

NMDOT Quarterly Report Form

Fiscal Year: 2007
Fiscal Quarter: Third Quarter

Contract Hours:

Name	County	Contract Hours
Thomas Beretich	Bernalillo	332
Joanne Ferrary	Dona Ana	266
Cynthia Sanders	McKinley	277
Edmund Yazzie	Navajo Nation	170
Robert Naranjo	Rio Arriba	195
Dee Chavez	San Juan	211
Shannon Johnston	Project Manager	218
Valerie Arbogast	Bookkeeper	136
Linda Atkinson	Executive Director	306

Synopsis of Quarterly Activities and/or Successes:

Bernalillo County

During this quarter there was a heavy emphasis on explaining to law enforcement the direct effect that proactive DWI arrests have on crash numbers and reactive arrests (crash-involved). The relative isolation of Rio Arriba county and the dramatic increase in DWI arrests allowed us to convincingly understand the effects that arrests numbers have over time on crash rates. We applied this methodology to Dona Ana county and got similar metrics. We will continue to do this in other counties. Also, the introduction of geospatial DWI crash maps to law enforcement last year is starting to show the first dividends in that the Center is beginning to receive unsolicited requests from law enforcement agencies for additional maps. Use of the maps and analysis will include justification for checkpoints in court, deployment of checkpoints, comp-stat presentations and general awareness amongst law enforcement. Finally, the 100 Days of Summer materials were accepted freely by area alcohol establishments with little or no push back, indicating a general acceptance of continued efforts to reduce drunk driving. Two bars have closed and another one won't open.

Dona Ana County

The 100 Days and 100 Nights of Summer is a good campaign and provided continuity and consistency for the billboards, advertising and local events messages. We had great coverage of the 100 days/nights kick-off with the support of all the enforcement agencies and fire department. Materials developed for the bars and restaurants were well received and many managers were familiar with the campaign after seeing on TV. All three TV stations covered the story as well as the Las Cruces Sun News and the Bulletin. Events such as the Every 15 Minutes program, Gus Macker and Crime Victim's Rights Week gave added opportunities to reach more people and for media exposure. The coordination of media advertising and the materials we had, provided a synergy for our DWI message. The Billboards and radio commercials continued to support our local initiatives.

McKinley County

The summer months in McKinley County were quite busy. A lot of opportunities have arisen from meeting Bernadette Fontenelle at the health fair. The Lions Club Rodeo was very successful and was one of the biggest projects this quarter. The Press conference for the command Unit went very well and generated quite a bit of media attention.

Rio Arriba County

In addition to activities involving the dissemination of anti-DWI collateral materials in Rio Arriba County, earned media successes continue largely through the local radio station, KDCE 950 AM serving Espanola, Santa Fe, Los Alamos, Taos & Northern New Mexico. This 3rd Quarter, however, a front-page story in the Rio Grande Sun, "Drunk Drivers Beware" (by Sarah Welsh) in the April 12, 2007 issue, was published. I've been asking SUN assignments editor, Kevin Bursett, for a DWI story since 2006 and he had been assuring me there would be one. The DWI Resource Center was contacted for this story and Linda Atkinson and Tom Beretich were quoted for the story. On June 14, 2007, the Rio Grande Sun published a picture provided by me of the four Rio Arriba County DWI Unit deputies with Governor Richardson entitled "DWI Deputies Mug With Governor." The photo was taken at the "100 Days & Nights of Summer" Kickoff Press Conference held at the Capitol Building in Santa Fe.

San Juan County

Like other counties, the summer months are busy in San Juan, featuring a broad range of community events and outreach opportunities. In keeping with the directive to focus more on faith outreach, had moderate success in distributing materials during the Good Friday Catholic Church service. The Ty Wayborn Memorial Rodeo was a particularly effective event, as the rodeo itself is named after a DWI victim. The primary success in San Juan County continues to be the inter-agency communication between the DWI outreach coordinator, the DWI Planning Council, the San Juan County Partnership, MADD, and the CDWI task force. Regularly scheduled meetings insure that all DWI stakeholders are apprised of one another's activities and given the opportunity for participation, critique, and cooperation.

