

NMDOT Quarterly Report Form

Fiscal Year: 2007

Fiscal Quarter: Second Quarter

Contract Hours:

Name	County	Contract Hours
Thomas Beretich	Bernalillo	277
Joanne Ferrary	Dona Ana	261
Cynthia Sanders	McKinley	269
Edmund Yazzie	Navajo Nation	114
Robert Naranjo	Rio Arriba	292
Dee Chavez	San Juan	294
Shannon Johnston	Project Manager	157
Valerie Arbogast	Bookkeeper	159
Linda Atkinson	Executive Director	277

Synopsis of Quarterly Activities and/or Successes:

Bernalillo County

This quarter was very productive in terms of both distribution of increased law enforcement messaging to our target audiences, as well as the production, presentation and distribution of map making tools to various agencies throughout the state. In terms of distribution of materials, DWI collateral boxes were developed with an accompanying letter explaining how specific organizations can help in the fight against DWI death and injury. The "DWI boxes" consisted of an attractive white box containing a collection of different marketing materials to be distributed to target audiences, and were delivered to high schools, libraries and community centers. Checking back subsequently at the different establishments showed that the "DWI box" approach had worked and the materials were displayed and being distributed. In addition, the first version of the Dona Ana County map was delivered to law enforcement agencies at Las Cruces. These maps highlighted the specific parts of the county where DWI corridors could be identified. The maps were also presented by Thomas Beretich at the National Institute of Justice conference on Crime mapping in Pittsburgh, and were well received.

Dona Ana County

Media coverage of the urinal cakes made distribution of materials in the bars, restaurants more easily accepted due to manager's familiarity after seeing on TV. All five TV stations covered the story and at least 4 days in the Sun-News gave this story great coverage. Despite comments about costing so much, I think it was a great idea to attract attention to our cause and the earned media that it generated was worth much more than the \$10,000 expended on the promotional items. It also gained the attention of our target group in the bars and restaurants they patronize. Events such as the Balloon Rally and Rodrunners Car Show gave us great exposure and contact with our high risk males. The coordination of media advertising and the materials we had, provided a synergy for our DWI message. The Billboards and radio commercials helped a lot in Doña Ana.

McKinley County

The greatest successes this quarter in McKinley have come from making solid contacts and building relationships with community key leaders. Good communication with law enforcement and the District Attorney have resulted in joint participation in several community events, including a very successful SADD-sponsored walk/rally to raise awareness of DWI issues. Students are interested in turning the rally into an annual event, but greater student commitment and involvement in planning and executing the event will be needed.

Rio Arriba County

In addition to activities involving the dissemination of anti-DWI collateral materials, earned media successes have been through the local radio station, KDCE 950 AM serving Espanola, Santa Fe, Los Alamos, Taos & Northern New Mexico, Norteno Magazine -- Lifestyles of Northern New Mexico, and a front page DWI story ("Drunk Drivers Beware") in the April 12, 2007 issue in the Rio Grande SUN published out of Espanola, NM. This last story has been a work in progress for the last six months, and its publication is an important success in raising public awareness of DWI law enforcement efforts. In the Rio Grande SUN's story, "Drunk Drivers Beware," Rio Arriba County DWI Unit's Sgt. Martin Trujillo and Deputy J.B. Turner, both say that they are seeing "fewer accidents," and Deputy Turner says he's "coming across designated drivers for the first time". He also states that "fewer bottles are thrown from cars and the public is more aware of enforcement." Moreover, the general public is helping too with stopping DWI. "People are calling in and reporting (drunk drivers)," Turner said. "They know we're out there," he told Sarah Welsh, Rio Grande SUN reporter. Both Sgt. Trujillo and Deputy Turner have told me personally that awareness is definitely "out there" but they just keep on arresting more people.

San Juan County

The most successful activity of this quarter was the presentation at Navajo Preparatory School. Navajo Prep's student population is 100% Native American, and of this 99% is of Navajo heritage. Death and the associated details of death are a taboo for this community. In order to be able to present anything related to death and injury due to DWI is a very touchy subject, but by including all Navajo speakers and addressing the affects of DWI the presentation was a success with the students, faculty, and board. The Victim Memorial checkpoint was also a great success through the presence of a 3'x4' sign with the victim's likeness and a quote from her mother displayed. To add to the message the victim's mother and I were allowed to pass out flyers and marketing collateral to all the driver's as they passed through the checkpoint. The voluntary distribution by Safeway employees for St. Patrick's Day was very effective as all grocery shoppers on 3/16 & 3/17 had a reminder of the 4th degree felony for buying underage kids alcohol flyer stuffed into their grocery bag. The expansion of adding different areas (little league sign ups, new minor league football events, and churches on heavily attended services) for distribution also reached more of our population.

Challenges/Issues:

Bernalillo County

The use of maps in the tracking of drunk driving behavior has been met with a broad mix of responses. Some law enforcement agencies have been very enthusiastic about the maps as a tool, while others have said they simply don't use them. Although feedback from law enforcement agencies and other crime mapping professionals at the National Institute of Justice conference in Pittsburgh was positive, the problem with utilization appears to lie in the level of familiarity with analytical tools and methods amongst different law enforcement agencies. The greatest challenge will be to work specifically with a law enforcement agency that chooses to use the maps strategically and has feedback to give so that the maps can be modified to fit the specific needs of that agency. Another challenge has been to continue improving the technology that is used to map the addresses and locations, given the limited time and resources available. Data integrity is the fundamental issue in the mapping of crime locations and trends.

