

'85 - '86 Edition

Resource Manual
for Local Broadcast
Campaigns



*A National Responsibility
...A Local Solution*



NATIONAL ASSOCIATION OF BROADCASTERS

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for Local Broadcast
Campaigns



*A National Responsibility
...A Local Solution*



National Association of Broadcasters
1771 N Street, NW
Washington, DC 20036

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Washington, DC 20036
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Introduction



THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

Dear NAB Members:

In the last decade more Americans have died in drunk driving crashes than were killed in all foreign wars combined. This is a national tragedy that we as Americans can no longer tolerate.

The anti-drunk driving program has become a rallying point for all levels of government and citizens groups across the country. The National Association of Broadcasters has been in the forefront of these efforts by helping spotlight the problem and the efforts made to combat it.

Each year nearly 8,000 young people between the ages of 15 and 24 are killed in auto crashes where alcohol is involved and nearly a quarter of a million young men and women are injured. We are making a concentrated effort to reach young people with our message and, here again, the National Association of Broadcasters provided an excellent service. Our Stevie Wonder musical video, "Don't Drive Drunk," which NAB distributed to all its member stations, was the first musical video ever used for a public service announcement.

The war against drunk driving has not been won, but we are continuing to reduce the number of fatalities each year. My commitment to you is to continue making safety my highest priority and I look forward to working with your organization as we build a better, safer America for us all.

With best wishes.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Dole". The signature is fluid and cursive, with the first name "Elizabeth" and the last name "Dole" clearly legible.

Elizabeth Hanford Dole

National Commission Against Drunk Driving

Implementation Plan

The Presidential Commission on Drunk Driving made a series of 39 recommendations to the nation. The vast majority of these recommendations are directed toward state and local officials and to private sector organizations. One of the recommendations addressed the establishment of a non-governmental body of public and private officials to ensure a continuing focus on efforts to combat drunk driving. The National Commission Against Drunk Driving was established in response to that recommendation. It is a semi-autonomous, non-governmental, not-for-profit, public service organization affiliated with the National Safety Council. Its principal purpose is to assist state and local governments and the private sector to implement the recommendations contained in the final report to the Nation from the Presidential Commission on Drunk Driving.

The Presidential Commission and the National Commission Against Drunk Driving fully recognize the central role of state and local governments and the private sector in implementing effective programs to reduce the incidence of drunk driving and the resultant death and injury. Implementation of the Commission's recommendations can only be achieved by assisting and encouraging state and local officials, private sector executives, and social, civic and religious leaders. This assistance can come by developing awareness, working with citizen groups, providing training tools, model laws and program effectiveness data, and documenting model programs. Assistance can also be provided by testifying before legislative bodies, meeting with executives, speaking at public forums, and by providing a continuing coordinated national public education program on the issue of drunk driving, and the steps that the individual and society can take to prevent or reduce the problem.

The accomplishment of the above tasks is critical to the achievement of the goal of the Presidential Commission on Drunk Driving: making drunk driving socially unacceptable. The National Highway Traffic Safety Administration, the National Safety Council, the National Institute on Alcohol Abuse and Alcoholism, citizen activist groups such as Mothers Against Drunk Drivers (MADD), Remove Intoxicated Drivers (RID), Students Against Driving Drunk (SADD), etc., other private sector safety organizations and the

National Commission Against Drunk Driving all have important roles to play in accomplishing the tasks required to assist state and local officials and private sector executives.

The National Highway Traffic Safety Administration has for years been in a leadership role of providing assistance to the state and local officials in the area of drunk driving prevention programs. That assistance has been in the form of training programs for law enforcement officers, prosecutors, judges and diagnostic personnel. Model laws have been developed and training programs for managers have been conducted. Also, public education materials have been developed, as well as guidelines for the development of a coordinated public education program. NHTSA also has and continues to contract for evaluation efforts to document the effectiveness of state and local DUI initiatives. Of significant importance to state and local officials is the availability of Section 402 and 408 Highway Safety Funding available from the National Highway Traffic Safety Administration under the Highway Safety Act of 1966 — to support increased efforts to prevent drunk driving.