Challenges/Issues:

Bernalillo County

I believe the biggest challenge in the future will be to have an adequately trained analyst at the disposal of law enforcement to assist in allocation of limited law enforcement resources. Currently, it appears that money is more readily invested in concrete assets such as hardware and software, and less in intelligence and manpower at law enforcement agencies. Angel Torres, Bernalillo County DWI Sergeant, has also indicated that challenges remain with regard to the disposition of DWI court cases at Metro Court. Deputies continued to be challenged by multiple requests for hearing changes, which causes unnecessary time of the streets and overtime duty for arresting deputies.

Dona Ana County

The Municipal Court continues to challenge the efforts of the City Prosecutors and LCPD with technical disqualification of evidence or procedures. The efforts to put together a court advisory committee has chilled after the Municipal Court stopped the efforts to have an amnesty period to encourage violators to pay up their fines and fees. The Courts opposing attitude is stated again. Cases in which Al Duran is the defense attorney, the Judges appear to cite some extreme technicality and ultimately dismiss the case. The City is attempting to audit the Court that refuses to submit any accountability. We hope that this will bring some clarity to what has been going on with cases also. DASO continues to be difficult to reach or get return calls. Coordinator just leaves messages or email. Coordinator gets the checkpoint schedules, but when she checks to see where they are going to be held so she can be present she does not get calls returned.

McKinley County

Coordinator still faces challenges of working with people who fail to meet their planning obligations, and events which fail to occur as planned. Despite substantial planning with law enforcement, the Flea Market kickoff never happened. The DWI memorial for the victims of DWI did not occur because law enforcement did

not have enough personnel. Coordinator has faced issues with Safer New Mexico with regard to obtaining sufficient collateral to pass out at events. Coordinator often does not have enough collateral to hand out, and results in being judicious when handing out limited supplies. Coordinator often relies on other agencies to provide her with items to hand out.

Rio Arriba County

Getting earned media from TV, newspapers, etc. continues to be challenging. Coordinator understands some DWI coordinators have actually written DWI related stories that have gone unpublished by newspapers in their respective counties. For my part, I've found that "playing photo-journalist" and taking digital pictures to e-mail to the press has helped. Many times local reporters are not sent to an event and following up with the Rio Grande Sun's assignments editor (Kevin Bursett) has helped establish a working relationship with a newspaper that is known for publishing mostly negative stories about the area. The Albuquerque Journal North and the Santa Fe New Mexican usually send reporters to every DWI related event.

San Juan County

Because DWI personnel at the San Juan County Sheriff's Office has undergone a 100 percent turnover, the major challenge in San Juan County continues to be communication with the new lieutenant in charge of DWI operations. Repeated attempts to meet with Lt. Keys have resulted in canceled meetings, missed appointments, and a general lack of interest in open communication. Lt. Keys has disallowed distribution of collateral at checkpoints due to what he cites is a "litter" issue, and deputies have reported personality conflicts with the new lieutenant as well.

Appendix A

Five-County DWI Outreach Activities, Q3 2007

Date: **April 1st - June 30th**
Event: **Branded for Life**
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 career-wise, etc.
- **Materials Distributed:** Branded for life bookmarks, posters, table tents, as well as, bumper stickers, key chains, and other printed materials that were deemed appropriate for the intended audience.
- **Nature of Participation:** Thomas Beretich will go to area bars, restaurants, student hangouts, bookstores and libraries and speak with managers and owners about the importance of their help in getting this information into the hands of students and all readers.

Date: **April 1st – June 30th**
Event: **San Juan Map**
County: **Bernalillo**

- **Audience:** San Juan Public
- **Description:** A map similar to the ones delivered to McKinley, Bernalillo and San Juan County will be finished and delivered to Dee Chavez.
- **Materials Distributed:** San Juan Map.
- **Nature of Participation:** Map building and creation, delivery of map to San Juan County Outreach Coordinator Dee Chavez.

