

## NMDOT Quarterly Report Form

**Fiscal Year:** 2007  
**Fiscal Quarter:** First Quarter

**Contract Hours:**

Name	County	Contract Hours
Thomas Beretich	Bernalillo	305
Joanne Ferrary	Dona Ana	263
Cynthia Sanders	McKinley	188
Edmund Yazzie	Navajo Nation	346
Robert Naranjo	Rio Arriba	319
Dee Chavez	San Juan	335
Shannon Johnston	Project Manager	264
Valerie Arbogast	Bookkeeper	155
Linda Atkinson	Executive Director	243

**Quarterly Activities:**

Major quarterly activities and events are attached hereto:

- Appendix A - Five-County DWI Outreach Activities, Q1 2007
- Appendix B - Earned Media List, Q1 2007

In addition to those activities listed in the Appendices, the Center has also continued to do Drug-Free Workplace Program outreach in each county, and has continued to perform limited DWI court monitoring activities at the request of the Governor's DWI Czar, Rachel O'Conner and DWI Prosecutor Donna Bevacqua-Young in each of the five counties. Finally, the Center has continued providing some DWI statistical analysis and data mapping services to law enforcement and media agencies, particularly in Bernalillo County.

**Challenges/Issues:**

Communication issues between DWI Leadership Team members resulted in an initial failure to distribute Super Blitz collateral to all five DWI outreach coordinators. Discussions with Team members and Safer NM Now appears to have resolved the majority of issues and coordinators report receiving December Super Blitz materials on a timely basis. However, small routine orders placed by coordinators for additional collateral from Safer NM Now continue to be only partially fulfilled. Often orders arrive with only partial quantities, and no explanation is provided for the lack of materials. The Center's assumption is the Safer does not have adequate quantities of materials in stock. Further discussion is required between NMDOT, the DWI Resource Center, and Safer NM Now in order for the Center to continue distributing materials as part of the overall outreach effort. Finally, the Center continues to experience invoice payment delays from NMDOT, and further discussion is needed to rectify the delays.

# Appendix A

## Five-County DWI Outreach Activities, Q1 2007

**Date:** October through December 2006

**Project:** Branded for Life

**County:** ALL Counties

- **Attendees/Audience:** Local businesses, community colleges, alcohol establishments
- **Description:** Handout/post Branded For Life collateral and request distribution at registers, tables, bathrooms, etc.
- **Materials distributed:** Branded for Life

**Date:** October through December 2006

**Project:** Community Contacts

**County:** Rio Arriba

- **Attendees/Audience:** Nite Clubs & Package Liquor Stores (33 incl. Beer & Wine), Rio Arriba County Sheriff's Department, Espanola Police Dept., City of Espanola, Rio Arriba County Magistrate Court Div. II, County of Rio Arriba, Espanola Public Schools, City of Espanola Municipal Court, KDCE / KYBR Radio, Rio Grande Sun, Albuquerque Journal North, Santa Fe New Mexican, Chama Courier, Northern New Mexico College, Espanola Valley Chamber of Commerce, Non-Liquor Sales Businesses (46)
- **Description:** Meet with key leaders, businesses and media
- **Nature of Participation:** Request collaboration and materials distribution.

**Date:** October through December 2006

**Project:** Contact Keyleaders

**County:** McKinley

- **Attendees/Audience:** McKinley County Sheriff's Department, Gallup Police Department, New Mexico State Patrol, DWI Planning Council
- **Description:** Meet with keyleaders to discuss collaboration on DWI efforts/projects
- **Nature of Participation:** Met with Lt. Gerald Tholund of the Gallup Police Department. The G.P.D. agrees to help in any way that they can. I will be able to get stats from him monthly. He explained to me how they process their roadblocks when they are combined with the State Police. They are the only agency that keeps track of designated drivers. Met with Captain Pete Kassetas and Lt. Darren Soland, of the NMSP. He is willing to have the NMSP help in any way that they can. Is sending a unit to ride in the parade. Will keep me updated of the schedule for roadblocks. Mr. Kassetas graciously offered a \$100.00 donation for the Balloon Rally sponsorship. Will provide stats monthly. Attended the monthly DWI Planning Council meeting. Meeting was held at King Dragon. We will be discussing our priorities in December for the upcoming year. Spoke to Judge Griego about problems with DWI cases. Spoke to Paul about a possible cosponsor ship for the Balloon rally. Met with Lt. Tholund and Captain Witherspoon about keeping the Gallup Police Department involved. They will participate in the parade and will help with presentations to schools if possible.

