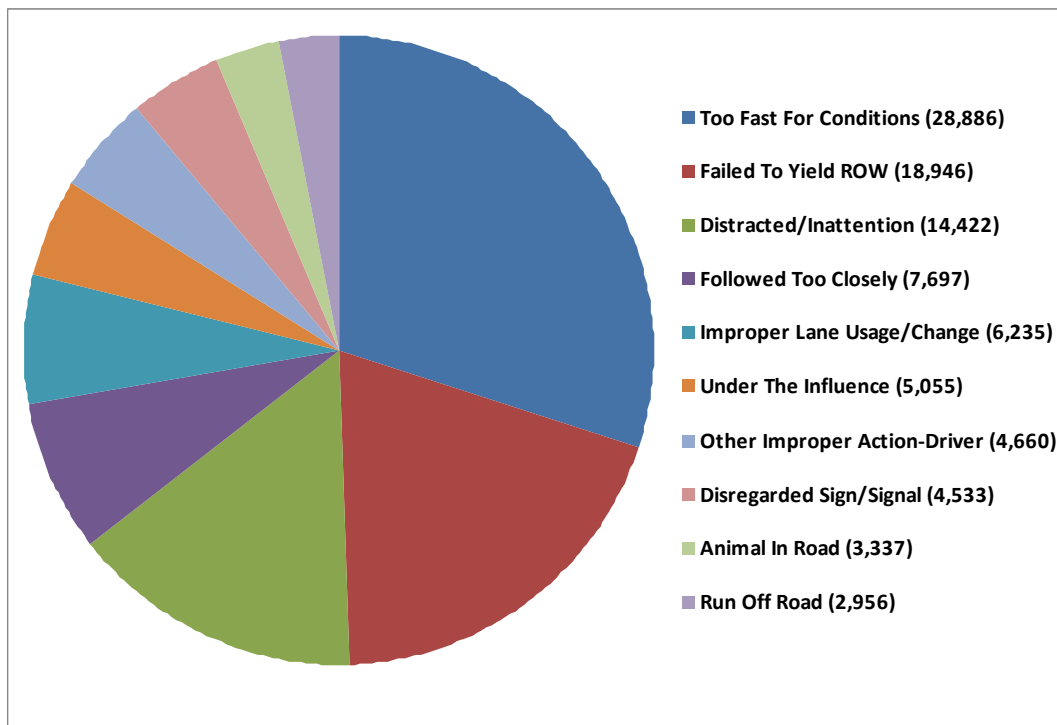
Goals:

1. To decrease the three-year (2010-2012) average number of speeding-related fatalities by 10%, from the baseline three-year (2007-2009) average of 380 to an average of 342 by December 31, 2012.
 2. To decrease the three-year (2010-2012) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2007-2009) average of 146 to 131 by December 31, 2012.
 3. To decrease the three-year (2010-2012) average number of serious traffic injuries by 5%, from the baseline three-year (2007-2009) average of 3,688 to 3,504 by December 31, 2012.
 4. To increase the number of grant-funded speeding citations issued by 5%, from 482,403 in 2010 to 506,523 in 2012.
-

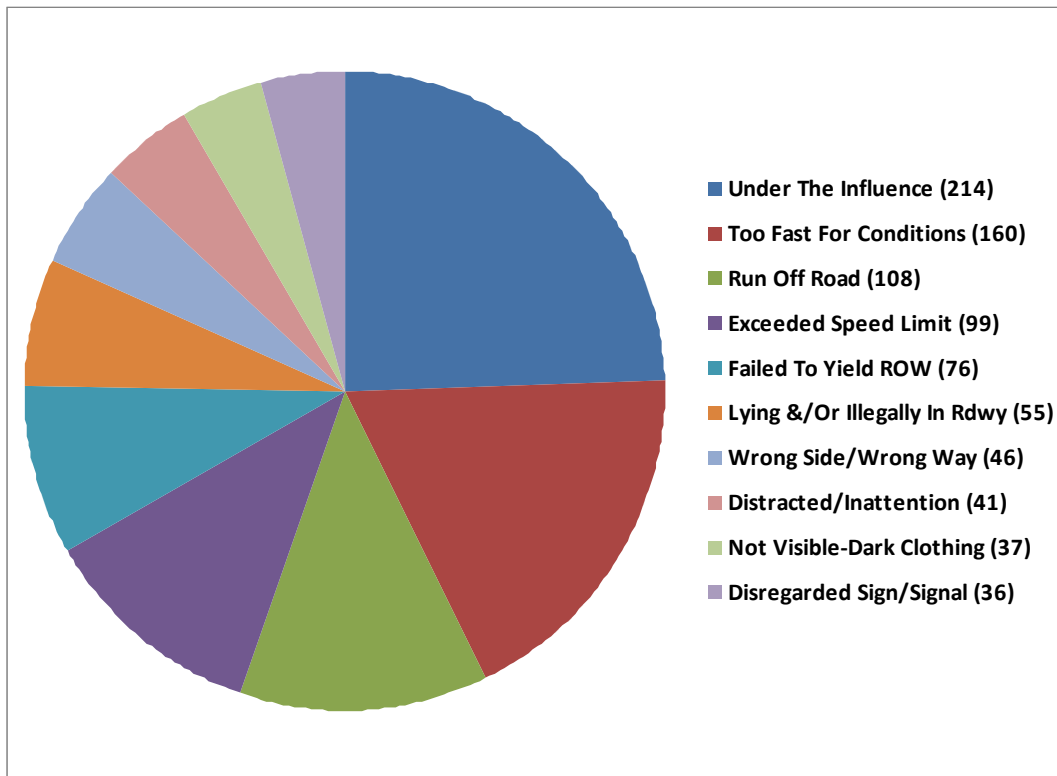
Early estimates indicate that South Carolina will meet or exceed three of the four goals for the Police Traffic Services Program as outlined above. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of speeding-related fatalities is 282. When compared to the CY 2007-2009 average of 380 speeding-related fatalities, this represents a 25.6% reduction. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of drivers age 20 or younger involved in fatal crashes is 113. When compared to the CY 2007-2009 average of 146 drivers age 20 or younger

involved in fatal crashes, this represents a 22.6% reduction. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of incapacitating traffic injuries is 3,160. When compared to the CY 2007-2009 average of 3,688 incapacitating injuries, this represents a 14.3% reduction. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded speeding citations issued. In 2012, there were 406,086 reported grant-funded speeding citations issued, compared to 482,403 in 2010, which resulted in a 15.8% decrease. A number of factors including budget cuts, personnel issues and a slight decline in the number of agencies participating in the law enforcement challenge likely impacted the overall citation data.