Date: **April 6, 2007**
Event: **Good Friday Church Gatherings**
County: **San Juan**

- **Attendees:** 200
- **Audience:** 40% target audience
- **Event Description:** Good Friday Catholic church service
- **Materials distributed:** YDYDYL
- **Nature of Participation:** To post material on bulletin boards and distribution to attendees of services

Date: **April 12, 2007**
Event: **Every 15 Minutes**
County: **DA**

- **Audience:** Young adults and families
- **Description:** The Every 15 Minutes program was held at the Hatch HS. Many groups including enforcement, EMS, Fire Dept. Teen Court, Mesilla Valley DWI Resource Center, etc work together to bring a mock crash situation that is followed up with a funeral assembly the next day.

- **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. The hand-cuff key chains and key tags were handed out also.
- **Nature of Participation:** We initiated a town hall meeting that included the parents and students, We had a good turnout of at least 40-50 people with a discussion period after showing the Safe Teen production Party 101 – Consequences.

Date: April 13, 2007

Event: Ty Waybourn Memorial Rodeo

County: San Juan

- **Attendees:** 300
- **Audience:** 50% target audience
- **Event Description:** Memorial rodeo for DWI victim
- **Materials distributed:** YDYDYL
- **Nature of Participation:** Front door distribution

Date: April 13,14, 2007

Event: Big Hoops Basketball Showcase

County: DA

- **Audience:** High School Senior Basketball players.
- **Description:** Packet of materials with information on how alcohol effects athletic abilities, etc and the importance of being drug and alcohol free were distributed.
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Share information with student athletes and their parents

Date: April 16, 2007

Event: Underage Drinking Prevention Coalition (UDPC)

County: DA

- **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: April 17, 2007

Event: Mesilla Valley Safety Council (MVSC)

County: DA

- **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 SuperBlitz

Date: April 19, 2007

Event: DWI Planning Council Meeting

County: McKinley

- **Audience:** Planning Council members
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Attended the DWI Planning Council meeting. We voted on the budget and talked about upcoming NEW money. We discussed the new compliance officers for the Magistrate Court and the new forfeiture of the cars.

Date: April 22, 2007

Event: Checkpoint

County: McKinley

- **Audience:** McKinley County residents and visitors.
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI# bumper stickers
- **Nature of Participation:** Attended a checkpoint with the NMSP on NM 566 and handed out DWI bumper stickers.

Date: April 25, 2007

Event: Checkpoint

County: McKinley

- **Audience:** McKinley County residents and visitors
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI # bumper stickers and DWI penalty cards.
- **Nature of Participation:** Attended a Big checkpoint on I-40. We started the checkpoint stopping the westbound traffic. It got too busy and was getting dangerous. We then changed to other side of interstate and stopped the eastbound traffic. I handed out materials to people that stopped at the checkpoint.

Date: April 27, 2007

Event: Regional DWI Seminar

County: McKinley

- **Audience:** Law Enforcement officers, attorneys and Judges
- **Description:** Training-Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Attended the Regional DWI seminar for McKinley County.

Date: April 27, 2007

Event: 28th Annual Apple Blossom Contest Pow Wow

County: San Juan

- **Attendees:** 400
- **Audience:** 50% target audience
- **Event Description:** Pow Wow and dance contest
- **Materials distributed:** YDYDYL and Branded
- **Nature of Participation:** Coordinated with organizers to have material on resource table

Date: April 28, 2007

Event: Checkpoint

County: **McKinley**

- **Audience:** McKinley county residents and visitors.
- **Description:** Marketing Collateral
- **Materials Distributed:** none
- **Nature of Participation:** Drove to attend the checkpoint that was scheduled to honor DWI victims. The checkpoint was cancelled because of lack of man power.