**Date:** October through December 2006

**Project:** Materials distribution to MADD

**County:** San Juan

- **Attendees/Audience:** MADD members

- **Natural of Participation:** Supplied local MADD chapter with NMDOT material to be distributed at MADD functions.

**Date:** October through December 2006

**Project:** SPF-SIG Community Team

**County:** San Juan

- **Attendees/Audience:** San Juan County DWI key leaders
- **Natural of Participation:** Participate by distributing information and attending meetings and workshops to work on DWI innovative ideas for local underage drinking prevention.

**Date:** October through December 2006

**Project:** DWI Planning Council

**County:** San Juan

- **Attendees/Audience:** DWI Planning Council members, law enforcement, community partners, judicial, and alcohol retailers
- **Natural of Participation:** Update council on County DWI activities, receive updates on prevention programs and new proposals. Participate in the planning of DWI events. Attend monthly meetings

**Date:** October through December 2006

**Event:** CDWI Task Force

**County:** San Juan

- **Audience:** CDWI Task Force, law enforcement, and community partners
- **Nature of Participation:** Attended monthly meetings. County DWI action plans, to include checkpoints, saturation patrol planning and other grant funded activities. Attend monthly meetings.

**Date:** October through December 2006

**Project:** Shiprock Victim Impact Panel

**County:** San Juan

- **Attendees/Audience:** DWI offenders
- **Natural of Participation:** Coordinating for promotion on the reservation, to include developing culturally sensitive messages. Community partner for distribution on reservation.

**Date:** October 1st – November 30th, 2006 and on

**Event/Project:** McKinley County Mapping project

**County:** Bernalillo County

- **Attendance/Impact:** Distribute map of Crash intensity and alcohol cause for McKinley County to Sheriff's department and deputies
- **Event/Project Description:** A map of crash sites was created for McKinley County following the same format as Bernalillo County. Crash sites were matched and coded by both size and % of alcohol involved crashes. This map is currently being used by the Sheriff's office to determine where checkpoints and increased patrols should occur. The map includes alcohol establishments as well as mapping of crashes that also included those crashes on the reservations that were reported to MVD
- **Materials Distributed:** A 50 page manual was distributed that shows all mapped crash sites for McKinley County. The manual included an index as well as graphs and tables regarding alcohol crash intensity by time of day and day of week.

- **Nature of Participation:** The McKinley county outreach coordinator delivered the manual to the McKinley County Sheriff's deputies.

**Date:** October 1st, 2006 – December 31st, 2006

**Event/Project:** Data request

**County:** Bernalillo County

- **Attendance/Impact:** local media, Vaughn Wedeen, Victim's memorial
- **Project Description:** The continued supply of pertinent data to various members of the media as well as others
- **Materials Distributed:** Data concerning arrest events of specific offenders to the media – both print and broadcast, information regarding high crash, death and injury days over the holidays to Vaughn Wedeen, dead and injured names and numbers for the purpose of a DWI memorial to victims.

**Date:** October 2-3, 2006

**Event:** Circus Chimera

**County:** Rio Arriba

- **Attendees:** 3,712, all ages (3-75)
- **Event Description:** Acrobatic Circus
- **Materials Distributed:** Know the Law, Reconoce estos Caballeros, Recognize these Gentlemen?, DWI HALT
- Bumper Stickers, DWI HALT key chain attachments
- **Nature of Participation:** Handed out collateral to circus goers as they stood in line for tickets and in area outside the big top.