TOP TEN CONTRIBUTING FACTORS IN ALL 2011 COLLISIONS**



TOP TEN CONTRIBUTING FACTORS IN 2011 FATAL COLLISIONS**



****Each crash may have up to five contributing factors**

Police Traffic Services Program Overview

There were 10 police traffic services subgrants awarded in FY 2012 using Section 402 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H12005	SC Department of Public Safety: OHS	402	\$507,372
2H12007	SC Department of Public Safety: OHS	402	\$730,800
2H12008	City of Columbia Police Department	402	\$228,625
2H12009	Rock Hill Police Department	402	\$247,948
2H12012	Dorchester County Sheriff's Office	402	\$224,652
2H12013	Lexington Police Department	402	\$215,011
2H12014	SC Criminal Justice Academy	402	\$344,832
2H12018	Summerville Police Department	402	\$137,859
2H12020	West Columbia Police Department	402	\$221,435
2H12023	Beaufort County Sheriff's Office	402	\$75,011

The **Police Traffic Services (PTS) Program Management (2H12005)** 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 (2H12007)** grant continued the employment of two Field Law Enforcement Liaisons to develop and maintain the Law Enforcement Network system to establish and maintain relationships between the OHSJP and law enforcement agencies around the state and to garner 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 DUI 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 seven enforcement police traffic services projects funded during FY 2012. 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 13 traffic safety officers funded through these projects. They were responsible for making 327 DUI arrests and issuing 3,803 safety belt citations, 391 child seat citations, and over 7,371 speeding citations. The grant-funded officers conducted 149 public safety checkpoints and performed saturation patrols routinely. Additionally, over 73 traffic safety presentations were conducted by the grant-funded officers that reached more than 2,500 people during the grant period. The total number of citations written by the subgrantees under the Police Traffic Services funded projects this grant year was 17,263, an increase of 42% compared to 12,123 citations written by last year's grant projects.

Police Traffic Services Program Overview

Noteworthy Projects:

The **Dorchester County Sheriff's Office** was awarded a Highway Safety grant and started a traffic division for the first time in its history. The grant-funded officers issued over 500 speeding citations and 433 occupant protection citations. The highly committed grant-funded officers held 16 traffic safety presentations that reached over 576 people. The Grant Project enhanced the traffic enforcement efforts of the Sheriff's Office at a time when state budget cutbacks reduced the number of Troopers assigned to Dorchester County.

The **Rock Hill Police Department** participated in over 50 public safety checkpoints. These checkpoints included Sober or Slammer! and Buckle Up South Carolina campaigns, and regular checkpoint saturations throughout the grant year. The efforts made by the two grant-funded officers resulted in over 740 occupant protection citations, 1,169 speed citations and over 60 Driving Under Suspension citations. A total of 20 presentations were made to 1,640 individuals during this grant period.

The **Summerville Police Department** continued its solid track record regarding performance in implementing grant projects. In the second year of its grant project, the grant-funded officers issued an impressive 1,359 occupant protection and 1,321 speeding citations. 12 checkpoints involving multiple agencies were completed. The two grant-funded officers made 13 safety presentations reaching 410 people.

The **West Columbia Police Department** performed well during the first year of its grant project. The two grant-funded officers issued an impressive 858 occupant protection citations and 945 speed citations during the grant year. 47 DUI arrests were made by the grant-funded officers compared to 40 made by the remainder of the West Columbia Police Department officers. 140 Driving Under Suspension citations were issued as well. The grant-funded officers held 22 traffic safety presentations that reached over 555 people.

Police Traffic Services Program Overview

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 3,243 students during the grant year. This represents a significant increase of 112% from last year's 1,532 students. Forty-eight officers were awarded Traffic Safety Officer Certifications. Eight others were awarded Traffic Safety Instructor 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

Goals:

1. To increase the number of electronically submitted collision reports by 10 percentage points, from 55% of the total number of collision reports to 65% of the total number of collision reports by September 30, 2012.
 2. To increase the percentage of vehicle identification numbers (VIN) captured, from 55% of vehicle information numbers captured to 65% by September 30, 2012.
-

Grant Number	Grantee	Funding Source	Grant Amount
2H12003	SC Department of Public Safety: OHS	406/408/1906	\$269,610/\$716,450/\$500,000

The **South Carolina Collision and Ticket Tracking System (SCCATTS)** grant project (2H12003) furthers the development and implementation of the SCCATTS project along with a number of traffic records projects outlined in the South Carolina Traffic Records Strategic Plan (TRSP). The state has hired a Traffic Records Manager to oversee the operations of completing the outlined projects. The SCCATTS Project Coordinator falls under this position in furthering the SCCATTS initiative.

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. In 2012, the grant moved from only facilitating the SCCATTS project to encompassing all traffic records initiatives. This includes, but is not limited to, the interfaces required for

electronic Uniform Traffic Ticket (UTT) data transmission for collision and citation data between state and local agencies, and the redesign of the UTT. The UTT redesign project would revise the uniform traffic citation to take advantage of features available in e-Citation systems. The citation is due for revision and the advent of electronic citation issuance means that some efficiency could be gained from restructuring the citation to have a more logical flow. SCDPS has used grant funding to further project initiatives. Currently the reporting system houses about 65% of the state's traffic collision reports. This is a combined number from both state and local law enforcement agencies.

South Carolina's TRSP outlines projects that are funded by NHTSA's 408 funding stream. This document defines standards, goals and objectives for the projects outlined. It also outlines specific technical projects necessary to further the SCCATTS initiative and identifies the technical components and recommended practices for each technical topic, along with implementation guidelines and a potential itemized budget. This documentation serves as a guide for funding current and future projects. The Traffic Records Coordinating Committee (TRCC), comprised of key staff members from the OHSJP, SC Highway Patrol, State Transport Police, the Office of Information Technology, the SC Department of Motor Vehicles, the SC Department of Transportation, SC Judicial Department, and SC 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 OHSJP 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

Traffic Records Program Overview

reporting, the collection of vehicle identification numbers for vehicles involved in crashes, and improved electronic collection of EMS data statewide.

In calendar year 2012, one of the major projects completed within the state's TRSP was the electronic transmission of collision data from SCDPS to the SC Department of Motor Vehicles. Collisions reported through the SCDPS-hosted system now have an investigation completeness timeframe of approximately four days. With regards to other projects, the UTT has been redesigned by a subcommittee of the TRCC and is under review by members of SCDPS senior management. Upon senior management approval, the UTT revision will be forwarded to the SC Attorney General's Office for final approval and implementation statewide.

The Traffic Records team is moving forward with SCDPS solution efforts by contacting agencies statewide and providing onsite software demonstrations. Local law enforcement agencies that already have the proper technical equipment will be the first in terms of implementation of the SCCATTS software. A Memorandum of Agreement (MOA) is being drafted to ensure that the software will be used appropriately and to require that the user agency submit timely and accurate data. There are currently 20 local law enforcement agencies actively utilizing the SCCATTS software or have initiated the process of going into live report submission. The remaining agencies will receive hardware based on the number of collisions investigated annually by the respective agency.