Date: **April 28,29, 2007**

Event: **Gus Macker 3 on 3 Basketball Tournament**

County: **DA**

- **Audience:** Young males 10-35 years who play basketball
- **Description:** Tournaments of 3 players compete in two day marathon.
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Booth with information to give to participants and discuss DWI and alcohol use by underage group,, Binge and Underage drinking and driving

Date: **May 2, 2007**

Event: **SAC Town Hall Meeting**

County: **DA**

- **Audience:** Coordinators from County DWI Prevention groups as well as Health Dept. staff.
- **Description:** Panel presentations on DWI laws and the effectiveness of policy change.
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Speaker/Presenter

Date: **May 3, 2007**

Event: **Rio Grande Safe Communities Coalition Forum**

County: **DA**

- **Audience:** Enforcement, ATF, and DWI activists
- **Description:** Forum to effect change through policy for our Bi-National, Tri-City area to stop DWI and underage drinking.
- **Materials Distributed:** Branded For Life materials
- **Nature of Participation:** Share information about new ideas for bringing vehicle forfeiture to El Paso and Sunland Park. Also to share policy changes and the many facets in reducing Binge and Underage drinking.

Date: **May 5, 2007**

Event: **Cinco de Mayo – Gracias Roberto**

County: **Bernalillo**

- **Audience:** Hispanic families, immigrant community in Bernalillo. Approx 5,000 attendees.
- **Description:** Outdoor Concert celebrating Cinco de Mayo
- **Materials Distributed:** 40 skeleton posters, 75 DWI Castigos, 52 Reconoce estos caballeros?, 150 Report DWI bumper stickers, 250 Report DWI clear stickers, and 400 #DWI key chain attachments.
- **Nature of Participation:** Set up collateral table with NMDOT and interlock device vendors. I stood in front of the booth and handed material out -- it worked much better than sitting and waiting for people to pick up collateral on their own. The ability to speak Spanish is definitely a must for this event.

Date: May 5, 2007
Event: Presentation to Mayfield HS Driver's Ed Classes
County: DA

- **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: May 5, 2007
Event: Cinco de Mayo
County: McKinley

- **Audience:** Visitors and residents of McKinley County
- **Description:** Marketing Collateral
- **Materials Distributed:** Handcuff key chains, DWI# bumper stickers, windshield stickers, key tags, and stickers for kids.
- **Nature of Participation:** Set up a booth and talked to people and passed out DWI items

Date: May 6, 2007
Event: Hispanic Fair
County: San Juan

- **Attendees:** 250
- **Audience:** 30% target audience
- **Event Description:** Hispanic fair in celebration of Cinco de Mayo
- **Materials distributed:** YDYDYL
- **Nature of Participation:** Distribution of material within fair and at food booths

Date: May 12, 2007
Event: Gallup Flea Market
County: McKinley

- **Audience:** residents and visitors of McKinley County
- **Description:** Marketing Collateral
- **Materials Distributed:** key tags, windshield stickers and bumper stickers.
- **Nature of Participation:** Walked around the flea market and passed out items

Date: May 12, 2007
Event: Family Fun Fest
County: McKinley

- **Audience:** children and adults of McKinley County
- **Description:** Marketing Collateral

- **Materials Distributed:** Handcuffs, key tags, DWI bumper stickers, windshield stickers and kids items
- **Nature of Participation:** Set up a booth and handed out items to children and their families

Date: May 13, 2007

Event: Spring Fling and Chili Cookoff

County: San Juan

- **Attendees:** 200
- **Audience:** 20% target audience
- **Event Description:** Outdoor recreation vendors and chili cook off
- **Materials distributed:** YDYDYL
- **Nature of Participation:** Material distributed at entrance

Date: May 15, 2007

Event: Mesilla Valley Safety Council

County: DA

- **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: May 16, 2007

Event: RMCH Health Fair

County: McKinley

- **Audience:** residents and visitors of McKinley County
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI key tags, Drug Free workplace materials, branded book marks, DWI pens, DWI window stickers, Bumper stickers, Native American rack cards, and buckle up key chains.
- **Nature of Participation:** Set up a booth with the MCSO and handed out items.