**Date:** October 4, 2006

**Event:** Every 15 Minutes

**County:** San Juan

- **Audience:** High School Students
- **Event Description:** Students participate in a mock DWI crash which "kills" fellow students and teaches the impact of drunk driving. Every 15 minutes throughout the day, one student is removed from classrooms by a Grim Reaper, and "dead" students walk the hallways illustrating the number of students affected by drunk driving each year. Parents of "dead" students give eulogies for assembled students in the afternoon.
- **Materials Distributed:** Branded For Life
- **Nature of Participation:** Provided support and materials

**Date:** October 7-8, 2006

**Event:** Espanola Valley Arts Festival

**County:** Rio Arriba

- **Attendees:** 200 (very cold weather affected attendance), ages 25-75
- **Event Description:** Arts festival
- **Materials Distributed:** Know the Law, DWI HALT bumper stickers, DWI HALT key chain attachments
- **Nature of Participation:** Walked around the arts festival and gave collateral to participants. Many were glad to see the DWI outreach efforts.

**Date:** October 15, 2006 – November 30<sup>th</sup>, 2006

**Event:** Bernalillo County Mapping Project  
**County:** Bernalillo County

- **Audience:** 5000+ attendees of libraries & law enforcement officers
- **Event Description:** The Bernalillo county map project involves the presentation of crash maps to the public through the library system and the high school system as well as to all branches of local law enforcement.
- **Materials Distributed:** 6ft by 4 ft maps of Bernalillo county with crash map sites that are coded according to crash intensity and alcohol cause percentage
- **Nature of Participation:** Maps were presented to all local law enforcement branches: Albuquerque police department, Bernco County Sheriff, Isleta Police, Sandia Police, NM State Patrol. In addition, maps were delivered to all area public libraries for display to the public. Finally, the remaining maps were presented to several high schools and are being used in social science classes for teaching purposes.

**Date:** October 15, 2006 – January 10th, 2006  
**Project:** Injury/Death Cluster mapping  
**County:** Bernalillo County

- **Attendance:** Mayor Chavez, APD Chief Schultz, Linda Atkinson, Steve Flint, Thomas Beretich, other law enforcement officers
- **Project Description:** From the data used in the The Bernalillo county map project, a new map was designed to influence policy makers by showing them the monetary costs and injury/death rates of the top 20 death/injury clusters of Bernalillo County.
- **Materials Distributed:** Small maps, as well as list of top twenty alcohol and non-alcohol death/injury clusters.
- **Nature of Participation:** Members of the DWI Resource Center, Inc. presented to city leaders, facts and distribution of the top twenty death/injury clusters as well as the cost of the crashes to the public. The purpose being to show the city leaders, in local and tactical terms where they could start to put extra resources to lower the drunk driving death and injury rate.

**Date:** October 17, 2006  
**Event:** DWI Presentation  
**County:** San Juan

- **Audience:** Navajo Preparatory Board School Driver's Education Class
- **Event Description:** Presented information on underage drinking, the tangible consequences of DWI, and the Branded For Life campaign.
- **Materials Distributed:** Branded For Life
- **Nature of Participation:** Presenter

**Date:** October 19, 2006  
**Event:** Branded For Life Campaign Kick-off with NMSU Sorority Delta Zeta's and Zeta Alpha Epsilon Fraternity  
**County:** Dona Ana

- **Attendees/Audience:** 300+ College students ages 18-45yrs.
- **Event Description:** The Delta Zeta Sorority held a national campaign on alcohol use prevention "Smart Choices". The two campaigns were merged to promote DWI and Underage Drinking Prevention on campus. The DZ's promoted the event on campus and radio. A booth was set up by Corbett Student

Center whereby the new "Branded For Life" materials were available for students passing by. Pumpkins were donated so that a decorating contest could be held for the best Pumpkin Branding.

- **Materials distributed:** DWI penalties brochure, NMDOT "Buckle Up" key chains and BFL handouts and flyers. Posters and table tents were put up in Corbett Center food court and also dorms close by. Stores, restaurants and liquor establishments in the NMSU campus area were asked to post BFL Posters and table tents.
- **Nature of Participation:** A good turnout of DZ's and SAE's attracted many people to participate in the Vision Goggle Demonstration with the Go Carts that the Sheriff's Dept. provided and worked. Two TV stations attended and interviewed students and coordinators of the event.