Youth Alcohol/Youth Traffic Safety Program Overview

Goal 1: To decrease the three-year (2010-2012) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2008-2010) average of 146 to 131 by December 31, 2012.

Current data indicates that South Carolina will exceed the goal for the Youth Alcohol/Youth Traffic Safety Program as outlined above. Estimates from the OHSJP Statistical Analysis Center show the 2010-2012 average number of drivers age 20 or younger involved in fatal crashes is 113. When compared to the CY 2008-2010 average of 146 age 20 or younger involved in fatal crashes, this represents a 27% reduction.

While there were no specific projects funded under the Youth Alcohol/youth traffic safety program, the Office of Highway Safety and Justice Programs continued to promote and support youth-related initiatives. Through the Office of Highway Safety and Justice Programs 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 2011-2012 academic year. The OHSJP 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

Impaired Driving

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

	Pre N=409	Post N=409
Yes	73.6	74.8
No	25.7	23.8
Don't know	0.7	1.4

Overall, 75% of respondents said they had read, seen or heard something about alcohol impaired driving enforcement by police during the “post” campaign survey. There was not a significant change when compared to the “pre” campaign period when 74% identified awareness.

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

	Pre N=406	Post N=406
Always	23.4	20.6
Most of the time	26.8	31.9
Half the time	36.5	32.9
Rarely	13.1	14.0
Never	0.2	0.5

Overall, 22% of study respondents believed that someone who drives after drinking will always get caught and 29 % believe they will get caught most of the time. An additional 35% feel that DUI drivers will get arrested half the time. However 13.5% believe DUI drivers will be caught only rarely, and less than 0.5% 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 N	Post N
Always	344	381
Most of the time	44	19
Half of the time	8	6
Rarely	8	1
Never	0	3

South Carolina drivers report a high level of usage of safety belts. Over 89% of those interviewed in both the pre-campaign and post-campaign survey report that they always use seat belts, while only 0.8% report that they never use them.

In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

	Pre N	Post N
Yes	84	124
No	322	278
Do not know	4	7

In the pre-campaign survey, 20.5% said that they had read, seen or heard anything about seat belt law enforcement by police. This percentage increased significantly to 30.4% 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 N	Post N
Always	76	76
Most of the time	110	113
Half the time	100	94
Rarely	99	102
Never	16	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 19.0%; most of the time, approximately 28%; half the time, approximately 24%; rarely, approximately 24%; and never, approximately 3.8%.

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	30	24
Most of the time	71	75
Half the time	82	76
Rarely	167	178
Never	58	56

In terms of driving above the speed limit, 6.6% of respondents said they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH; 17.8% said that they drove above 35 MPH most of the time; 18.5% did so about half the time; 42.2% rarely drove above this speed; and 13.9% 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	13	14
Most of the time	45	48
Half the time	64	63
Rarely	164	177
Never	123	107

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, 3.3%; most of the time, 11.3%; half of the time, 15.5%; rarely, 41.7%; and never, 28.1%.

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

	Pre N	Post N
Yes	181	190
No	221	210
Do not know	7	10

Less than half of those surveyed (45.3%) 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 N	Post N
Always	40	60
Most of the time	124	126

Half the time	137	116
Rarely	103	102
Never	1	2

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 12.3% thought a person who is speeding will always get a ticket, while 30.8 % said they would get a ticket most of the time; 31.2% felt they would do so about half of the time; 25.2% believed they would rarely get a ticket; and 0.3% thought they never would.

PARTNERSHIPS

South Carolina Department of Transportation

The Office of Highway Safety and Justice Programs (OHSJP) continued a strong and mutually rewarding partnership with the SC Department of Transportation (SCDOT) throughout the FY 2012 grant year. While all of the ways SCDOT has partnered with the OHSJP 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 and Justice Programs. 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 2013.

Impaired Driving Prevention Council

The South Carolina Impaired Driving Prevention Council (SCIDPC) has held five meetings during the FFY 2012 grant period. Along with the OHSJP, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, 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. Major topics of discussions during the grant period included: the establishment of a Pilot DUI Court in up to three counties within the state; addressing legislation that limits law enforcement to one BAC test at the time of a DUI arrest; and visiting legislation to make the Ignition Interlock Program mandatory for first-time offenders that are convicted of DUI. Using the 2009 Statewide Impaired Driving Assessment as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina. The State of South Carolina will likely conduct another impaired driving assessment during the FFY 2013 grant year.

Palmetto Cycling Coalition

The South Carolina OHSJP, in conjunction with the SCDOT, continues to work with the Palmetto Cycling Coalition (PCC) to deploy the comprehensive educational bicycle safety campaign designed by the PCC. The campaign serves not only to educate the bicyclist but also reaches out to the motoring

public for the purpose of educating the public on bicycle laws and how to operate a motor vehicle around bicyclists.

To develop a bicycle safety campaign, the PCC developed 4 60-second PSAs directed at cyclists and motorists alike. These PSAs were edited down to 30-second spots and placed on media stations throughout the state. As of December 2012, the PCC has expended approximately 82% of the \$75,000 monetary funds awarded by SCDOT. The campaign is expected to continue into 2013 with a focus on bicycle safety education.

PARTNERSHIPS (Continued)

Pedestrian Safety Radio and Billboard Campaigns

The OHSJP partnered with SCDOT to raise public awareness about the increase in fatalities and serious injuries among vulnerable roadway users, specifically pedestrians, through radio and billboard campaigns. This collaborative effort was the first pedestrian safety initiative using radio advertising and media billboards to address the increase in pedestrian deaths occurring in South Carolina. A \$32,000 billboard campaign was launched with section 402 funds in April 2012 and continued through September 2012 with messages appropriate for both motorists and pedestrians. Billboard placement focused predominately on the following counties, which experienced the highest rate of pedestrian deaths during a four-year period from 2008 to 2011: Charleston (40), Greenville (35), Horry (32), Spartanburg (27), Richland (26), Lexington (22), Anderson (18), Sumter (17) and Orangeburg (15). The intent of the radio message was to highlight the safety issues of a pedestrian, whether the listener is a driver, passenger or pedestrian. The radio spots aired during the evening rush hour Monday – Friday and 10AM-2PM on the weekends in the major media markets across the state (Columbia, Greenville, Charleston, Florence/Myrtle Beach, and Rock Hill). The SCDOT contributed approximately \$45,000 which was expended to purchase English and Spanish radio spots which began airing in November 2012 and will end December 31, 2012.