Date: May 17, 2007

Event: DWI Planning Council

County: McKinley

- **Audience:** DWI planning council members and non-members
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Attended meeting. Discussed budget and the Court Monitoring of the Court. Paul announced that MADD had the contract. We discussed hiring 4 probation officers for Magistrate Court. Pete Kassetas, the NMSP captain is concerned because the Court needs to be monitored. The Judges have not been cooperative.

Date: May 18, 2007

Event: Run for the Wall

County: McKinley

- **Audience:** Residents and visitors of McKinley County, 2000
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI key tags, DWI pens, DWI bumper stickers, DWI window stickers
- **Nature of Participation:** Set up booth and handed out materials

Date: May 20, 2007

Event: 6th Annual Relay for Life Car Show

County: McKinley

- **Audience:** Residents and visitors of McKinley County, 200
- **Description:** Marketing collateral
- **Materials Distributed:** Native American rack cards, Book marks and key chains
- **Nature of Participation:** Walked around and passed out materials

Date: May 21, 2007

Event: UDPC

County: DA

- **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: May 22, 2007

Event: Hands Across Cultures FOCUS Town Hall Meeting on Youth

County: Rio Arriba

- **Audience:** 60, ages: 14-45
- **Description:** Town Hall meeting on youth issues
- **Materials Distributed:** 25 click it..., 25 handcuff key chains, 50 Know the law, 5 skeleton posters, 50 #DWI bumper stickers, and 50 #DWI key chain attachments.
- **Nature of Participation:** Collateral table set up, 20 minute presentation on DWI to group and personally handed out material to audience.

Date: May 27, 2007

Event: Balloon Festival

County: San Juan

- **Attendees:** 150
- **Audience:** 30% of target audience
- **Event Description:** Hot Air balloon launch and celebration
- **Materials distributed:** YDYDYL and Branded material with handcuff keychains and balloons
- **Nature of Participation:** Distribution of material and to hang banners from vehicle

Date: May 25-28, 2007

Event: Southern NM Wine Festival

County: DA

- **Audience:** Young people ages 21-45yrs.

- **Description:** Wine tasting expo held at the Southern NM State Fairgrounds, Entertainment, classes on wine tasting, etc.
- **Materials Distributed:** Branded For Life materials and #DWI Drunk Busters program
- **Nature of Participation:** Public awareness and reminders not to drink and drive

Date: May 28th- May 30th

Event: Albuquerque Wine Festival

County: Bernalillo County

- **Audience:** Wine-drinking public of Albuquerque Metro
- **Description:** Wine festival showcases New Mexico Wine growers, distributors and drinkers.
- **Materials Distributed:** All available DWI materials that are acceptable to the wine festival organizers.
- **Nature of Participation:** Banners at event and handout material given to attendees by organizers and their staff.

Date: June 2007

Event: Riverfest Summer Celebration along the river

County: San Juan

- **Attendees:** 300
- **Audience:** 30% target audience
- **Event Description:** Music and entertainment in a fair setting
- **Materials distributed:** YDYDYL material with safer key chains and placed table tents in food area
- **Nature of Participation:** Volunteers distributed material

Date: June 1, 2007

Event: Press Event 100 Days and Nights of Summer Campaign

County: DA

- **Audience/Participants:** Enforcement, Fire Dept. and DWI activists.
- **Description:** Press Conference to raise awareness of new enforcement campaign for the summer.
- **Materials Distributed:** 100 Days and 100 Nights of Summer posters, table tents, Frisbees, etc.
- **Nature of Participation:** Police cars, fire trucks, DWI command units, motorcycles were displayed as well as many enforcement representatives to share their plans for the 100 days/ nights campaign.

Date: June 1, 2007

Event: DWI Planning Council Meeting

County: Rio Arriba

- **Audience:** 10, ages: 21-50
- **Description:** Rio Arriba County DWI Prevention Program DWI Planning Council Meeting
- **Materials Distributed:** 4 YDYDYL license plates to County staff, 10 handcuff key chains, and 50 Know the law left in office.
- **Nature of Participation:** After DWI Planning Council meeting, visited with reception staff at the RAC Detention Center and handed out collateral.