Dona Ana County

We faced a significant challenge in working with the Las Cruces Public Schools and the Athletic Dept. to convince these organization to adopt a Code of Conduct Program in which athletes pledge to be alcohol and drug-free. Meetings were set up several times and canceled by the Athletic Director because of Superintendent changes and emergency meetings being called. The school administration is overwhelmed

and hard to deal with. Another significant challenge comes from the Municipal Court, which has proved to be very dysfunctional as the Judges have had a conflict with the City Attorney's office and LCPD for the past year. Many DWI cases are being dismissed or acquitted by Judge Miller-Byrnes just to make the police or the city attorney look bad. Judge Locatelli was not checking off II on the J & S, but has finally started to.

McKinley County

One of the greatest challenges in working in McKinley continues to be cultural issues. Several items on the McKinley earned media plan have not come to fruition due to the fact that the Navajo Culture does not allow their people to talk about death. For example, in conjunction with local law enforcement, we had planned to memorialize a DWI victim by naming a sobriety checkpoint in his/her honor. However, when the outreach coordinator called victims families to discuss creating a memorial, the response was poor at best despite repeated telephone calls and written letters. No victims wanted to participate, and as a result, little earned media was generated as a result of the media plan. Another challenge concerns Superblitz collateral provided by NMDOT and Safer NM Now. Although the quality of the collateral has improved dramatically, quantities provided are not adequate, and often do not meet the needs of events. Although the posters are useful in business outreach, they are useless at checkpoints and events where the public do not wish to carry around posters. Instead, we need smaller, portable items to hand out such as pens, key chains, handcuffs, stickers, etc. In addition, collateral designed for children would be useful in reaching the adult population as it will draw parents to booths and events.

Rio Arriba County

The death of Esther Martinez of Okay Oweenge Pueblo (San Juan) on McCurdy Road in Espanola and the Pabst case plus other DWI wrong-way driving cases significantly set back DWI outreach efforts highlighting effective law enforcement. Events promoting law enforcement and recognizing Rio Arriba deputies were canceled due to bad media coverage of law enforcement efforts. In addition, some deputies and officers have expressed dissatisfaction with New Mexico 2007 legislative session, which they say did close some loopholes in DWI enforcement. Officers now have three (3) hours after a DWI stop to administer a breathalyzer test and say it cannot be challenged in court. In the "Drunk Drivers Beware" story in the Rio Grande Sun, Deputy J.B. Turner stated that "some prosecutions are falling through the cracks because of the six-month deadline rule designed to insure speedy trials."

San Juan County

The challenges have been with getting the media to cover events. As we begin this quarter the DWI planning council, which I am a part of, has added a media representative. Hopefully this will remedy the situation. The other issue early in the quarter was waiting to get paid by NMDOT. I depend on this wage to pay for my expenses, such as gas to continue outreach and insurance for my vehicle.

Appendix A

Five-County DWI Outreach Activities, Q2 2007

Date: **January 1st-15th, 2007**

Event: **Meet with Albuquerque Mayor Re: Top 20 crash intersections in Bernalillo County**

County: **Bernalillo**

- **Audience:** Mayor Marty Chavez, APD Chief Ray Schultz, Joe Bowdich, et al
- **Description:** Meet with the mayor and staff to discuss, trends in drunk driving death and injury as well as show the top 20 intersections in the county that account for a disproportionate amount of the death and injury occurring in the metro area.
- **Materials Distributed:** Report on the fatality numbers by Steve Flint, map of top 20 intersections by Thomas Beretich
- **Nature of Participation:** Linda Atkinson, Thomas Beretich and Steve Flint presented information in report and map form, that clearly showed the cost of drunk driving crashes in terms of lives, injuries and cost to the victims.

Date: **January 1st – Mar 31st**

Event: **DWI Data Requests**

County: **Bernalillo, Santa Fe**

- **Audience:** Public throughout New Mexico
- **Description:** Data Request were made for drunk drivers Ben Sanchez, Ken Howard, Stacy Towles, Michael Vigil, Thomas Lopez, John Lytle, Ben Como, Marty Ortiz, Joseph Brill, Joe Rodarte and others by newspapers and television stations.
- **Materials Distributed:** Number of arrests, court dispositions, time and datae of arrests, number of accidents, presiding judge, and other data points were supplied.
- **Nature of Participation:** Usually, Linda was interviewed by the television stations and the data was used as supporting materials.

Date: **January 1st – Mar 31st**

Event: **Preparation for grocery store campaign**

County: **Bernalillo**

- **Audience:** Community leaders and influencers.
- **Description:** Meet with community leaders and influencers and find ways and methods of getting the message out to the public of increased law enforcement activity in their area.
- **Materials Distributed:** All available materials from NHTSA and Safer New Mexico Now are shown. In addition we showcase our ability to locally demonstrate through maps, the prevalence of DWI residents and the frequency and intensity of drunk driving crashes in the local area.
- **Nature of Participation:** Met with managers of Community Centers including the Indian centers that are in close proximity to the Louisiana & Central intersection.