**Date:** October 25, 2006 – December 31st, 2006

**Event:** COSAP's Branded for Life campaign

**County:** Bernalillo County

- **Audience:** 15,000+ students at UNM and surrounding high schools as well as many more frequenters of bars, pubs, libraries, bookstores.
- **Event Description:** The Branded for life campaign has used information gleaned from UNM student surveys and has created specific media materials that show the lasting impact that a DWI arrests can have on future careers of students and young people.
- **Materials Distributed:** Branded for life posters, table tops and bookmarks
- **Nature of Participation:** Branded for life posters and table tops were distributed in the UNM campus cafeteria area. Bars and alcohol vending establishments were visited along the Central Avenue corridor. Bookstores and libraries were visited and accepted the Branded for Life campaign materials to distribute to citizens and students. Practically all area high schools were visited and Branded for Life campaign material was delivered to be distributed to high schools students.

**Date:** October 28 , 2006

**Event:** San Juan College Fall Carnival

**County:** San Juan

- **Attendees:** 500, 60% target population; students and families
- **Materials Distributed:** Key chains, DWI Penalties, Branded for Life
- **Nature of Participation:** In costume awarded participants with keychains and other collateral.

**Date:** November 2006

**Project:** Distribution of collateral at local businesses

**County:** McKinley

- **Attendees/Audience:** Local businesses
- **Description:** Handout collateral to local businesses and request distribution at registers, tables, bathrooms, etc.
- **Materials distributed:** Native American rack cards, You Know, DWI Penalties, Kiss It Goodbye, etc.
- **Nature of Participation:** Went to Applebee's to hand out collateral. They were not responsive. A lot of young people hang out at the bar in the establishment. Met with Dr. Tim Stuart, the Principal of Rehoboth Christian High School. Gave him enough book markers of the branded guy for the Junior and Senior class. Also, gave him some posters to hang in the hallways. He wants me to do a presentation later in the year. Met with Dr. Roy Howard with the Gallup Performing Arts Center. Made arrangements to attend the upcoming Jazz Festival. Met with Colleen from Red Rock State Park. Gave her a banner to hang outside at the balloon rally and materials to put in the pilot packages. Gave her 200 Kiss it goodbyee rack cards.

**Date: November 7, 2006**

**Event: Election Day**

**County: Rio Arriba**

- **Attendees:** 200, ages 18-75
- **Event Description:** General election
- **Materials Distributed:** Know the Law, DWI HALT bumper sticker, DWI HALT key chain attachments
- **Nature of Participation:** Stood outside the voting precincts and handed out collateral to voters

**Date: November 11-12, 2006**

**Event: Mariachi Conference**

**County: Dona Ana**

- **Attendees/Audience:** 1,000+ young Hispanic musicians ages 12-45 yrs. that attended the Conference, and their families as well as community members that appreciate mariachi music.
- **Event Description:** Mariachi music was performed at Young Park by many of the young musicians. People were strolling the park and visiting the different food and crafts booths while enjoying the musical performances.
- **Materials distributed:** Kiss It Goodbye materials in English and Spanish were given out as well as Hershey Kisses to attract people to the booth. Key chains and underage drinking prevention flyers were also hand out. "Do You Know" enforcement campaign collateral and DWI penalties brochures were also given out.
- **Nature of Participation:** The Mesilla Valley DWI Resource Center supported the event with a booth that was donated by the organizers so that materials could be distributed to attendees of the musical event.

**Date: November 17 – 18, 2006**

**Event: Jazz Festival**

**County: McKinley**

- **Attendees/Audience:** 100+, ages ranging from 12 through 65
- **Event Description:** Live bands performing from Gallup and from Albuquerque.
- The second day a piano player and singer from the Opera in Santa Fe appeared along with local bands from area schools.
- **Materials Distributed:** I handed out Branded For Life materials and different posters that I received at the training.
- **Nature of Participation:** Set up table and passed out materials when people went in and out of building.