Date: June 1, 2007
Event: Roadblock/Super blitz
County: McKinley

- **Audience:** Residents and visitors of McKinley County
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI Bumper stickers and windshield stickers
- **Nature of Participation:** Attended a roadblock with the NMSP, MTD, and the Navajo Police. The roadblock was at US 491 just right before the San Juan border. This was a really good location. A lot of people were caught off guard and were happy in what we were doing. There were several Navajo PD officers present and that is a really good turnout for that many to participate. I handed out materials to stopped motorists.

Date: June 2, 2007
Event: Aztec Days
County: San Juan

- **Attendees:** 500
- **Audience:** 40% of target audience
- **Event Description:** Summer celebration with carnival
- **Materials distributed:** YDYDYL and Branded material
- **Nature of Participation:** Distributed material to carnies to be given with prizes and distributed at front gate of carnival

Date: June 5, 2007
Event: Weed & Seed Block Party and Dedication
County: DA

- **Audience:** Community leaders and area residents and their children.
- **Description:** Materials for students and parents on DWI and Underage Drinking..
- **Materials Distributed:** 100 Day/Nights of Summer
- **Nature of Participation:** Gave away materials, discussion with parents about underage drinking prevention, and speaking with Mayor and other city council members about DWI problems especially in the Courts.

Date: June 8, 2007
Event: Roadblock
County: McKinley

- **Audience:** residents and visitors of McKinley county
- **Description:** Marketing Collateral
- **Materials Distributed:** the 100 days of summer rack cards
- **Nature of Participation:** Attended roadblock with the NMSP and the SID Officers. The roadblock was on Td Rd 602 and Jct. 564. Spoke to Philoma Singer, the new SID agent about distributing the coasters to local bars. Talked to her supervisor and he thought it would be a great idea and good PR for her.

Date: June 9 - 16, 2007
Event: Lions Club Rodeo
County: McKinley

- **Audience:** Residents and visitors of McKinley County, 3K – 10K people nightly
- **Description:** Event
- **Materials Distributed:** Balloons, Bags, made up with shirts, DWI bumper stickers, DWI pens, handcuffs, and book marks.
- **Nature of Participation:** Made arrangements for the NMSP, MTD, and MCSO to participate in parade. We had all LEA units along with a float with a person in a jail suit sitting on a table with handcuffs on. We sat in the back and threw out the bags. The MTD had their big sign that flashed you drink, you drive, you lose.

Date: June 18, 2007

Event: UDPC

County: DA

- **Audience:** Enforcement, DWI activists
- **Description:** Monthly meeting to exchange and coordinate activities
- **Materials Distributed:** 100 Days /Nights of Summer
- **Nature of Participation:** Development of agenda and plans for Forum on Policy Change

Date: June 21, 2007

Event: Meeting to initiate Municipal Court Advisory Committee

County: DA

- **Audience:** City Attorney Fermin Rubio, City DWI Prosecutor, Ed Beckett, LCPD Lt. Chris Miller.
- **Description:** Meeting to discuss strategy to include the Municipal Judges Miller Byrnes, and Locatelli in an Advisory Group that would help facilitate process and communication between police, court and city attorney's office..
- **Materials Distributed:** None
- **Nature of Participation:** Organized initial meeting. Follow up in August after a former Dist. Judge has been approached to be the committee chair.

Date: June 21, 2007

Event: DWI Planning Council

County: McKinley

- **Audience:** DWI planning council members and non-members
- **Description:** Meeting
- **Materials Distributed:** none
- **Nature of Participation:** Attended the DWI planning council meeting. Went early to meet with Anthony and Roxanne about the press release. We urged members of the Council to attend.