Date: **Jan. 6, 10-11, 2007**

Event: **Northern NM College Registration**

County: **Rio Arriba**

- **Audience:** 1, 500 ages: 18-49
- **Description:** Registration for Spring Semester

- **Materials Distributed:** 500 Know the Law, 200 DWI HALT key chain attachments, 200 Kiss it Goodbye, 200 DWI sticks with you forever, 200 InCARceration brochure, 100 DWI Castigos, 800 Branded for Life Book Markers, 100 DWI HALT bumper stickers
- **Nature of Participation:** Set up collateral table and as students walked in, handed them mostly Know the law Branded for Life book markers. Collateral table is permanently set up during the course of the semester. Collateral is stocked periodically.

Date: January 9-11, 2007

Event: Visiting local businesses

County: McKinley

- **Audience:** McKinley County residents and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Male DWI branded for life posters and rack cards
- **Nature of Participation:** Introducing myself and the DWI plan to the Community

Date: January 10, 2007

Event: CDWI Meeting

County: San Juan County

- **Nature of Participation:** CDWI Activities and to contribute earned media report

Date: January 12, 2007

Event: Visiting UNM and Meeting

County: McKinley

- **Audience:** UNM students and faculty
- **Description:** Marketing Collateral and Meeting
- **Materials Distributed:** Girl and Guy branded for life posters and rack cards
- **Nature of Participation:** Meeting with Rebecca with the DWI program at UNM. Asked to participate in UNM fairs and media campaign. Met Professor Goode. He is interested in Court Monitoring. Says the Judges are a real problem in our community. I posted the posters everywhere I could on Campus.

Date: January 13, 2007

Event: DWI Sobriety Checkpoint

County: McKinley

- **Audience:** McKinley County residents and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** NONE
- **Nature of Participation:** Roadblock was cancelled due to the weather.

Date: January 12-14, 2007

Event: Mesilla Valley Balloon Rally

County: Dona Ana

- **Audience:** Young adults and families
- **Description:** The Mesilla Valley Balloon Rally attracts many balloonists from around the state with over 80 balloonists participating. This event is highly publicized in Las Cruces and El Paso

news coverage is great with a media specially set up the day before the weekend events start. Many people come to watch the balloons launch from the field and then visit the booths.

- **Materials Distributed:** Branded For Life and Kiss It Goodbye materials. DWI laws, and DWI Castigos brochures were also handed out to visitors to the booth.
- **Nature of Participation:** The Mesilla Valley DWI Resource Center sponsored a Balloon to bring awareness and attract people to their Booth (donated by the Rally Committee) to receive chances for a free balloon ride (part of the sponsorship package is to have a free ride for 2) and DWI prevention materials.

Date: January 16th-31st, 2007

Event: Branded for Life Campaign

County: Bernalillo

- **Audience:** Students and general public
- **Description:** The branded for life campaign uses marketing materials that emphasizes the lasting effect that a DWI Arrest can have on one's public record and how this can affect future opportunities careerwise, etc.
- **Materials Distributed:** Branded for life bookmarks, posters, table tents, as well as, bumperstickers, keychains, and other printed materials that were deemed appropriate for the intended audience.
- **Nature of Participation:** Thomas Beretich went to area bookstores and libraries and spoke with bookstore managers and librarians about the importance of their help in getting this information into the hands of students and all readers.

Date: January 16, 2007

Event: Mesilla Valley Safety Council

County: Dona Ana

- **Audience:** Enforcement, prosecutors, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Kiss It Goodbye materials
- **Nature of Participation:** Share information about new materials and next SuperBlitz

Date: January 18, 2007

Event: DWI Planning Council Meeting

County: McKinley

- **Audience:** Members of the DWI Planning Council
- **Description:** Contact Management
- **Materials Distributed:** NONE
- **Nature of Participation:** Discussion about the budget. A lot of concerns were brought up about the sentencing of the local Judges. An interlock provider was at the meeting. He stated that he has only installed 59 units in cars in the last 3 years. He stated that he has installed more than any other interlock provider in the area. The Judges are ignoring the interlock law. An idea of a committee confronting the Judges was addressed.

Date: January 22, 2007

Event: Underage Drinking Prevention Coalition

County: Dona Ana

- **Audience:** Enforcement, prosecutors, DWI activists

- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Share information about new materials and discussion of environmental strategies to reduce Binge and Underage drinking and driving

Date: January 22 – 25, 2007

Event: Visiting local businesses

County: McKinley

- **Audience:** Resident of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI Branded Guy and Girl posters and rack cards
- **Nature of Participation:** Introducing myself and the DWI plan to the Community.

Date: January 27, 2007

Event: Meeting

County: McKinley

- **Audience:** Mayoral candidates
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Spoke to mayoral candidates. Ralph Richards is interested in the Drug Free Workplace. Mary Ann Armijo is sponsoring a Meth forum and asked me to attend.

Date: January 29, 2007

Event: Visiting local Businesses

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI Branded for life Gal and Guy posters and rack cards
- **Nature of Participation:** Introducing myself and the DWI plan to the Community.

Date: January 30, 2007

Event: SAVE Seminar

County: San Juan County

- **Description:** Seminar
- **Nature of Participation:** To Understand Victims Rights and Understanding Developmental Disabilities

Date: January 31, 2007

Event: Drug Free Work Place Seminar at Bravo Chevrolet

County: Dona Ana

- **Audience:** Businesses in Doña Ana County
- **Description:** Invitations and emails were sent out to an extensive list of City and Hispano Chamber members. "Improve Your Bottom Line" was the selling point to attract businesses to one of the 3 daytime seminars being presented.