**Date: November 15, 2006**

**Event: DWI Victim Memorial Checkpoints**

**County: Dona Ana**

- **Attendees/Audience:** 4-5 volunteers with checkpoint staff from each of the law enforcement departments. Media mentioned on radio and TV with coverage of holiday enforcement efforts.
- **Event Description:** Checkpoints for the Thanksgiving Holiday Blitz were dedicated by victim's families in memory of their loved one. Memorial Dedication Signs were set up at the three checkpoints scheduled by enforcement. The coordinated efforts of all the area enforcement agencies was also stressed in the press release and later interviews.
- **Materials distributed:** none
- **Nature of Participation:** All representatives from local enforcement agencies, Mesilla Valley DWI Resource Ctr. The victim families attended the checkpoint and brought hot drinks and snacks for the police officers.

**Date: November 21, 2006**

**Event: Annual Conference, Navajo Preparatory Boarding School**

**County: San Juan**

- **Audience:** Educators, Board of Directors, and Student Council for the Navajo Preparatory Boarding School
- **Materials Distributed:** Branded For Life
- **Nature of Participation:** Conducted and moderated underage drinking and "Branded for Life" prevention workshop for Annual Conference

**Date: November 30 – December 3, 2006**

**Event: Red Rock Balloon Rally and Annual Christmas Parade.**

**County: McKinley**

- **Attendees:** 4000 to 5000, ages ranged from 1 year old to over 70 years old.
- **Event Description:** Mass Ascension, Balloon glow, pilot registration, Christmas parade.
- **Materials Distributed:** Set up table with everything that I had. I did not get the intended materials until after the event.
- **Nature of participation:** I set up a table at all events. The DWI deputies crewed the DWI balloon. Pulled the float along with the law enforcement officers and balloon that we sponsored.

**Date: December 2, 2006**

**Event: Luminaria Lighting at San Juan College**

**County: San Juan**

- **Attendees:** 300, 40% of target population; students and families.
- **Materials Distributed:** DWI Penalties, Native American Rack Cards, Branded for Life
- **Nature of Participation:** Distributed flyers to attendees as they exited to parking lot

**Date: Dec. 3, 2006**

**Event: Candlelight Vigil**

**County: Dona Ana**

- **Attendees/Audience:** Approx. 100 families and friends of victims of DWI and Survivors of Homicide gathered together to bring attention to the consequences of DWI. Wide age range and families with young children.
- **Event Description:** Many victims of DWI and Homicide family and friends and community leaders gathered to bring attention to the consequences of alcohol abuse such as DWI and Homicide. A candlelight walk to Old Mesilla Plaza and words of comfort and prevention efforts were expressed. The media was invited to cover the story.
- **Materials distributed:** Victims Rights brochures and NMDOT "Buckle Up" key chains.
- **Nature of Participation:** Victims families gathered to bring attention to the problem of DWI so that others won't have to suffer the consequences as they have. Radio announcements were made prior to the event which acted as a reminder to target audience of the consequences of drinking and driving. An ad was placed in the LC Sun News and announcements were made in the LC Bulletin. Channel 4KDBC-TV took footage at the plaza, but the story aired with MADD El Paso footage of same type of event.

**Date: December 7, 2006**

**Event: Job Fair**

**County: Rio Arriba**

- **Attendees:** 150, ages 18-45
- **Event Description:** Job fair held for Los Alamos people recently laid off plus others
- **Materials Distributed:** Know the Law, Know what this is?, Recognize these gentlemen?, NM Victims Rights Project brochure, DWI HALT bumper stickers, DWI HALT key chain attachments
- **Nature of Participation:** Booth set up and walking around fair handing out collateral

**Date:** December 8, 2006

**Event:** Festival de los Farolitos and Parade of Lights

**County:** San Juan

- **Attendees:** 200, 40% of target population; families.
- **Materials Distributed:** You Know, DWI Penalties, NMDOT Rack Cards
- **Nature of Participation:** Distributed flyers with hot chocolate at booth.