Date: June 23, 2007

Event: Underage Drinking Town Hall Meeting

County: McKinley

- **Audience:** parents and students, about 20 people
- **Description:** Presentation
- **Materials Distributed:** none
- **Nature of Participation:** Attended the Town hall meeting. There were probably only 8 adults in attendance. They showed ads on how the liquor industry is enticing kids with promotions that

target kids. I asked the kids how we can prevent underage drinking. They all answered that they need somewhere to go and something to do in Gallup. They put on a great presentation.

Date: June 25, 2007
Event: Press Conference
County: McKinley

- **Audience:** Residents, officials, LEA's and visitors, 75 people.
- **Description:** Media Event
- **Materials Distributed:** pens, stickers, handcuffs, DWI key tags, Frisbees and T-shirts
- **Nature of Participation:** Attended the press conference for the Mobile command unit. Set up a booth and passed out items. The county provided much of the hand outs. I was depleted from the Rodeo. There was a very good turnout. Radio, TV and newspaper were all present.

Date: June 26, 2007
Event: Dona Ana Reactive-Proactive Arrests Metrics Presentation
County: Bernalillo County

- **Audience:** Dona Ana Law Enforcement NMSP, LCPD, Sheriff, etc.
- **Description:** Using proactive/reactive analysis started with Rio Arriba, reapply to Dona Ana county to see how proactive arrests influence reactive arrests (numbers).
- **Materials Distributed:** Power Point Presentation.
- **Nature of Participation:** A power point presentation was given to area law enforcement that describes how their efforts translate into lower crash numbers and/ or avoided crash numbers.

Date: June 29, 2007
Event: Checkpoint
County: McKinley

- **Audience:** residents and visitors of McKinley County.
- **Description:** Marketing Collateral
- **Materials Distributed:** DWI Bumper stickers and 100 days of summer literature
- **Nature of Participation:** Attended checkpoint with the NMSP. The checkpoint was located on St Rd 602. Was held with the MTD.

Date: June 30, 2007
Event: Checkpoint
County: McKinley

- **Audience:** Residents and visitors of McKinley County
- **Description:** Marketing Collateral
- **Materials Distributed:** 100 days of summer pamphlets
- **Nature of Participation:** Attended checkpoint with the MCSO. The checkpoint was in Thoreau and we used the new command unit.

Date: June 30, 2007
Event: Gallup Flea Market
County: McKinley

- **Audience:** Residents and visitors of McKinley County, 2000 people.

- **Description:** Marketing Collateral
- **Materials Distributed:** 100 days of summer rack cards
- **Nature of Participation:** Walked and handed out rack cards to people.

Appendix B

Earned Media List, Q3 2007

Bernalillo County

- 5/6/07 – “The Soaring Cost of Serving Hard Liquor,” *The Santa Fe New Mexican*. p. A.1
- 4/20/07 - Prior Offenders Suspected of DWI ; Men Have 13 Convictions, T.J. Wilham. *Albuquerque Journal*. p. B1
- 4/20/07 - Prior Offenders Arrested on DWI Charges, T.J. Wilham. *Albuquerque Journal*. p. B.1
- 4/6/07 - Papst Lied On License Form ; 'No' Box Checked For Previous DWIs, *Albuquerque Journal*. p. 1
- 4/4/07 - Take Keys Away From 16 Drunken Drivers, *Albuquerque Journal*. p. A.10