- **Materials Distributed:** SAMHSA Policy guidelines for Drug Free Workplace, Branded For Life materials
- **Nature of Participation:** A video provided by DWI Resource Center on NM businesses that have adopted workplace policies on alcohol and drug use was shown. Discussion on the importance of policies and enforcement followed as well as sharing of how to use available materials.

Date: February 1 - 28, 2007
Event: Community DWI Box Kits
County: Bernalillo

- **Audience:** Community centers, high schools, and public libraries
- **Description:** Created and distributed a custom "kit" containing samples of available DWI collateral and distributed to community centers, high schools, and libraries. Designed to facilitate distribution of materials.
- **Materials Distributed:** Branded For Life bookmarks, posters, and inserts. DrunkBusters keychains and bumper stickers. DWI Penalty posters and brochures. Indian rackcards. Kiss It Goodbye rackcards, inserts, posters, and keychains. InCARcerated inserts.
- **Nature of Participation:** Distribution of materials and discussion with community contacts.

Date: February 2, 2007
Event: Minor League Football PR event
County: San Juan County

- **Audience:** 90% of target audience
- **Description:** PR event to launch football team
- **Materials Distributed:** Branded, YDYYL, You Will
- **Nature of Participation:** Distribute marketing collateral

Date: February 2, 2007
Event: Law Enforcement Meeting
County: McKinley

- **Audience:** Law Enforcement, DWI Resource Center, Judges, District Attorney, Rachel O'Connor and citizen.
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** A meeting was called to address several problems. There seems to be a problem with defense attorneys coming late to Court. Sentencing of cases was addressed with the DA's office. Problems with the Court was brought up. Judges never working, light sentencing. Meeting in one month.

Date: February 2nd-4th, 2007
Event: Supnationals Car Show
County: Bernalillo

- **Audience:** Car enthusiasts numbering in the 1000's (last year there were an estimated 17000 participants)
- **Description:** The Supnationals car show presents to the public, hot rods and modified autos of all types. The show takes up the entire Lujan building as well as the arts and crafts building on

the state fairground. Frequenters of the event fit exactly into the targeted audience of the 5 county NHTSA grant.

- **Materials Distributed:** All materials that are currently available were presented at our booth at this event. These materials included all the branded for life materials, drunk driving penalty posters, Spanish language sanction handouts, bumper stickers, key chains (ran out) and key tags.
- **Nature of Participation:** Two students were hired to man the stand Friday and Saturday. Sunday's booth was un-manned due to conflicts with the Superbowl and the unavailability of personnel. Event attendance was, in fact, very light on Sunday.

Date: February 6, 2007

Event: Rio Grande Safe Communities Coalition

County: Dona Ana

- **Audience:** Enforcement, ATF, and DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities for Bi-National, Tri-City DWI and underage drinking prevention.
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Share information about new materials and discussion of environmental strategies to reduce Binge and Underage drinking and driving as well as DWI prevention issues between NM, TX and Juarez.

Date: February 7 - 9, 2007

Event: Visiting Local Businesses

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine posters and rack cards
- **Nature of Participation:** Introducing myself and the DWI plan to the Community.

Date: February 12, 2007

Event: DWI Planning Council Meeting

County: San Juan County

- **Description:** Meeting
- **Nature of Participation:** Give 5 county update and coordinate on activities

Date: February 13 - 14, 2007

Event: Visiting Local businesses

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine poster and rack cards
- **Nature of Participation:** Introducing myself and the DWI plan to the Community.

Date: February 14, 2007

Event: Drug-Free Workplace

County: San Juan County

- **Description:** Drug Free Workplace
- **Nature of Participation:** To meet with UPS and present drug free workplace collateral

Date: February 15, 2007

Event: Mayoral forum

County: McKinley

- **Audience:** Residents of Gallup and McKinley county
- **Description:** Forum
- **Materials Distributed:** None
- **Nature of Participation:** Wanted to attend the Forum to see what the candidates stand was on DWI. I did not like some of the answers.

Date: February 15, 2007

Event: DWI Planning Council

County: McKinley

- **Audience:** DWI Planning council Members
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** We had a great turnout for the meeting. We went over the budget and discussed other requests. The DA brought his latest conviction rates which he says is 73%. The Sheriff brought up the problems with the court again and said he wanted answers. Paul was supposed to set up meeting and never did. Also nothing was mentioned about the Law Enforcement meeting.

Date: February 16, 2007

Event: Cultural Harmony Conference

County: San Juan

- **Audience:** 30% of target audience; 100% of outreach and social svcs attendees
- **Description:** Conference on understanding cultural differences
- **Materials Distributed:** YDYDL, Branded, You will and "candy box" material, native collateral and safer keychains and hearts
- **Nature of Participation:** To present and to have resource table

Date: February 17, 2007

Event: DWI Sobriety Checkpoint

County: McKinley

- **Audience:** Residents of McKinley county and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine rack cards and hand cuffs
- **Nature of Participation:** Participated in two DWI Sobriety Checkpoint with the MCSO and the NMSP.

Date: February 18, 2007

Event: DWI Sobriety Checkpoint

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine rack cards and hand cuffs
- **Nature of Participation:** participated in roadblock with the NMSP in conjunction with the NPD by the dead horse Mustang. People buy beer her on Sundays.