Citizen activist groups, such as MADD and RID, have been the driving force behind much of the legislative initiatives in the past two years. These organizations should be encouraged by all elements of society, for without their efforts we would not enjoy the progress made to date. There is no better way to organize grass roots citizens support than through the efforts of these organizations. The National Commission Against Drunk Driving and NHTSA must continually provide MADD and RID with results-oriented information which they in turn can share with their membership. Similar efforts should be initiated with SADD. Past efforts have demonstrated that without citizen support at the community and state levels, programs will not be effective. Therefore, a key goal of the Commission will be to foster the growth of citizen action at the grass roots level.

The National Commission Against Drunk Driving will serve as a catalyst with the private sector to initiate employer-based education and prevention programs. It can also serve as a clearinghouse for innovative and effective programs undertaken by state and local officials and by the private sector. Model programs in both the public and private sector should be documented and disseminated widely to *all* concerned organizations and to appropriate state and local officials. The documentation of model official DUI programs should be undertaken in cooperation with NHTSA and the National Association of Governors' Highway Safety Representatives. The documentation of employer-based education and prevention efforts will be undertaken by the National Commission staff in cooperation with staff of the National Safety Council.

The implementation plan for the National Commission Against Drunk Driving must recognize some priorities within the framework of the comprehensive program recommended by the Presidential Commission on Drunk Driving in order to successfully accomplish meaningful results. Therefore, the following recommendations have been chosen to receive top priority in the coming year:

Public Education

- The implementation of a nationwide public education and prevention program, with emphasis on youth.
- The implementation or expansion of education programs to inform the public of the hazards of drunk or drugged driving by those involved in the manufacture, sale, insuring and maintenance of motor vehicles, and by those involved in producing, wholesaling and retailing beer, wine and distilled spirits.

Alcoholic Beverage Regulation

- The establishment of 21 as the minimum legal purchasing age for all alcoholic beverages.
- The enactment of open container laws.

Systems Support

- The creation of state and county task forces where they do not exist.
- Self-funding mechanisms (abuser fees) at the state and local level.
- The enactment of safety belt and child restraint usage laws.

Enforcement

- Preliminary breath testing by police officers at the roadside.
- Citizen reporting of drivers under the influence to police.
- Use of a judicially approved safety check points.

Prosecution

- The enactment of illegal per se legislation at 0.10 BAC.

License Administration

- Prompt license suspension for those arrested for driving under the influence, and the imposition of a 30-day jail sentence for anyone who drives on a license suspended or revoked for driving under the influence.

A coordinated effort by all of the organizations involved in the drunk driving program is necessary to accomplish the goals of the Presidential Commission and to implement the above-identified priority recommendations.

PSA's for Television

AAA Foundation for Traffic Safety

SURE, MAC, SURE

Series of five spots dealing with drunk driving, seatbelts, traffic safety, etc. Contact local AAA, :30 each spot. Charge: \$41.00 for set of five.

Advertising Council, Inc.

CRASHING GLASSES

Cautions that drinking and driving can kill a friendship. Free, :10, :30. Expiration Date: 12/31/85.

SKELETON

Person shakes hands with a skeleton to the sound of a car crashing in the background. Free, :10, :30. Expiration Date: 12/31/85.

STEVIE WONDER

Short music video PSA admonishing people not to mix drinking with driving. Free, :30. Expiration Date: 6/30/86.

California Department of Alcohol & Drug Programs

THINK BEFORE YOU DRINK . . . BE A RESPONSIBLE BOAT OPERATOR

10 and 30 second PSAs with scripts featuring hydroplane racing champion Chip Hanauer as spokesman encouraging people to be aware of the hazards of drinking combined with boating.

THINK BEFORE YOU DRINK . . . BE A RESPONSIBLE BOAT OPERATOR

10 and 20 second spots with slides (announcer script included) urging boaters not to mix drinking with boating.

Distilled Spirits Council of the U.S., Inc. (DISCUS)

TEAMWORK MAKES THE DIFFERENCE

Brian Holloway of the New England Patriots tells how a small Massachusetts town reduces local teenage drunk driving through school and community activities. Produced in conjunction with the NFL and the National Association of State Boards of Education.

Free, :30, :60.

CONTRACT FOR LIFE

Drew Pearson of the Dallas Cowboys discusses the SADD drinking driver contract.

Free, :30, :60.

Licensed Beverage Information Council (LBIC)

FRIENDS DON'T LET FRIENDS DRIVE DRUNK

Spot encourages people to keep their drunk friends off the road.

Free, :30.

National Alcoholic Beverage Control Association (NABCA)

CHRISTOPHER REEVE

Encourages moderation in drinking by people of all legal drinking ages. Available in VHS and Beta cassette, :30. Rent for \$30 refundable deposit.