PAID MEDIA REPORTS

Impaired Driving Countermeasures

Media Buy Summary for 2011-2012 Christmas/New Year's SOS campaign
Flight Dates: December 15-18; 22-25; 26-30 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq.
Charleston:								
WCSC-TV	\$7,650.00	47	47	94	339.8	\$22.51	90.1	4.2
WCBD-TV	\$7,225.00	31	50	81	153.3	\$47.13	64.9	2.4
WTAT-TV	\$6,970.00	38	38	76	201.4	\$34.61	64.9	3.6
WCIV-TV	\$3,825.00	30	25	55	65.5	\$58.40	31.7	2.1
WMMP-TV	\$680.00	10	10	20	34.1	\$19.94	18.0	1.7
ECBD-TV	\$680.00	71	30	101	46.3	\$14.69	9.2	6.8
	\$27,030.00	227	200	427	840.4			
Columbia:								
WIS-TV	\$2,125.00	7	7	14	23.2	\$91.59	13.5	2.1
WLTX-TV	\$10,183.00	54	54	108	181.7	\$56.04	59.9	3.0
WACH-TV	\$10,200.00	55	51	106	163.3	\$62.54	50.2	3.3
WOLO-TV	\$4,709.00	60	48	108	174.2	\$27.03	56.7	3.7
WZRB-TV	\$1,870.00	50	50	100	82.0	\$22.80	38.9	2.9
WKTC-TV	\$1,190.00	70	70	140	99.2	\$12.00	25.4	3.8
	\$30,277.00	296	280	576	723.6			
Florence/Myrtle Beach:								
WBTW-TV	\$7,650.00	34	34	68	205.6	\$37.21	73.2	2.8
WPDE-TV	\$6,970.00	60	60	120	304.5	\$21.15	66	3.9
WFXB-TV	\$5,971.25	129	68	197	358.7	\$16.65	88.3	4.1
WMBF-TV	\$3,400.00	50	34	84	102.8	\$33.07	46.9	2.2
WWMB-TV	\$680.00	17	16	33	58.9	\$13.58	25.3	2.3
	\$24,671.25	290	212	502	1030.5			
Greenville/Spartanburg:								
WSPA-TV	\$11,220.00	36	36	72	112.2	\$68.48	44.6	2.5
WYFF-TV	\$7,718.00	36	36	72	112.7	\$91.97	52.9	2.3
WLOS-TV	\$6,205.00	10	10	20	39.9	\$155.51	25.6	1.6
WYCW-TV	\$2,380.00	38	38	76	91.3	\$26.07	22.6	4.0
WMYA-TV	\$1,105.00	15	12	27	25.0	\$44.20	19.5	1.3
WHNS-TV	\$9,707.00	49	49	98	222.4	\$43.65	60.6	3.7
	\$38,335.00	184	181	365	603.5			

TOTALS	\$120,313.25	997	873	1,870				

Impaired Driving Countermeasures

2011-2012 Christmas/New Year's SOS campaign (Television)

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$8,500.00	200	159	359	244,751
Comcast Cable Charleston	\$7,650.00	171	153	324	150,200
Time Warner Columbia	\$9,523.40	359	362	721	185,111
Northland Greenwood	\$1,275.00	124	93	217	27,820
Northland Clemson/Seneca	\$1,275.00	124	93	217	27,778
Time Warner Newberry	\$693.60	78	78	156	5,200
Time Warner Camden	\$663.00	80	75	155	6,300
Knology Cable Charleston	\$1,275.00	378	378	756	20,631
Time Warner Myrtle Beach	\$8,075.00	224	223	447	106,000
Time Warner Rock Hill	\$3,410.20	103	103	206	56,821
Comcast Bluffton/HHI	\$1,621.80	60	60	120	27,321
Time Warner/HHI	\$1,530.85	206	199	405	22,272
Comcast Beaufort	\$805.80	42	42	84	12,311
Comcast Islands of Beaufort	\$292.40	26	26	52	4,109
Total:	\$46,591.05	2175	2044	4219	

2012 Be a SANTA Designated Driver Campaign

Media Buy Summary for 2012 Be a SANTA Designated Driver Media Buy (Television) Flight Dates: December 1-14; 28-30, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's A 18-49	CPP	Reach %	Freq.
Columbia:								
WIS-TV	\$3,145.00	12	12	24	87.3	\$36.03	46.1	2.0
WLTX-TV	\$6,149.75	65	55	120	264.1	\$23.29	75.3	3.5
WACH-TV	\$6,205.00	50	51	101	172.1	\$36.05	50.7	3.4
TOTALS	\$15,499.75	127	118	245				

2012 Be a SANTA Designated Driver campaign (Television)

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Time Warner Columbia	\$3,400.00	160	158	318	136,424
Total:	\$3,400.00	160	158	318	

2012 St. Patrick's Day Sober or Slammer Campaign

Media Buy Summary for 2012 St. Patrick's Day DUI Media Buy (Radio) Flight Dates: March 14-20, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
Augusta/Aiken:								
WKXC-FM	\$1,160.35	21	21	42	65.1	\$17.82	17.5	2.7
Charleston:								
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1
WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	30	30	60	28.5	\$23.86	9.2	2.3
WSSX-FM	\$680.00	20	20	40	28.5	\$23.86	12.4	3.6
WWWZ-FM	\$680.00	18	20	38	89.0	\$7.54	21.9	4.1
WCKN-FM	\$433.50	19	19	38	29.8	\$14.55	9.7	2.6
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	3.1	3.1
WYBB-FM	\$552.50	23	23	46	63.1	\$8.46	16.9	4.1
	\$4,250.85	164	166	330				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDN-TV	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WCOS-FM	\$663.50	23	24	47	70.0	\$9.47	15.3	4.5
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
WLTYJ-FM	\$340.005	16	16	66	22.4	\$15.18	7.2	3.1
	\$3,837.75	165	166	331				
Florence/Myrtle Beach:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8
WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.12	3.0
WKZQ-FM	\$272.85	21	21	42	55.8	\$4.89	17.6	3.5
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
WRNN-FM	\$453.90	18	18	36	39.0	\$11.64	11.4	2.7
WLFF-FM	\$418.20	21	21	42	41.4	\$10.10	10.3	2.9
	\$4,551.75	206	206	412				
Greenville/Sptnbrg:								

WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8
WHZT-FM	\$548.25	35	36	71	75.4	\$7.27	20.3	3.7
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8
	\$4,372.40	164	165	329				
Beaufort/Hilton Head:								
WFXH-FM	\$700.40	31	31	62				
WUBB-FM	\$831.30	31	31	62				
	\$1,531.70	62	62	124				
Rock Hill/Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
TOTALS	\$20,639.70	651	665	1,306				