Doña Ana County

- 6/01/07. 100 Days and 100 Nights of Summer Campaign kick-off KINT TV
- 6/01/07. KDBC TV, KTSM TV, KVIA TV“
- 5/30/07. KNVA Michael Swickard Talk Show – Joanne and Rich Ferrary on Super Blitz and Binge and Underage Branded For Life
- 4/06/07. LCPD Checkpoints Las Cruces Sun News (LCSN)
- 4/07/07. Richardson signs DWI laws LCSN
- 4/15/07. Aggie Days Event – LCSN
- 4/26/07. Man charged with 8th DWI LCSN
- 4/27/07. Responsible drinking guest editorial LCSN
- 5/07/07. State, local traffic fatalities decline from '06 LCSN
- 5/07/07. Dad faces DWI, child abuse charges LCSN
- 5/09/07. Teen forum to focus on teen crashes LCSN
- 5/10/07. Las Cruces' Most Wanted LCSN
- 5/10/07. Forum let down or some LCSN
- 5/16/07. Police to conduct DWI checkpoint LCSN
- 5/18/07. Teen drinks into coma (and survives) LCSN * Interview
- 5/19/07. Editorial- Celebrate responsibly LCSN
- 5/20/07. Click It or Ticket LCSN
- 5/24/07. Police prepare for holiday patrols LCSN
- 5/27/07. Time to tip your glass Sothern NM Wine festival LCSN
- 5/31/07. Teens target teens in video fighting drunk driving LCSN
- 6/01/07. Law enforcement plans summer-long blitz LCSN
- 6/07/07. Park dedicated to founders of weed & seed LCSN
- 6/08/07. 100 Days of Summer to enforce DWI and traffic safety LC Bulletin
- 6/12/07. Is It Safe to live in NM? Editorial LCSN
- 6/18/07. Court stops city's annual Amnesty Week LCSN
- 6/23/07. Police dispute tangles in traffic records -Guest editorial Daryl Hall
- 6/24/07. Traffic patrol too small - Guest editorial Daryl Hall
- 6/24/07. County official on leave for DWI * Interview
- 6/25/07. Sheriffs ahead of police in nabbing speeders - Guest editorial Daryl Hall
- 6/27/07. Upcoming DWI checkpoints LC Bulletin
- 6/28/07. Road watchers inundate DWI hotline LCSN * Interview
- 5/30/07. 100 Days and Nights of Summer
- 6/23/07. Mesilla Valley Safety Council Awards Luncheon -DWI RC Presentation

McKinley County

- Gallup Independent published the results of the Lions Club Rodeo Parade. We tied with 1st place with the Zuni marching band.
- The Gallup Independent and the Gallup Herald published articles on the press release for the McKinley County Sheriff's command unit.
- The DWI Resource Center was in the program for the Lions Club Rodeo.

Rio Arriba County

- 4/2/07 – 6/29/07. Ray Casias, KDCE Radio "Morning Man", Calendario Social (Social calendar) Monday – Friday, Superblitz mentions and 100 Days & Nights of Summer mentions and other law enforcement announcements. KDCE 950 AM.
- 4/12/07 Sarah Welsh, "Drunk Drivers Beware", *Rio Grande Sun*,
- 6/7/07 Stephen Babcock, "County to Give Funds for DWI Cop," *Rio Grande Sun*.

San Juan County

- 4/2/07 Farmington Times, AP, Richardson signs bills to fight drunken driving
- 4/5/07 Farmington Times, Editorial, She was only 16; but a vodka bottle later, she's dead
- 4/7/07 Farmington Times, Patrick Ronan, Raising awareness with rodeo
- April 12-17, 2007 Radio Announcement on local radio stations regarding Community Alcohol Forum.
- 4/13/07 Farmington Times, Event Announcement, DWI Community Forum slated next Tuesday
- 4/13/07 Farmington Times, Local/State, Simulated Trauma (Every 15 minutes)
- 4/14/07 Farmington Times, Patrick Ronan, A fitting beginning (Ty Waybourn rodeo)
- 4/14/07 Farmington Times, Letters to the Editor, DWI related deaths have lasting effects
- 4/15/07 Farmington Times, Andrea Koskey, DWI forum on Tuesday at Farmington Public Library
- 4/15/07 Farmington Times, Viewpoint, Rob Mitchell, DWI: A Community Fight
- 4/16/07 Farmington Times, Cory Frolik, A late night knock at the door
- 4/15/07 Farmington Times, Editorial, Entire community needs to battle DWI problems
- May 21 – 29 Radio Announcement on local radio stations regarding Memorial Day Superblitz
- May 25&26 Radio Announcement on local radio stations regarding Topsy Tow by AAA
- 6/1/07 Print Article, Farmington Times, Barry Massey, Law Enforcement plans summer long DWI blitz