National Highway Traffic Safety Administration (NHTSA)

YOU LOSE

A dramatization of a father and son discussing the father's recent DWI arrest. Free, :30.

IT'S GETTING TOUGH FOR DRUNK DRIVERS

Two versions of Taurean Blacque of *Hill Street Blues* warning of the risks of drinking and driving. Free, :30.

COMPUTER GRAPHICS

Computerized graphic art utilized to show how drunk drivers are painting the highways red with tragedy. Free, :30.

STEVIE WONDER — DON'T DRIVE DRUNK

Short music video PSA admonishing people not to mix drinking with driving. Free, :30.

National Safety Council

DESIGNATED DRIVER — 1984

Encourages designating one person in the group to be the driver of the night and not drink. Free, :30.

(A new TV spot will be available in 1986 dealing with the dangers of drinking and driving.)

Remove Intoxicated Drivers (RID)

FAMILIES

Six stories about the families of drunk driving victims. Available for copying, :30 each.

INFORMATION

Emphasizes RID program and where to get information on how to stop drunk drivers. Available for copying, :30 each.

SUPPORT RID

Appeal for contributions to the RID program. Available for copying, :30.

Rhode Island Governor's Office on Highway Safety

BARS

Bar scene depicted as a State Trooper warns that in Rhode Island drunk drivers get caught (can be adapted for other states). Free, :30.

HOTLINE

The Rhode Island governor asks residents to call the hotline to report drunk drivers. Free, :20.

Students Against Driving Drunk (SADD)

NEWS SPOTS

A series of three 2-minute news spots of local relevance available through SADD chapters. Free.

(Three additional PSAs distributed through DISCUS and the USBA concerning the SADD program and contract.)

United States Brewers Association, Inc. (USBA)

MAKE THE AGREEMENT

The SADD contract is explained and an information packet included. Free, :30, :60.

Will Rogers Institute

PETER FALK

Peter Falk discusses the dangers of drinking and driving. Free, :30.

RITA MORENO

Rita Moreno discusses dangers of drinking while pregnant. Available in English and Spanish. Free, :30.

BROOKE SHIELDS

Brooke Shields discusses young viewers' choices regarding drinking. Free, :30.

LUCY ARNEZ

Lucy Arnez discusses women and alcohol. Free, :30.

ED ASNER

Ed Asner discusses alcohol and the workplace. Free, :30.

Shorts and Documentaries

AAA Foundation for Traffic Safety

JUST ANOTHER FRIDAY NIGHT

Portrays teenager tried in court for serious manslaughter charge due to drunk driving accident. Contact local AAA, 15 minutes. Charge.

SMOKEY JOE'S RIDE

A film-discussion program designed as a 9th or 10th grade educational unit on marijuana and traffic safety to portray the hazardous effects of marijuana on the ability to drive safely. Contact local AAA, 13 minutes. Charge.

HIDDEN DANGERS

A lifeguard compares the hidden dangers of swimming in the ocean to the dangers involved in drinking alcohol. Film also displays the effects of drinking on safe walking and driving. Contact local AAA, 14 minutes. Charge.

MTV: IT'S YOUR RIGHT TO SAY "NO"

This specially prepared MTV (Music TV) presentation helps children feel its OK to say no to alcohol. It urges kids to resist peer pressure and not to ride with drivers who have been drinking. Contact local AAA, 4 minutes. Charge.

MR. PUNCH VS. THE DRUG ALCOHOL

A Punch and Judy video show aimed at elementary school children which shows how alcohol has illusionary effects on driver judgment. Contact local AAA, 25 minutes. Charge.

ALCOHOL TRIGGER FILMS

Three short films for junior high school students depicting the need for a mature decision regarding drinking: "The Party," "The Mother," "The Ride," 2, 2, 3 minutes respectively. Contact local AAA.

DRINK, DRIVE, RATIONALIZE

Film version of "SURE, MAC, SURE" which portrays common misconceptions and rationalizations for drinking and driving. Contact local AAA, 26 minutes.

(Contact local AAA for free catalog of numerous shorts and documentaries for people ages 6 to senior citizen.)