Date: February 16-20, 2007

Event: You Drink You Drive Urinal Cakes Press and Distribution

County: Dona Ana

- **Audience:** Young males between the ages of 18-35yrs. that attend restaurants/bars.
- **Description:** Contacts with the press for coverage of the You Drink, You Drive, You Lose Urinal Cakes helped to gain attention and approval for displaying posters and urinal cakes in the bathrooms of restaurants and bars.
- **Materials Distributed:** YDYDYL Urinal Cakes, Kiss It Goodbye posters
- **Nature of Participation:** Displaying of promotional items in bars and restaurants in the men's room to target young men who might be drinking.

Date: February 20, 2007

Event: Mesilla Valley Safety Council

County: Dona Ana

- **Audience:** Enforcement, prosecutors, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Share information about new materials and next Super Blitz

Date: February 21, 2007

Event: Ash Wednesday Services

County: San Juan County

- **Audience:** 40% of target audience
- **Description:** Church service
- **Materials Distributed:** YDYDYL, Branded, You will and "candy box material"
- **Nature of Participation:** Distribution of collateral

Date: February 21, 2007

Event: McKinley County Schools-sporting events

County: McKinley

- **Audience:** McKinley county residents and visitors
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Met with Karen White, the superintendent of the McKinley County Schools. I received a letter giving me permission to pass out DWI stuff at school functions.

Date: February 21, 2007

Event: Court monitoring

County: McKinley

- **Audience:** McKinley county residents
- **Description:** DWI Court
- **Materials Distributed:** None
- **Nature of Participation:** Met with all three of the District judges Court staff about Court monitoring DWI cases. They will start faxing me the docket. Judges Aragon, Judge Foutz and Judge DePauli.

Date: February 22, 2007

Event: Rio Grande Safe Communities Coalition

County: Dona Ana

- **Audience:** Enforcement, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Kiss It Goodbye materials
- **Nature of Participation:** Development of agenda and plans for Forum on Policy Change

Date: February 22, 2007

Event: Underage Drinking Prevention Coalition

County: Dona Ana

- **Audience:** Enforcement, prosecutors, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Branded For Life materials and Prevention Day Conference information
- **Nature of Participation:** Share information about new materials and discussion of environmental strategies to reduce Binge and Underage drinking and driving

Date: February 24, 2007

Event: Little League sign up

County: San Juan County

- **Audience:** 50% of target audience
- **Description:** Little league sign up
- **Materials Distributed:** YDYDYL, Branded, You will and "candy box material"
- **Nature of Participation:** Distribution of collateral

Date: February 24, 2007

Event: Gallup Flea Market

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine hand cuffs
- **Nature of Participation:** Passing out Collateral

Date: February 26, 2007

Event: Court monitoring

County: McKinley

- **Audience:** Residents of McKinley County
- **Description:** Monitoring Grant Foutz DWI docket

- **Materials Distributed:** None
- **Nature of Participation:** Monitoring DWI cases

Date: February 26, 2007

Event: Presentation to Oate HS Health Classes

County: Dona Ana

- **Audience:** High School health education class
- **Description:** Presentation and discussion on the effects of alcohol.
- **Materials Distributed:** Branded For Life materials.
- **Nature of Participation:** One and a half hour video presentation and discussion about the effects and consequences of alcohol use, especially DWI and how to protect against by wearing a seat belt.

Date: February 27

Event: Presentation to Mayfield HS Driver's Ed Classes

County: Dona Ana

- **Audience:** High School driver's education class
- **Description:** Presentation and discussion on the effects of alcohol
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** One and a half hour video presentation and discussion about the effects and consequences of alcohol use, especially DWI and how to protect against by wearing a seat belt.

Date: February 27, 2007

Event: Gallup Outlaws Game

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** Valentine hand cuffs
- **Nature of Participation:** Passing out collateral to spectators

Date: February 28, 2007

Event: Court Monitoring

County: McKinley

- **Audience:** Residents of McKinley county
- **Description:** Monitoring Judge Carey's DWI cases
- **Materials Distributed:** None
- **Nature of Participation:** Monitored DWI docket. The Court was very hard to monitor because there is no order. Everyone is talking and it was too loud.

Date: March 2, 2007

Event: Training

County: McKinley

- **Audience:** DWI Coordinators
- **Description:** Training at the DWIRC

- **Materials Distributed:** None
- **Nature of Participation:** Had training on Drug Free Workplace and Court Monitoring

Date: March 5, 2007

Event: Court Monitoring

County: McKinley

- **Audience:** Residents of McKinley County
- **Description:** Monitored Judge Foutz Court
- **Materials Distributed:** None
- **Nature of Participation:** Monitored DWI cases

Date: March 6, 2007

Event: Hands Across Cultures's "Vision del Valle"

County: Rio Arriba

- **Audience:** 21, ages 14-45
- **Description:** Meeting involving area organizations and middle school (8th & 9th)
- **Materials Distributed:** 21 Know the law, 21 Branded for life book markers, 21 Kiss it goodbye handcuff keychains
- **Nature of Participation:** Round table set up. Spoke about DWI outreach and passed out DWI collateral to attendees

Date: March 7, 2007

Event: DWI Planning council meeting

County: San Juan County

- **Description:** Meeting
- **Nature of Participation:** planning and update of 6 counties project

Date: March 7, 2007

Event: Media Campaign

County: McKinley

- **Audience:** Thomas Mumford and Marianne Joyce
- **Description:** Spring Media Campaign
- **Materials Distributed:** none
- **Nature of Participation:** We are planning on having radio time and shots in the theater. We are also going to localize law enforcement. We will print a poster with local officers.