2012 Prom/Spring DUI Sober or Slammer Campaign

Media Buy Summary for 2012 Prom/Spring DUI Media Buy (Radio) Flight Dates: April 16-22, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
Charleston:								
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1
WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	26	26	52	28.5	\$23.86	9.2	2.3
WWWZ-FM	\$671.50	20	20	40	89.0	\$7.54	21.9	4.1
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	3.1	3.1
WYBB-FM	\$552.50	23	23	46	63.1	\$8.76	16.9	4.1
	\$3,137.35	126	126	252				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDN-FM	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
WLTY-FM	\$340.00	16	16	32	22.4	\$15.18	7.2	3.1
	\$3,174.75	142	142	284				
Florence:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
	\$1,480.70	50	50	100				
Greenville/Spartanburg								
WHZT-FM	\$548.25	35	36	72	75.4	\$7.27	20.3	3.7
WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8
	\$4,372.40	164	165	329				
Hilton Head:								
WFXH-FM	\$476.00	22	22	44				
WUBB-FM	\$571.20	22	22	44				
	\$1,047.20	44	44	88				
Myrtle Beach:								
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8

WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.1	3.0
WKZQ-FM	\$372.85	21	21	42	55.8	\$4.89	17.6	3.5
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
	\$2,198.95	117	117	234				
Rock Hill/ Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
	\$935.00	25	25	50				
TOTALS	\$17,175.10	683	684	1,367				

2012 Graduation DUI Sober or Slammer Campaign

Media Buy Summary for 2012 Graduation DUI Media Buy (Radio)
Flight Dates: May 21-27, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$671.50	20	20	40	89.0	\$7.54	21.9	4.1
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1
WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	26	26	52	28.5	\$23.86	9.2	2.3
WYBB-FM	\$552.50	23	23	46	63.1	\$8.76	16.9	4.1
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	16.9	4.1
	\$3,137.35	126	126	252				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDW-FM	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WLTY-FM	\$340.00	16	16	32	22.4	\$15.18	7.2	3.1
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
	\$3,174.75	142	142	284				
Florence:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
	\$1,480.70	50	50	100				
Myrtle Beach:								
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WKZQ-FM	\$272.85	21	21	42	55.8	\$4.89	17.6	3.5
WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.1	3.0
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
	\$2,198.40	117	117	234				
Hilton Head:								
WFXH-FM	\$476.00	22	22	44				
WUBB-FM	\$571.20	22	22	44				
	\$1,047.20	44	44	88				
Rock Hill/Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
	\$935.00	25	25	50				
Augusta/Aiken								
WKXC-FM	\$828.75	15	15	30	46.5	\$17.82	18.2	3.0

	\$828.75	15	15	30				
Greenville/ Spartanburg								
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8
WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8
WHZT-FM	\$548.25	36	35	71	75.4	\$7.27	20.3	3.7
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
	\$4,372.40	164	165	329				
TOTALS	\$17,175.10	683	684	1,367				

2012 Summer Fun DUI Sober or Slammer Campaign

Media Buy Summary for 2012 Summer Fun Media Buy (Radio)
Flight Dates: June 18- 24, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$671.50	20	20	40	89.0	\$7.54	21.9	4.1
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1
WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	26	26	52	28.5	\$23.86	9.2	2.3
WYBB-FM	\$552.50	23	23	46	63.1	\$8.76	16.9	4.1
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	16.9	4.1
	\$3,137.35	126	126	252				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDM-FM	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WLTY-FM	\$340.00	16	16	32	22.4	\$15.18	7.2	3.1
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
	\$3,174.75	142	142	284				
Florence:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
	\$1,480.70	50	50	100				
Myrtle Beach:								
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WKZQ-FM	\$272.85	21	21	42	55.8	\$4.89	17.6	3.5
WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.1	3.0
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
	\$2,198.40	117	117	234				
Hilton Head:								
WFXH-FM	\$476.00	22	22	44				
WUBB-FM	\$571.20	22	22	44				
	\$1,047.20	44	44	88				
Rock Hill/ Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
	\$935.00	25	25	50				
Augusta/Aiken								
WKXC-FM	\$828.75	15	15	30	46.5	\$17.82	18.2	3.0
	\$828.75	15	15	30				
Greenville/								

Spartanburg								
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8
WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8
WHZT-FM	\$548.25	36	35	71	75.4	\$7.27	20.3	3.7
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
	\$4,372.40	164	165	329				
TOTALS	\$17,175.10	683	684	1,367				

2012 July 4th DUI Sober or Slammer Campaign

Media Buy Summary for 2012 July 4th Media Buy (Radio)
Flight Dates: July 2- July 8, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
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Charleston:								
WWWZ-FM	\$671.50	20	20	40	89.0	\$7.54	21.9	4.1
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1
WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	26	26	52	28.5	\$23.86	9.2	2.3
WYBB-FM	\$552.50	23	23	46	63.1	\$8.76	16.9	4.1
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	16.9	4.1
	\$3,137.35	126	126	252				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDN-FM	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WLTU-FM	\$340.00	16	16	32	22.4	\$15.18	7.2	3.1
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
	\$3,174.75	142	142	284				
Florence:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
	\$1,480.70	50	50	100				
Myrtle Beach:								
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WKZQ-FM	\$272.85	21	21	42	55.8	\$4.89	17.6	3.5
WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.1	3.0
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
	\$2,198.40	117	117	234				
Hilton Head:								
WFXH-FM	\$476.00	22	22	44				
WUBB-FM	\$571.20	22	22	44				
	\$1,047.20	44	44	88				
Rock Hill/ Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
	\$935.00	25	25	50				
Augusta/Aiken								
WKXC-FM	\$828.75	15	15	30	46.5	\$17.82	18.2	3.0
	\$828.75	15	15	30				
Greenville/ Spartanburg								
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8

WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8
WHZT-FM	\$548.25	36	35	71	75.4	\$7.27	20.3	3.7
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
	\$4,372.40	164	165	329				
TOTALS	\$17,175.10	683	684	1,367				

2012 Spanish Language Radio Sober or Slammer Campaign

Media Buy Summary for 2012 Spanish Radio SOS campaign
Flight Dates: March 14-20; April 16-22; May 21-27; June 18-24; July 2-8, August 6-12

Station	Cost	Bonus Spots	Paid Spots	Total Spots
St. Patrick's Day:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48

WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$833.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$544.00	32	32	64
	\$2,706.40	154	154	308
Prom/Spring DUI:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48
WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$595.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$408.00	32	32	64
	\$2,332.40	154	154	308
Graduation DUI:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48
WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$595.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$408.00	32	32	64
	\$2,332.40	154	154	308
Summer Fun DUI:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48
WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$595.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$408.00	32	32	64
	\$2,332.40	154	154	308
July 4th DUI:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48
WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$595.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$408.00	32	32	64
	\$2,332.40	154	154	308
Labor Day DUI:				
WCEO-AM	\$408.00	24	24	48
WDAB-AM	\$408.00	24	24	48
WLQB-FM	\$238.00	28	28	56
WOLI-FM	\$595.00	28	28	56
WIOP-FM	\$275.40	18	18	36
WAZS-AM/WZJY-AM	\$408.00	32	32	64