**Date:** December 9, 2006

**Event:** Espanola Christmas Light Parade

**County:** Rio Arriba

- **Attendees:** 5,000, all ages (3-75)
- **Event Description:** Night parade
- **Materials Distributed:** Know the Law, DWI HALT bumper stickers, DWI HALT key chain attachments
- **Nature of Participation:** Handed out DWI materials

**Date:** December 16, 2006

**Event:** Put a Smile on a Child's Face Christmas toy giveaway & concert

**County:** Rio Arriba

- **Audience:** All ages (3-55)
- **Event Description:** Toys given to children ages 1-12 and concert held for parents and children
- **Materials Distributed:** Know the law, Know what this is?, Branded for Life brochure, Recognize these gentlemen?, DWI HALT bumper stickers, DWI HALT key chain attachments, Branded for Life book markers
- **Nature of Participation:** Booth set up with 2 Branded for Life banners set up in Armory concert area. Announcements regarding booth and prevention of DWI during course of concert.

**Date:** December 18, 2006

**Event:** UDPC Meeting

**County:** Dona Ana

- **Attendees/Audience:** 6. Community, parents of college age students and policy makers.
- **Event Description:** A press release was sent out 12/19 to media regarding removal of NMSU from the coalition because of their continued efforts to have alcohol available at the NMSU Basketball games.
- **Materials distributed:** Information was given to the Las Cruces Sun News regarding the IOM report and recommendations especially for the the separation of sports and alcohol.
- **Nature of Participation:** To stop the progress of NMSU in selling alcohol at the Basketball games and gain support in changing policy and bringing attention to the issues of Underage and Binge Drinking Prevention. Other references were contacted and set up for interview with the LC Sun News. Article appeared in LC Sun News on 12/21. Information forwarded to Governor's office. Governor met with NMSU and made public statement that he would not approve the third NMSU alcohol license. Article appeared statewide on Sunday 12/24. Follow-up articles appeared in national prevention websites.

**Date:** December 19, 2006  
**Event:** Shiprock Health Fair  
**County:** San Juan

- **Audience:** Navajo tribe members, youth, elderly
- **Materials Distributed:** Branded For Life, YDYDYL
- **Nature of Participation:** Presentation on tangible losses associated with DWI

**Date:** December 19, 2006  
**Event:** Southern NM Promotoras Meeting  
**County:** Dona Ana

- **Attendees:** Promotoras from Hatch, Dona Ana, Las Cruces, Anthony and Chaparral were present for coverage of most of County Promotora that works with Sunland Park will share materials and information
- **Audience:** Spanish speaking health educators that work with women and families throughout the County.
- **Event Description:** Presentation on newest Program Information and Materials were shared and distributed.
- **Materials distributed:** Branded for Life and Kiss It Goodbye materials in English and Spanish. Key chains with the BFL tag.
- **Nature of Participation:** Presenting new information and materials to a group that is in contact with female household member of high risk group. Emphasis on making her the “hero” of the family in warning the drinking family member to be aware of the consequences of getting a DWI that includes losing the family vehicle, monetary resources, possible injury that would mean loss of income as the bread winner, or even loss of life, theirs’ or someone else’s. Also important to influence underage drinking prevention and measures needed to reduce the access of alcohol.

**Date:** December 21 – 22, 2006  
**Event:** Roadblock on I-40  
**County:** McKinley

- **Attendees:** Anyone that drove through on I-40. Estimated 4000 cars.
- **Materials distributed:** Picked up new rack cards from Linda that morning to hand out. Also handed out the Christmas in jail cards.
- **Nature of Participation:** Went to each car that was stopped on I-40 and handed them collateral

**Date:** December 31, 2006  
**Event:** 10<sup>th</sup> Annual NCI Sobriety Pow Wow  
**County:** McKinley

- **Attendees:** 6000, mostly native Americans. Ranging in ages from 1 year old to over 75 years old.
- **Event Description:** Pow wow dances.
- **Materials distributed:** I handed out everything that I had. I had a great response.
- **Nature of participation:** Set up table in the lobby of the school.