Date: March 7, 2007

Event: Event Planning and Coordination

County: McKinley

- **Audience:** Residents of McKinley County and visitors
- **Description:** Planning the DWI walk/rally
- **Materials Distributed:** None
- **Nature of Participation:** Went to Dynamic signs, Hinkley signs, and the Trading Post to check on prices to make the protest signs for the Rally. They were expensive. I will make myself. Went to City Hall to obtain the event permit for the rally. I then took it to the GPD for approval.

Date: March 8, 2007
Event: Event Planning and Coordination
County: McKinley

- **Audience:** Gallup High School SADD kids
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Meet with the kids to plan rally

Date: March 8, 2007
Event: Rio Grande Safe Communities Coalition
County: Dona Ana

- **Audience:** Enforcement, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Kiss It Goodbye materials
- **Nature of Participation:** Development of agenda and plans for Forum on Policy Change

Date: March 11, 2007
Event: Gallup Outlaw Game
County: McKinley

- **Audience:** Residents of McKinley county and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** hand cuffs and rack cards
- **Nature of Participation:** handed out collateral to spectators

Date: March 12, 2007
Event: Court monitoring
County: McKinley

- **Audience:** Residents of McKinley county
- **Description:** Monitoring Judge Foutz
- **Materials Distributed:** none
- **Nature of Participation:** Monitored DWI cases

Date: March 14, 2007
Event: CDWI meeting
County: San Juan County

- **Description:** meeting
- **Nature of Participation:** Plan Victim Memorial Checkpoint on 3/17

Date: March 15, 2007
Event: DWI Planning Council Meeting
County: McKinley

- **Audience:** DWI planning Council members

- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Talked about the budget and the upcoming rally. We got to see the urinal speakers for the bars. I met Judge Begay from Zuni. I will get her materials.

Date: March 17, 2007

Event: Hand out of 4th degree felony flyers at Safeway

County: San Juan County

- **Audience:** 30% of target population
- **Description:** Checkers stuffed grocery bags with 4th degree felony flyers
- **Materials Distributed:** 4th degree felony flyers
- **Nature of Participation:** To help organize and coordinate

Date: March 17, 2007

Event: Victim Memorial Checkpoint

County: San Juan County

- **Audience:** 30% of target audience; Drivers at checkpoint
- **Description:** Victim Memorial Checkpoint
- **Materials Distributed:** Flyers of victim, YDYDYL, Branded
- **Nature of Participation:** To organize ordering of victim sign, distribute material at the checkpoint, and send information to the press

Date: March 17, 2007

Event: Media

County: McKinley

- **Audience:** Residents of McKinley County
- **Description:** planning for walk/rally
- **Materials Distributed:** None
- **Nature of Participation:** Worked on press release of event.

Date: March 17th – Mar 19th

Event: Dona Ana DWI Crash Map

County: Bernalillo

- **Audience:** Dona Ana county inhabitants
- **Description:** A press conference was held in Las Cruces by the state department of Transportation and area law enforcement agencies, for the purpose of highlighting increased law enforcement efforts in combating drunk driving.
- **Materials Distributed:** A map of all mappable crash sites and their intensity and frequency in terms of relative drunk driving cause, were delivered to area law enforcement agencies. This map can be used as an aid in determining where the major drunk driving corridors are.
- **Nature of Participation:** Linda and Joanne Ferrary were present at the press conference and delivered the maps to area law enforcement.

Date: March 21, 2007

Event: Mapping Press Conference

County: Dona Ana

- **Audience:** DWI Law enforcement and prosecutors
- **Description:** Specialized maps were developed to display the DWI activities of crashes, arrests, and even where the offenders live.
- **Materials Distributed:** Maps and handbooks to Law enforcement and prosecutor
- **Nature of Participation:** Set up press event and reception for TV and newsprint coverage.

Date: March 20, 2007

Event: Mesilla Valley Safety Council

County: Dona Ana

- **Audience: Enforcement, prosecutors, DWI activists**
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** Don't Blow It materials
- **Nature of Participation:** Share information about new materials and next Super Blitz

Date: March 22, 2007

Event: Promotoras Health Fair

County: Dona Ana

- **Audience:** Spanish speaking young Hispanic people along the border that are likely to come to Las Cruces for supplies and materials.
- **Description:** A health fair was provided for families along the border city of Polomas by the Southern NM Promotoras Bi-National group, .
- **Materials Distributed:** Kiss It Goodbye in Eng./Spanish, DWI Castigos, and key chains.
- **Nature of Participation:** Supplied materials for the Promotoras to distribute.

Date: March 23, 2007

Event: Meeting with Michelle Trujillo, Secretary, Chimayo Elementary School

County: Rio Arriba

- **Audience:** 55, ages 18-55
- **Description:** Meeting involved getting Kiss it goodbye handcuff keychains and other collateral to staff
- **Materials Distributed:** 55 Know the law, 55 Kiss it goodbye brochure, 55 Kiss it goodbye handcuff keychains
- **Nature of Participation:** Individual meeting with Ms. Trujillo who would place collateral in employee's mailboxes

Date: March 24, 2007

Event: Rod Runners Car Show

County: Dona Ana

- **Audience:** Young males mostly 18-45 years old
- **Description:** The Rod Runners Car Club holds their annual Car Show at the Field Of Dreams (sports stadium) parking lot. Over 100 classic cars are displayed for viewers to admire.
- **Materials Distributed:** Branded For Life and Don't Blow It brochures and key chains. Activity pages and crayons for children of young participants were available.