Distilled Spirits Council of the U.S., Inc. (DISCUS)

SPIRIT OF RESPONSIBILITY

Discusses how the four proven principles of research, education, moderation, and responsibility are the keys to the establishment of a positive, healthy approach to drinking. The content is informative, but the style is highly entertaining. Peter Marshall, well-known TV personality adds to the film's popular appeal. (Publication available also, see Publications section in this booklet). Charge: \$100. 16mm, 3/4" video, 16 minutes.

National Alcoholic Beverage Control Association (NABCA)

PETER MARSHALL

Educational film based upon *Hollywood Squares* format dealing with alcohol. 25 minutes. Rent or purchase.

National Safety Council

MONDAY NIGHT AND TUESDAY MORNING (New)

A new dramatic film which tells the story of how, when the 'morning after' is a work morning, hangovers hurt. It packs a potent message about alcohol and accidents that workers won't forget. 15 minutes, 16mm film and 3/4" videotape. Charge.

THE DECISION

A man drinks, drives and then kills a young person; this tape portrays the man at a party as he recalls the incident in flashback. 3/4" videotape, 10 minutes. Charge.

Students Against Driving Drunk (SADD)

THE OFFICIAL SADD FILM

Discusses the SADD program, how it started, and how parents, students, schools, and communities can get involved. 16mm and VHS cassette, 28 minutes. Purchase or rent.

YOU DRINK, YOU DRIVE, YOU DIE

Bob Anastas speaks to a group about the dangers of mixing drinking with driving. VHS cassette, 58 minutes. Purchase or rent.

PSA's for Radio

AAA Foundation for Traffic Safety

SURE, MAC, SURE

Series of five spots which deal with drunk driving, seatbelts, traffic safety, etc. Contact local AAA. :30 each spot. Charge: \$2.50 each spot.

Distilled Spirits Council of the U.S., Inc.

TEAMWORK MAKES THE DIFFERENCE

Brian Holloway of the New England Patriots tells how a small Massachusetts town reduces local teenage drunk driving through school and community activities. Produced in conjunction with the NFL and the National Association of State Boards of Education. Free, :30, :60.

CONTRACT FOR LIFE

Drew Pearson of the Dallas Cowboys discusses the SADD drinking driver contract. Free, :30, :60.

Licensed Beverage Information Council (LBIC)

FRIENDS DON'T LET FRIENDS DRIVE DRUNK

Spot encourages people to keep their drunk friends off the road. Free, :30, :60.

JOHN VOLPE

John Volpe, Chairman of the National Commission Against Drunk Driving, reminds us that 'Friends don't let friends drive drunk.' Free, series of eight.

National Highway Traffic Safety Administration (NHTSA)

IT'S GETTING TOUGH FOR DRUNK DRIVERS

Two different spots geared toward youngsters informing them of the get-tough measures communities are pushing. Free, :30 each.

MY WHOLE LIFE HAS CHANGED

Two different spots geared to adults warning of the ramifications of driving drunk. Free, :30.

National Safety Council

DESIGNATED DRIVER (New)

Encourages designation of one person in a group to be the driver of the night and not drink. Free, :10, :20, :30, :60.

Remove Intoxicated Drivers (RID)

RICHARD PETTY

Champion racing car driver Richard Petty speaks out against drunk driving. Free, :10, :20, :30. (Radio scripts available. See Announcer Copy, next page.)

**Rhode Island Governor's Office on
Highway Safety**

HIGHWAY SAFETY

Encourages safety measure on Rhode Island highways. Free, :30.

Students Against Driving Drunk (SADD)

(Radio scripts available. See Announcer Copy, next page.)

Will Rogers Institute

DANIEL STERN

Author Daniel Stern speaks on drunk driving. Free, :30.

Peter Falk

Actor Peter Falk discusses the dangers of drinking and driving. Free, :30.

Martin Sheen

Actor Martin Sheen speaks on drunk driving. Free, :30.

Announcer Copy

Mothers Against Drunk Driving (MADD)

DID YOU KNOW

Narration of the tragic facts of drunk driving. Free, :30.

YOU SHOULD BE CONCERNED

Why you should be concerned about drunk drivers. Free, :30.

National Safety Council

GET THE DRUNK DRIVER OFF THE ROAD

Announcer-read scripts offer tips on how to discourage friends from driving drunk, how to spot a drunk driver, what you should do if you see a drunk driver, and the consequences of driving drunk. Free, :10, :20, :30, :60.

Remove Intoxicated Drivers (RID)

FACTS ABOUT DRUNK DRIVING

Selection of scripts providing facts on drinking drivers and RID. Free, :10, :20, :30.