# Appendix B

## Earned Media List, Q1 2007

### Bernalillo County

- “DWI Statistics,” The Santa Fe New Mexican, The (NM) - November 19, 2006
- “State Cracks Down on Liquor-Sale Violators, Santa Fe New Mexican, November 19, 2006
- “As Las Vegas Mourns, Community Calls For Action,” Santa Fe New Mexican, November 16, 2006
- “The Driver: Flight Passengers Give Insight into Man’s Last Hours,” Santa Fe New Mexican, November 14, 2006
- “Judges, DWI Stats Still Ought To Be Reported,” Albuquerque Tribune, October 21, 2006
- “Report: 37% of DWI Cases Dismissed” Albuquerque Tribune, October 19, 2006
- KOAT-TV – DWI Enforcement Step Up, November 24, 2006

### Dona Ana

- KVIA-TV and LC Sun News regarding the County Vehicle Forfeiture Ordinance and County not upholding. Oct. 2, 2006 Interviews set up for Rich Ferrary. Also interviewed were the County Attorney and Manager as well as DASO Sheriff Garrison
- LC Sun News and KTSM-TV covered the NMSU Branded For Life Kickoff October 18, 2006
- KOAT-TV Interview with Rich Ferrary arranged re: NMSU Alcohol sales at basketball games Nov. 16, 2006
- Checkpoint Holiday Enforcement LC Sun News Nov. 18, 2006
- KFOX-TV Checkpoint coverage for Victim Memorial Nov 24, 2006
- Las Cruces Bulletin Candlelight Vigil announcement Nov. 24, 2006 & coverage Dec. 8, 2006
- LC Sun News checkpoint arrests Dec 2, 2006
- KDBC-TV Interview with victim family and Joanne Ferrary re: NM lower ranking in % of DWI fatalities over all traffic fatalities, Dec 8, 2006
- Article in LC Sun News re: Underage Drinking Prevention & NMSU, ran Dec. 16, 2006
- LC Sun News Op Ed regarding NMSU & Underage Drinking, Dec. 17, 2006
- LC Sun News on Underage Drinking Prevention Coalition expelling NMSU from group, Dec. 21, 2006

### Rio Arriba

- KLUZ TV InCARceration interview (recorded copy for Qrtly. meeting)
- KDCE - *Calendario Social* – Superblitz (recorded copy...)
- PSA KDCE Radio - Christmas Superblitz (recorded copy...)
- Albuquerque Journal “Branded for Life”
- Chama Courier “Branded for Life”
- City of Espanola Electronic Sign (DWI msgs.) (photo)
- Albuquerque Journal North - Super Blitz & DWI Checkpoints
- Rio Grande Sun - Super Blitz & DWI Checkpoints

### San Juan County

- Farmington Times: Latest DWI ad targeting college grads and job hunters, October 9, 2006
- Farmington Times: Promotion of Topsy Tow during Thanksgiving, November 18, 2006
- Farmington Times: DWI Superblitz underway in Five counties, November 21, 2006
- Radio PSA on local radio stations regarding Topsy Tow available, Thanksgiving week 2006
- Farmington Times: Use DWI HALT article following fatal accident in Santa Fe. November 25, 2006

- Radio Interview: 30 minute interview on morning show for KWKYK on Superblitz and DWI efforts in county. Rock station., November 29, 2006
- Farmington Times: article on designated drivers for the holiday season, and to ask hosts to provide non-alcoholic drinks for guests. December 1, 2006
- Logo placement, Aztec Talon: YDYDYL logo placed in 3 places in local newspaper, December 6, 2006
- Farmington Times: Funds aimed at SO hiring two more full time DWI officers to reduce death and injury caused by DWI., December 15, 2006
- Print Article in Towntalk section (announcement for local area events) Farmington Times Reminder of YDYDYL and that the Superblitz is back and tougher than ever, with saturation patrols and checkpoints. December 22, 23, 25 & 30, 2006
- Farmington Times: article on holiday driving – don't drink and drive, December 24, 2006