	\$2,332.40	154	154	308
TOTALS	\$14,368.40	844	844	1,688

2012 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2012 Labor Day Media Buy (Radio)
Flight Dates: August 6- 12, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-34	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$671.50	20	20	40	89.0	\$7.54	21.9	4.1
WIWF-FM	\$391.00	20	20	40	38.5	\$10.16	9.9	3.1

WRFQ-FM	\$430.10	23	23	46	34.1	\$12.61	12.5	3.0
WEZL-FM	\$675.75	26	26	52	28.5	\$23.86	9.2	2.3
WYBB-FM	\$552.50	23	23	46	63.1	\$8.76	16.9	4.1
WXST-FM	\$416.50	14	14	28	26.4	\$15.78	16.9	4.1
	\$3,137.35	126	126	252				
Columbia:								
WARQ-FM	\$425.00	34	34	68	78.6	\$5.41	16.3	4.9
WHXT-FM	\$340.00	22	22	44	57.4	\$5.92	23.0	2.4
WWDN-FM	\$1,028.50	25	25	50	106.6	\$9.65	22.7	4.6
WMFX-FM	\$344.25	18	18	36	26.7	\$12.89	8.1	3.4
WLTU-FM	\$340.00	16	16	32	22.4	\$15.18	7.2	3.1
WNOK-FM	\$697.00	27	27	54	50.1	\$13.91	17.7	2.7
	\$3,174.75	142	142	284				
Florence:								
WEGX-FM	\$705.50	26	26	52	87.8	\$8.04	18.2	3.5
WYNN-FM	\$775.20	24	24	48	120.6	\$6.43	27.1	3.9
	\$1,480.70	50	50	100				
Myrtle Beach:								
WGTR-FM	\$408.00	16	16	32	50.2	\$8.14	13.9	3.6
WRXZ-FM	\$148.75	19	19	38	29.9	\$4.97	11.0	2.8
WWXM-FM	\$484.50	19	19	38	47.2	\$10.26	17.7	2.7
WKZQ-FM	\$272.85	21	21	42	55.8	\$4.89	17.6	3.5
WYAV-FM	\$476.85	21	21	42	41.7	\$11.44	13.1	3.0
WDAI-FM	\$408.00	21	21	42	53.1	\$7.68	14.9	3.9
	\$2,198.40	117	117	234				
Hilton Head:								
WFXH-FM	\$476.00	22	22	44				
WUBB-FM	\$571.20	22	22	44				
	\$1,047.20	44	44	88				
Rock Hill/ Charlotte								
WEND-FM	\$935.00	25	25	50	49.8	\$18.78	17.5	2.7
	\$935.00	25	25	50				
Augusta/Aiken								
WKXC-FM	\$828.75	15	15	30	46.5	\$17.82	18.2	3.0
	\$828.75	15	15	30				
Greenville/ Spartanburg								
WESC-FM	\$849.15	21	21	42	45	\$18.87	15.3	3.8
WROQ-FM	\$688.50	35	35	70	30.0	\$22.95	9.2	4.6
WTPT-FM	\$718.25	24	24	48	80	\$8.98	22.5	4.6
WJMZ-FM	\$850.00	27	27	54	61.5	\$13.82	11.0	4.8

WHZT-FM	\$548.25	36	35	71	75.4	\$7.27	20.3	3.7
WFBC-FM	\$718.25	22	22	44	39.7	\$18.09	15.3	2.6
	\$4,372.40	164	165	329				
TOTALS	\$17,175.10	683	684	1,367				

2012 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2012 Labor Day Media Buy (Television)
Flight Dates: August 15- 19; 22-26; August 29 - September 3, 2012

Station	Cost	Bonus Spots	Paid Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq.
Charleston:								
WCSC-TV	\$10,378.50	34	40	74	166.4	\$62.37	62.5	2.7
WCBD-TV	\$7,522.50	74	64	138	163.6	\$45.98	59.1	3.0
WTAT-TV	\$10,735.50	46	46	92	237.3	\$45.24	69.2	3.7
WCIV-TV	\$6,800.00	40	34	74	112.8	\$60.28	48.1	2.8
WMMP-TV	\$2,775.25	44	22	66	118.9	\$23.34	36.4	2.9

ECBD-TV	\$1,691.50	55	40	95	51.1	\$33.10	11.1	4.8
	\$39,903.25	293	246	539				
Columbia:								
WIS-TV	\$8,636.00	18	22	40	87.1	\$99.15	43.7	2.0
WLTX-TV	\$11,679.00	24	24	48	124.7	\$93.66	57.0	2.2
WACH-TV	\$15,470.00	63	63	126	280.3	\$55.19	61.7	4.5
WOLO-TV	\$7,696.75	80	80	160	134.1	\$57.40	51.9	2.6
WZRB-TV	\$2,720.00	30	62	92	92.5	\$25.28	21.1	3.6
WKTC-TV	\$2,040.00	86	86	172	92.5	\$22.05	15.4	3.4
	\$48,241.75	301	337	638				
Florence/Myrtle Beach:								
WBTW-TV	\$10,200.00	54	40	94	256.8	\$39.72	65.0	3.2
WPDE-TV	\$8,551.00	64	64	128	240.4	\$35.57	60.3	3.9
WFXB-TV	\$8,075.00	52	61	113	209.4	\$38.56	64.7	4.6
WMBF-TV	\$5,168.00	28	47	75	83.7	\$61.74	39.5	2.2
WWMB-TV	\$1,938.00	32	26	58	101.6	\$19.07	27.8	2.8
	\$33,932.00	230	238	468				
Greenville/Sprtnbrg:								
WHNS-TV	\$17,799.00	57	55	112	218.1	\$81.61	60.1	3.1
WYFF-TV	\$11,449.50	69	38	107	151.7	\$75.47	41.4	3.1
WSPA-TV	\$11,292.25	27	27	54	102.5	\$110.17	45.3	2.2
WLOS-TV	\$11,900.00	41	17	58	157.1	\$75.75	47.2	2.4
WYCW-TV	\$3,400.00	45	45	90	95.1	\$35.75	17.1	5.6
WMYA-TV	\$3,400.00	67	48	115	83.5	\$40.72	29	1.9
	\$59,240.75	306	230	536				
TOTALS	\$181,317.75	1130	1051	2181				

2012 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2012 Labor Day SOS campaign

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$14,802.75	400	400	800	244,751
Time Warner Columbia	\$11,269.30	417	417	834	185,111
Time Warner Camden	\$680.00	173	173	346	5,530
Time Warner Newberry	\$680.00	161	161	322	3,715
Comcast Cable Charleston	\$11,900.00	414	414	828	150,200
Knology Cable Charleston	\$2,125.00	630	189	819	20,631
Time Warner Myrtle Beach/Florence	\$10,565.50	541	532	1,073	173,000
Time Warner Rock Hill	\$7,262.40	218	218	436	60,867