Students Against Driving Drunk (SADD)

DRINKING MAY BE COOL

Cautions against the dangers of driving drunk. Free, :20.

PEOPLE THINK DRINKING AND DRIVING IS OKAY

There are no justifications for driving drunk. Free, :15.

PARTYING IS GREAT

Be alive for the next party, don't drink and drive. Free, :20.

PROVE YOU'RE A RESPONSIBLE ADULT

Kids can prove they're responsible by not drinking and driving. Free, :20.

VICTIMS OF DRUNK DRIVERS

Victims of drunk drivers are often innocent, always a statistic. Free, :15.

DRINKING IS A FUNNY THING

Drinking creates illusions. It can make you feel like something you're not. Free, :25.

DEATHS IN ROAD ACCIDENTS

More than one-half of deaths due to road accidents are caused by drinking drivers. Free, :25.

DRINKING AND DRIVING DON'T MIX

Statistics prove drinking and driving don't mix. Free, :15.

*Note: All SADD announcer copy is included in the 'Chapter Handbook and Curriculum Guide' listed under Publications.

*For contact information on organizations listed above, see Appendix.

Publications

AAA Foundation for Traffic Safety

ALCOHOL

Eight-page, two-color leaflet discussing how alcohol affects people, blood alcohol levels and sobering-up. Appropriate for elementary students through adults. Free.

STARTING EARLY

Four-color fold-out on alcohol and traffic safety for elementary school children. Free.

SENIOR ADULTS, TRAFFIC SAFETY AND ALCOHOL

An 8-page pamphlet using artwork from the film of the same title (also available from AAA) to reinforce message on effects of alcohol on the body. Charge.

California Department of Alcohol & Drug Programs

ALPHA LISTING OF MATERIALS IN LIBRARY FOR DISTRIBUTION

List of English and Spanish language booklets, pamphlets, and scriptographic about alcohol and drug abuse and its effects on people of all ages and situations.

ALPHA LISTING OF ALCOHOL AND DRUG PROGRAMS AND PUBLICATIONS

List of alcohol and drug-related workshops, services, directories, plans, studies, and counseling etc. offered in the state of California.

ALPHA LISTING OF MISCELLANEOUS PUBLICATIONS

List of hand-outs and pamphlets dealing with a large variety of drug and alcohol abuse situations.

DRIVING UNDER THE INFLUENCE: CALIFORNIA PUBLIC OPINION, 1981

Report containing the findings of attitudes, knowledge, and practices of the California public regarding driving and drinking

alcoholic beverages. The findings of a survey of a cross-section sample of California adults relate to a variety of driving-under-the-influence issues important to state agencies and the public. 100 pages.

ABCs OF DRINKING & DRIVERS

A scriptographic booklet discussing the dangers of drinking combined with driving. Facts about America's number one safety problem.

DRUGS AND DRIVING, WHY TAKE THE RISK?

Discusses the risks of mixing drugs with driving.

FACTS ABOUT BOATING AND ALCOHOL, A DEADLY MIX

Pamphlet urging people to know their drinking limits, and not to drink while boating. Also discusses the legal consequences of operating a boat under the influence of alcohol.

SOBER THOUGHTS

Factual pamphlet discussing alcohol-related automobile accident statistics, as well as facts concerning legal consequences of driving under the influence.

ENOUGH!

Pamphlet discussing the punishments for DUI in California. Without a single exception, every DUI conviction will result in a mandatory minimum jail sentence, ranging from 48 hours in a county jail to four years in a state penitentiary.

THE ALCOHOL PROBLEM

Card of facts about alcohol-related accidents. Includes weight chart for those interested in knowing how much they can drink based on person's weight.

Distilled Spirits Council of the U.S., Inc. (DISCUS)

SPIRIT OF RESPONSIBILITY

Discusses how the four proven principles of research, education, moderation, and responsibility are the keys to the establishment of a positive, healthy approach to drinking. The content is informative, but the style is highly entertaining. Free, 24 pages.

Licensed Beverage Information Council (LBIC)

PUTTING THE BRAKES ON DRUNK DRIVING

Booklet by Dr. Robert L. Marshall. Dr. Marshall, Chairman of the Alliance for Traffic Safety, discusses steps necessary to putting a

stop to drunk driving. Speech by Dr. Marshall entitled "Alcohol and Highway Safety Effects in the U.S." is also available on request. Free.