- **Nature of Participation:** A booth was set up with many program banners and tables with materials were set up. Discussion with many attendees about DWI prevention took place and contact with victims and offenders also.

Date: March 25-27, 2007

Event: Lifesavers

County: San Juan County

- **Description:** convention
- **Nature of Participation:** To learn further outreach strategies

Date: Mar. 26, 2007

Event: Sportsmen & Concerned Citizens of NM -- Scholarship Gospel Concert

County: Rio Arriba

- **Audience:** 250, ages: 6-65
- **Description:** Concert at Nat'l. Guard Armory
- **Materials Distributed:** 100 Know the law, 50 DWI HALT bumper stickers, 75 Kiss it Goodbye handcuff key chains, 50 Know what this is?
- **Nature of Participation:** Collateral table set up, announcements by emcee regarding DWI prevention and handing collateral to people.

Date: March 28th - March 31st

Event: NIJ Crime Mapping conference (Pittsburgh, PA)

County: Bernalillo

- **Audience:** Law enforcement, academics, researchers, crime analysts.
- **Description:** Present mapping methodology to the attendees of the conference and explain how it can be used in resource allocation and planning, and also to understand which corridors in a specific area are highly trafficked by drunk drivers.
- **Materials Distributed:** A powerpoint presentation was presented and printed copies were given out to those interested (25+ copies). In addition , maps were given to the director of the mapping division of the DOJ, staff of the FBI fingerprinting division, and copies will be mailed to Professor Ned Levine who is a pre-eminent figure in Crime travel routes.
- **Nature of Participation:** Thomas Beretich flew to Pittsburgh and attended relevant sessions as well as presenting to an audience his work on "Time and Location based inferred drunk driving routes.

Appendix B

Earned Media List, Q2 2007

Bernalillo County

- Staff Writers, "Justice Delayed," The Santa Fe New Mexican. January 21, 2007. p A.1
- T.J. Wilham, "Dwi Suspect Accused Of Removing Interlock ; Man Arrested For Eighth Time After Witness Reports Erratic Driving," Albuquerque Journal. January 30, 2007. p A.1
- Staff Writers, "Boys Get Hooters, Not It'z ; Man Was Drunk On Outing, Police Say," Albuquerque Journal, February 13, 2007. p A.1
- Natalie Storey, "Arrests Didn't Stop Dwi Suspect," The Santa Fe New Mexican. February 14, 2007. P. A.1
- Staff Writers, "Ignoring Dwi Charges Is Spitting Into Wind," Albuquerque Journal. February 15, 2007. p. A.10
- Jeff Proctor, "Defendant Served With Bench Warrant," Albuquerque Journal, February 16, 2007. P. B.2
- Staff Writers, "Woman Accused Of Her 4th Dwi ; Driver Had 2 Girls Ages 9, 10 In Car", Albuquerque Journal. February 20, 2007. p A.1
- Natalie Storey, "Reporting Dwi Gets Easier With A New Number,; The Santa Fe New Mexican. February 23, 2007. p C.1
- Jeff Proctor, "Latest Dwi Arrest Is Driver's 28th ; Repeat Offender On Parole, License Revoked Five Times," Albuquerque Journal. March 16, 2007, p A.1
- Michael Gisick, "Man Faces 28th DWI Charge," Albuquerque Tribune, March 16, 2007
- Barbara Ferry, "Dwi Victims Taking Their Story To National Tv," The Santa Fe New Mexican. March 22, 2007, p A.1

Doña Ana County

- DWIRC, Press Release, Mesilla Valley Balloon Rally, January 8, 2007
- Jose Medina, "Court ruling hinders DWI cases," *Las Cruces Sun-News*, January 9, 2007
- Michael Swickard Talk Show, Joanne and Rich Ferrary on Super Blitz and Binge and Underage Branded For Life, KNVA Radio, January 10, 2007
- Jim Lawitz editorial, "Let's not lose this tool against drunken drivers," *Las Cruces Sun-News*, January 11, 2007
- Richard Van Frank, Op-Ed, "Proving DW,I" *Las Cruces Sun-News*, January 12, 2007
- Amber Sullivan, Mesilla Valley Balloon Rally, KDBC-4, January 12, 2007
- Jaimie Rubenstein, Mesilla Valley Balloon Rally, KVIA -7, January 12, 2007
- Reporter unknown, Mesilla Valley Balloon Rally, KTSM -9, January 12, 2007
- Jenn Kistler, "Liftoff!" (Mesilla Valley Balloon Rally) *Las Cruces Sun-News*, January 14, 2007
- RoundUp, Huston Shoulders, "Juarez: A guide to keeping safe," *Las Cruces Sun-News*, January 22, 2007
- DWIRC, Press Release, "DWI Super Blitz on February 9-25," February 6, 2007
- Reporter unknown, Coverage about urinal cakes with Albuquerque, Footage from bar, KTSM -9, February 15, 2007
- AP, "Talking urinal cakes give DWI warnings," *Las Cruces Sun-News*, February 15, 2007
- AP "State making DWI a No. 1 priority," *Las Cruces Sun-News*, February 16, 2007
- Jaimie Rubenstein, Interview of Tom Trowbridge about urinal cakes, KVIA -7, February 17, 2007
- Jose Medina, "Cruces men will get an earful from talking urinal," *Las Cruces Sun-News*, February 18, 2007
- Interview of Joanne Ferrary and DA about urinal cakes, KDBC -4, February 18, 2007
- Jim Lawitz, editorial, "Talking urinals waste of money," *Las Cruces Sun-News*, February 20, 2007
- Charles Comer, "Minding Your Business" Joanne and Rich Ferrary guests to talk about DWI efforts in DAC and Binge and Underage Drinking, KRWG -22, March 2, 2007