Comcast Aiken/Augusta	\$9,350.00	251	251	502	113,200
Comcast Bluffton/Beaufort	\$4,196.45	160	160	320	39,632
Time Warner HHI	\$1,870.85	310	310	620	22,272
Northland Greenwood	\$2,131.80	220	172	392	27,820
Northland Clemson/Seneca	\$2,131.80	220	172	392	27,778
AT&T Uverse Columbia	\$1,700.85	142	142	284	20,314
Comcast Islands of Beaufort	\$474.30	32	21	53	4,109
Time Warner SCRG	\$1,489.20	186	196	382	
Total:	\$82,630.20	4,475	3,928	8,403	

Spanish-Language	Total Cost	Bonus Spots	Paid Spots	Total Spots
WNXG-TV Telemundo – Columbia	\$3,800.00	181	181	362
WAZS-TV – Charleston	\$3,298.00	190	400	400
Univision/Telemundo – Upstate SC	\$4,250.00	229	229	458
TW Galavision/ESPD/Telemundo	\$2,550.00			
Total:	\$13,898.00	600	620	1220

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

Media Buy Summary for 2012 BUSC Campaign

Television

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$2,286.50	15	15	30
WCBD-TV	\$8,075.00	39	58	97
WTAT-TV	\$8,500.00	49	49	98
WCIV-TV	\$5,100.00	32	32	64
WMMP-TV	\$1,275.00	17	17	34
ECBD-TV	\$1,377.00	51	30	81
	\$26,613.50	203	201	404
Columbia:				
WIS-TV	\$8,075.00	17	18	35

WLTX-TV	\$9,520.00	16	15	31
WACH-TV	\$9,605.00	40	35	75
WZRB-TV	\$2,422.50	21	21	42
WKTC-TV	\$1,572.5	60	60	120
WOLO-TV	\$5,950.00	18	25	43
	\$37,145.00	172	174	346
Florence/Myrtle Beach:				
WBTW-TV	\$7,650.00	66	49	115
WPDE-TV	\$8,160.00	30	30	60
WFXB-TV	\$6,396.25	48	48	96
WMBF-TV	\$4,675.00	55	54	109
WWMB-TV	\$1,105.00	42	27	69
	\$27,986.25	241	208	449
Greenville/Spartanburg:				
WSPA-TV	\$10,884.25	40	40	80
WYFF-TV	\$8,500.00	30	30	60
WYCW-TV	\$2,720.00	58	58	116
WHNS-TV	\$12,750.00	44	44	88
WLOS-TV	\$7,735.00	27	27	54
WMYA-TV	\$2,465.00	30	30	60
	\$45,054.25	229	229	458
TOTALS	\$136,799.00	845	812	1,657

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

Media Buy Summary for 2012 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
Charleston:								
WCSC-TV	41.1	\$55.63	32.8	1.7	46.3	\$49.38	44.1	1.9
WCBD-TV	99.6	\$81.07	50.1	2.0	103.0	\$78.40	53.4	1.9
WTAT-TV	136.2	\$62.41	52.2	2.6	172.5	\$48.28	59.3	2.6
WCIV-TV	79.7	\$53.99	37.6	2.1	136.1	\$37.47	50.9	2.7
WMMP-TV	54.9	\$23.22	30.1	1.8	71.5	\$17.83	35.6	1.9
ECBD-TV	36.2	\$38.40	8.8	5.5	29.1	\$47.32	6.1	6.6

Columbia:								
WIS-TV	58.5	\$136.03	37.4	1.9	96.2	\$83.94	52.1	2.0
WLTX-TV	60.7	\$156.84	34.1	1.8	87.5	\$108.80	41.8	1.9
WACH-TV	175.7	\$54.67	56.5	3.1	128.2	\$74.92	54.2	2.3
WZRB-TV	46.5	\$52.10	17.8	1.8	66.5	\$36.37	36.7	1.0
WKTC-TV	83.3	\$18.88	21	3.0	85.4	\$18.41	17.6	2.3
WOLO-TV	77.9	\$76.38	46.6	2.1	81.0	\$73.46	43.4	1.9
Florence/Myrtle Beach:								
WBTW-TV	105.4	\$77.42	45.8	2.3	207.4	\$39.34	70.8	2.9
WPDE-TV	220.9	\$28.96	57.7	3.8	334.0	\$19.15	94.1	3.6
WFXB-TV	159.6	\$47.93	64.8	2.5	163.0	\$46.93	62.7	2.6
WMBF-TV	95.5	\$48.95	50.2	1.9	99.9	\$46.80	50.5	2.0
WWMB-TV	128.2	\$8.62	39.6	3.2	97.5	\$11.33	25.7	3.8
Greenville/Spartanburg:								
WSPA-TV	80.6	\$135.04	34.8	2.3	128.1	\$84.97	45.0	2.8
WYFF-TV	92.6	\$91.79	38.3	2.2	103.9	\$81.81	35.6	2.0
WYCW-TV	80.7	\$33.71	9.1	8.9	89.6	\$10.60	10.6	8.2
WHNS-TV	161.1	\$79.14	63.2	4.0	128.7	\$99.07	56.2	4.0
WLOS-TV	65.8	\$117.50	33.8	1.7	125.6	\$61.58	51.1	2.4
WMYA-TV	74.6	\$33.04	35.6	2.1	88.4	\$27.88	40.1	2.2

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

Media Buy Summary for 2012 BUSC Campaign

Television (Spanish Language)

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Columbia:				
WNXG-TV	\$3,060.00	180	180	360
Charleston:				
WAZS-TV	\$3,400.00	196	200	396
Upstate SC:				
Univision/Telemundo	\$2,720.00	101	101	202

TOTALS	\$9,180.00	477	481	958
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Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$10,625.00	173	173	346	244,751
Time Warner Columbia	\$9,185.95	269	265	534	185,111
Time Warner Camden	\$478.55	54	54	108	6,300
Time Warner Newberry	\$578.00	65	65	130	5,200
Comcast Cable Charleston	\$10,200.00	170	170	340	150,200
Knology Cable Charleston	\$1,700.00	630	151	781	20,631
Time Warner Florence/Myrtle Beach	\$9,335.10	246	241	487	173,000
Time Warner Rock Hill	\$3,664.25	85	85	170	56,821
Comcast Aiken	\$2,720.00	160	160	320	19,600
Comcast Bluffton, Beaufort	\$1,632.00	60	60	120	27,321
Time Warner Hilton Head	\$1,615.00	216	216	432	22,272
Comcast Beaufort	\$816.00	40	40	80	12,311
Comcast Islands of Beaufort	\$272.00	18	18	36	4,109
Northland Greenwood	\$1,533.40	100	132	232	10,731
Northland Clemson/Seneca	\$1,700.43	100	132	232	11,778
TOTALS	\$54,440.68	2,170	1,746	3,916	950,136