Mothers Against Drunk Drivers (MADD)

PRESS KIT

General information kit which contains victim information, staff information, newsletter and state-by-state statistical analyses.

Charge: \$3.00.

(Special brochures also available for a fee of \$0.40 to \$1.00 each.)

National Alcoholic Beverage Control Association (NABCA)

THE AMERICAN EXPERIENCE WITH ALCOHOL — AN ADVENTURE STORY

Traces the history of alcohol use since pre-prohibitionary days. Charge.

National Clearinghouse for Alcohol Information, National Institute on Alcohol Abuse and Alcoholism

MS295 — 20 TIPS FOR A SAFE AND HEALTHY HOLIDAY (1984)

Presents guidelines to reduce risks associated with holiday alcohol use. 2 pages.

MS297 — ALCOHOL-IMPAIRED DRIVING FACTS (1984)

Fact sheet presents statistics on the alcohol-impaired driving problem and includes a list of data sources. 7 pages.

PH212 — SAFETY STUDY: DEFICIENCIES IN ENFORCEMENT, JUDICIAL, AND TREATMENT PROGRAMS RELATED TO REPEAT OFFENDER DRUNK DRIVERS. (1984)

Provides documentation on the weaknesses in the law enforcement, judicial, and treatment systems which contribute to

the 'repeat offender' drunk driver problems. Prepared by the National Transportation Safety Board. 98 pages.

RPO422 — DWI UPDATE (1983)

Describes the activities of the organization 'Citizens for Safe Drivers Against Drunk Drivers and Other Chronic Offenses.' 3 pages.

RPO443 — DWI UPDATE (1983)

Describes some federal, state and private efforts to reduce drunk driving. 2 pages.

(No Order Number) **REPRINT: ALCOHOL HEALTH AND RESEARCH WORLD, SUMMER 1985 ISSUE, "ALCOHOL, DRUGS, AND SAFETY."**

The issue explores the impact on alcohol and other drug use upon safety and performance issues. Available upon request.

(No Order Number) **FACT SHEET ON FATAL ACCIDENTS INVOLVING ALCOHOL — FOR 1983, ANALYZED BY NIAAA**

Discusses trends in alcohol-related fatal motor vehicle accidents for 1983.

National Clearinghouse for Drug Abuse Information (NCDAI)

PUBLICATIONS LISTING

A list of publications dealing with drug abuse prevention and education. The list may also be used as an order form.

National Commission Against Drunk Driving

CHECKLIST OF FIRST-TIER DUI COUNTERMEASURES

An inventory of state activities on priority National Commission recommendations for drunk driving offenses.

STOP DWI IN NEW YORK STATE — AN ANTI-DRUNK DRIVING PROGRAM

Copy of a model program for self-funded (by drunk driving offenders) DWI prevention system.

(The following publications are examples of model DWI or DUI state programs. No charge.)

ADMINISTRATIVE PER SE LAW — SUCCESS IN MINNESOTA MARYLAND MODEL PROGRAM ON SOBRIETY CHECKPOINT

HOW ONE COUNTY ADDRESSED THE DRUNK DRIVING PROBLEM (Montgomery County, Maryland)

DELAWARE'S NEW DUI LAW

National Highway Traffic Safety Administration
(NHTSA)

ALCOHOL/SAFETY PUBLIC INFORMATION MATERIALS CATALOG #7

June 1983 edition which is a guide to radio and television PSAs, publications and promotional items on alcohol and public safety available through numerous state organizations. Charge. Available from: National Technical Information Service, 5285 Port Royal Rd., Springfield, VA 22161

A MANUAL FOR MANAGING COMMUNITY ALCOHOL SAFETY EDUCATION CAMPAIGNS

Techniques for developing an running a community education program, including working with the media. Free. Available from: NHTSA, 400 - 7th Street, N.W., Code NAD-42, Washington, D.C. 20590.

WHO'S GOING TO CALL THE FIRST MEETING?

Action guide for local drunk driving programs. Extensive resource materials for what's being done and what can be done on the local level to get the drunk driver off the road. Free. Available from NHTSA and Public Technology, Inc., 1301 Pennsylvania Avenue., N.W., Washington, D.C. 20004.

ACTIVISTS' GUIDE

Community organizing against the drunk driver. Free.