- Nadia Molina, op-ed, "Stiffen DWI laws," *Las Cruces Sun-News*, March 11, 2007
- Jenn Kistler, "Victim's mom crusades vs. binge drinking," *Las Cruces Sun-News*, March 16, 2007
- DWIRC, Press Release, "DWI Super Blitz and New DWI Crash Maps to be presented to Law Enforcement," March 16, 2007
- AP, "Six-year sentence dismays DWI crash victim's family," *Las Cruces Sun-News*, March 18, 2007
- AP, "Police calls up slightly," *Las Cruces Sun-News*, March 20, 2007
- Jaimie Rubenstein, Coverage of DWI Mapping for enforcement, KVIA -7, March 21, 2007
- Reporter unknown, Coverage of DWI Mapping for enforcement, KFOX-14, March 21, 2007
- Reporter unknown, Coverage of DWI Mapping for enforcement, KTSM -9, March 21, 2007
- Reporter unknown, Coverage of DWI Mapping for enforcement, KDBC -4, March 22, 2007
- Reporter unknown, Coverage of DWI Mapping for enforcement, KVIA-7, March 22, 2007
- Jose Medina, "North Main leads DWI wreck list, Cops:Maps help catch drunks," *Las Cruces Sun-News*, March 22, 2007
- Nadia Molina, Op-Ed, "Spring Break Safety," *Las Cruces Sun-News*, March 22, 2007
- Police briefs, "DWI efforts tally up several arrests, citations," *Las Cruces Sun-News*, March 23, 2007
- Cartoon on mapping by Diven, *Las Cruces Sun-News*, March 25, 2007

McKinley County

- Ender Kirin, "Students, citizens march for DWI awareness". The Gallup Herald, March 26, 2007
- Bill Donovan, "A SADD Day", The Gallup independent, March 26, 2007

Rio Arriba County

- DWIRC/NMDOT, Interlock ad with paragraph recognizing the Rio Arriba County Sheriff's Dept. DWI Unit, *Norteno Magazine - Lifestyle of Northern New Mexico*, 5th Anniversary Issue, March 2007
- Robert A. Naranjo, :30 sec PSA Holiday Superblitz, KDCE 950 AM, Serving Espanola, Santa Fe, Los Alamos, Taos & Northern NM. Dec. 22 '06 - Jan. 7, '07
- Ray Casias, DJ, Daily Holiday Superblitz Mentions on "Calendario Social" (area calendar of events read on radio), KDCE 950 AM, Dec. 22, '06 - Jan. 7, '07
- Robert A. Naranjo,:30 PSA Superblitz - "Always remember in February, It's Chocolate Bars, Not Behind Bars," KDCE 950 AM, Feb. 9, '07 - Feb. 25, '07
- Ray Casias, DJ, Daily Superblitz Mentions on "Calendario Social" (area calendar of events read on radio), KDCE 950 AM, Feb. 9, '07 - Feb. 25, '07
- Robert A. Naranjo, :30 Second PSA Superblitz - "Don't end up in the Paddy Wagon on St. Paddy's," KDCE 950 AM, March 16, '07 - April 1, '07
- Ray Casias, DJ, Daily Superblitz Mentions on "Calendario Social" (area calendar of events read on radio), KDCE 950 AM, March 16, '07 - April 1, '07

San Juan County

- Rhys Sanders, Man gets 3 years for 9th DWI; another admits to 11th, Farmington Daily Times, Feb 2, 2007
- Rhys Sanders, Man arrested for 10th DWI, Farmington Daily Times, Feb 3, 2007
- Rhys Sanders, Drunken driver sentenced to four weekends in jail, Farmington Daily Times, Feb 7, 2007
- Relatives of crash victims ask council to act on DWI laws, Farmington Daily Times, Feb 9, 2007
- Radio station local DJ announcement of Superblitz, KDAG, KRWN, KTRA, KAZX, Feb 10, 2007
- Lisa Meerts, DWI issue improving but much still to be done, Farmington Times, Feb 11, 2007
- Rhys Sanders, Man convicted of fourth DWI, court ignores 7 priors, Farmington Daily Times, Feb 13, 2007

- KOBF, Valentine's Day Superblitz, Feb 14, 2007
- Radio station local DJ Superblitz announcement, KDAG, KRWN, KTRA, KAZX, Feb 17 (second local announcement)
- Andrea Koskey, Liquor license: Over the Limit, Farmington Daily Times, Feb 19, 2007
- Rhys Sanders, Man sentenced to more than 2 years for fifth DWI, Farmington Daily Times, Feb 22, 2007
- Felicia Fonseca, New Mexico announces shortcut to DWI hot line, Farmington Daily Times, Feb 23, 2007
- Rhys Sanders, Drunken driver sentenced to three years in prison, Farmington Daily Times, Feb 27, 2007
- Police put DWI Super Blitz into effect, Farmington Times, Mar 3, 2007
- Radio station local DJ announcement of checkpoint, KDAG, KRWN, Mar 16, 2007