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

Media Buy Summary for 2012 BUSC Campaign

Radio

Market	Cost	Bonus Spots	Paid Spots	Total Spots
Greenville/Spartanburg	\$4,122.75	158	147	305
Charleston	\$4,588.30	190	190	380
Columbia	\$4,118.25	207	201	408
Myrtle Beach	\$3,830.95	199	199	398
Florence	\$1,473.90	54	54	108
Aiken/Augusta	\$993.65	19	17	36
Beaufort/Hilton Head Island	\$1,494.30	56	56	112
Orangeburg/Sumter	\$1,428.00	120	120	240
Rock Hill	\$1,400	40	40	80

TOTALS	\$23,450.10	1,024	1,043	2,067
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Radio (Hispanic)

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WAZS-AM/WZJY-AM	\$935.00	55	55	110
WIOF-FM	\$119.00	28	28	56
Myrtle Beach:				
WLQB-FM	\$408.00	48	48	96
Columbia:				
WCEO-FM	\$816.00	48	48	96
Upstate SC:				
WDAB-FM	\$816.00	48	48	96
WOLI-FM	\$1,100.75	37	37	74
TOTALS	\$4,194.75	264	264	528

2012 Fatality Update Radio Campaign

**Media Buy Summary for 2012 Fatality Update Buy (Radio)
Flight Dates: October 24-30, 2011**

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
Myrtle Beach:								
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
	\$1,062.50	46	46	92	168.8			
Columbia:								
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	21.0	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDM-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	\$1,509.60	51	51	102	121			

Greenville/ Spartanburg:								
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	13.1	3.7
WFBC-FM	\$531.25	13	13	26	33.7	\$15.76	14.7	3.3
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	\$2,040.00	49	49	98	131.8			
Charleston:								
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
	\$1,411.00	60	60	120	123.6			
Florence:								
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
	\$795.60	24	24	48	104.4			
TOTALS	\$6,818.70	230	230	460				

2012 Fatality Update Radio Campaign

Media Buy Summary for 2012 Fatality Update Buy (Radio)

Flight Dates: November 7-13, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
Myrtle Beach:								
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
	\$1,062.50	46	46	92	168.8			
Columbia:								
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	21.0	\$8.10	10.9	1.8
WHXT-FM	\$204.00	12	12	24	24.0	\$8.50	11.1	3.7
WWDM-FM	\$459.00	9	9	18	32.4	\$14.17	13.0	2.5
	\$1,509.60	51	51	102	121			

Greenville/ Spartanburg:								
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	13.1	3.7
WFBC-FM	\$531.25	13	13	26	33.7	\$15.76	14.7	3.3
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	\$2,040.00	49	49	98	131.8			
Charleston:								
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
	\$1,411.00	60	60	120	123.6			
Florence:								
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
	\$795.60	24	24	48	104.4			
TOTALS	\$6,818.70	230	230	460				

2012 Fatality Update Radio Campaign

Media Buy Summary for 2012 Fatality Update Buy (Radio)

Flight Dates: December 12-18, 2011

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's M 18-49	CPP	Reach %	Freq.
Myrtle Beach:								
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
	\$1,062.50	46	46	92	168.8			
Columbia:								
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	21.0	\$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
	\$1,509.60	51	51	102	121			

Greenville/ Spartanburg:								
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	13.1	3.7
WFBC-FM	\$531.25	13	13	26	33.7	\$15.76	14.7	3.3
WESC-FM	\$510.00	12	12	24	22.8	\$22.37	9.6	2.9
	\$2,040.00	49	49	98	131.8			
Charleston:								
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
	\$1,411.00	60	60	120	123.6			
Florence:								
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
	\$795.60	24	24	48	104.4			
TOTALS	\$6,818.70	230	230	460				

Motorcycle Safety

Media Buy Summary for 2012 Bike Week/Bike Fest: Motorcycle Safety Campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Myrtle Beach:				
WMYB-FM	\$1,892.10	93	93	186
WRNN-FM	\$1,385.50	62	62	124
WYAV-FM	\$1,548.70	73	73	146
WGTR-FM	\$1,813.05	75	75	150
WKZQ-FM	\$1,059.95	87	87	174
WWXM-FM	\$1,581.00	72	72	144
WRXZ-FM	\$515.95	64	64	128
WSYN-FM	\$1,470.50	74	74	148
WDAI-FM	\$1,671.10	90	90	180
WLFF-FM	\$1,594.60	84	84	168
WLQB-FM	\$467.50	55	55	110
TOTALS	\$14,999.95	829	829	1658

Media Buy Summary for Flight 1 (April 30 - May13): Motorcycle Safety Campaign

Market	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston	\$5,627.00	171	171	342
Greenville/Spartanburg	\$6,553.50	219	219	438
Columbia	\$5,550.50	240	240	480
Myrtle Beach	\$3,991.60	172	172	344
Rock Hill/Charlotte	\$1,530.00	38	38	76
Aiken/Augusta	\$1,402.50	30	30	60
Spanish-Language	\$2,415.70	171	171	342
TOTALS	\$27,070.80	1,041	1,041	2,082

Media Buy Summary for Flight 2 (July 10 - 29): Motorcycle Safety Campaign

Market	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston	\$5,627.00	171	171	342
Greenville/Spartanburg	\$6,553.50	219	219	438
Columbia	\$5,550.50	240	240	480
Myrtle Beach	\$3,991.60	172	172	344
Rock Hill/Charlotte	\$1,530.00	38	38	76
Aiken/Augusta	\$1,402.50	30	30	60
Spanish-Language	\$2,415.70	171	171	342
TOTALS	\$27,070.80	1,041	1,041	2,082

Media Buy Summary for Flight 3 (September 12 -23): Motorcycle Safety Campaign

Market	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston	\$5,627.00	171	171	342

Greenville/Spartanburg	\$6,553.50	219	219	438
Columbia	\$5,550.50	240	240	480
Myrtle Beach	\$3,991.60	172	172	344
Rock Hill/Charlotte	\$1,530.00	38	38	76
Aiken/Augusta	\$1,402.50	30	30	60
Spanish-Language	\$2,415.70	171	171	342
TOTALS	\$27,070.80	1,041	1,041	2,082

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.

HIGH SCHOOL EVENT TICKET CAMPAIGN

The South Carolina Department of Public Safety's Office of Highway Safety and Justice Programs 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 and Justice Programs expended \$70,500 during FY 2012 for the 2011/2012 campaign effort and \$16,500 for the 2012/2013 campaign effort. The remaining portion of the 2012/2013 effort will be billed during the FY 2013 grant year as this campaign runs through two fiscal years.

HIGH SCHOOL EVENT TICKET CAMPAIGN

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.**



**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.**