National Institute on Alcohol Abuse and
Alcoholism (NIAAA)

**RPO403 — ALCOHOL HEALTH AND RESEARCH WORLD:
SPECIAL FOCUS ON DRIVING WHILE INTOXICATED**

Sampling of articles on critical issues and activities related to alcohol impaired driving. Free.

**PH210 — YOU CAN HELP PREVENT
ALCOHOL-IMPAIRED DRIVING**

Describes how communities, parents, families, schools and

worksites can work together to prevent drunk and drugged driving. Free.

ALCOHOL AWARENESS SERVICE

Newsletter describing audio-visual materials, reports and published literature on alcohol awareness. Bimonthly, subscription required.

RPO407 — FACTS FOR PLANNING #7: DRINKING AND DRIVING AMONG YOUTHS

National data on alcohol use, health and motor vehicle accidents with focus on youth. Free.

(No Order Number) ALCOHOL HEALTH AND RESEARCH WORLD, SUMMER 1985 ISSUE, "ALCOHOL, OTHER DRUGS, AND SAFETY."

Reprint available upon request. This issue explores the impact of alcohol and other drug use upon safety and performance issues.

(No Order Number) FACT SHEET ON FATAL ACCIDENTS INVOLVING ALCOHOL — FOR 1983

Analyzed by NIAAA. Discusses trends in alcohol-related fatal motor vehicle accidents for 1983.

National Safety Council

TRAFFIC SAFETY

The authoritative source of news about safety on the nation's streets and highways. Bimonthly magazine offers coverage of key areas such as legislation, law enforcement, court systems, statistics, and education. Subscription fee.

Remove Intoxicated Drivers (RID)

BELIEVE ME, YOU CAN MAKE A DIFFERENCE

Eight-page, black and white reprint from 50 PLUS magazine on the war against drunk driving. Free. Available from: 50 PLUS, 850 Third Avenue, New York, NY 10022 (please send SASE for publications).

Students Against Driving Drunk (SADD)

CHAPTER HANDBOOK AND CURRICULUM GUIDE

History of the SADD program, explanation of the contract, resources, ideas, quiz, sample PSA scripts for announcers, etc. Charge.

IF WE DREAM IT, IT CAN BE DONE

Eight-page, two-color fold-out on the SADD program and the SADD Contract for Life. (For high school students). Free.

IF WE DREAM IT, IT CAN BE DONE

Ten-page brochure similar to that for high school students, but for college-age students. (Also includes Contract for Life). Free.

BOB ANASTAS TALKS TO PARENTS

Eighteen-page guide for preventing teenage drug and alcohol abuse. Charge: \$2.00.

Promotional Items

California Department of Alcohol & Drug Programs

BUMPER STICKERS

“SOBER GRADUATION”

“ENOUGH!”

POSTERS

“PLAY IT SMART. DON’T DRINK AND DRIVE.” (Shows tire tracks of drunk river on road at night.)

“LEARN TO SAY NO” (To alcohol and drugs.)

“TAKE THE KEYS AWAY FROM A DRUNK”

“BOATING AND ALCOHOL CAN BE COSTLY.
IS IT WORTH IT?”

“REMEMBER, FOR A SAFE BOATING SEASON,
BOAT WITHOUT THE BOTTLE”

Mothers Against Drunk Drivers (MADD)

ARRIVE ALIVE KIT

Includes window decal, bumper sticker, MADD button, blood alcohol content card, small poster, brochures, and other items.

Charge: \$4.00.

MADD BUMPER STICKER

Black and red on white background with message: “When You’ve Had Enough, Join MADD” with MADD logo. Charge: \$0.30 each or 100 for \$24.00.

BUTTON

MADD logo. Charge: \$0.30 each or 100 for \$24.00.

National Alcoholic Beverage Control Association (NABCA)

POSTER

Alcohol equivalence poster with caption: “Remember, It’s Not What You Drink, but How Much that Counts.” Poster emphasizes alcohol equivalence in beer, wine, and distilled spirits. Single copies free, quantities available for small charge.

BROCHURE-SHAPED IN BOTTLE FORM

Entitled, "A Continuing Commitment to Responsible Moderation."
A history of the control-state system in America. Single copies
free, quantities available for small charge.

National Clearinghouse for Drug Abuse Information (NCDAI)

POSTERS

"IT'S A FACT — POT HURTS!"

"THE HEAD OF THE CLASS"

"SCHOOL DAZE"

"JUST SAY NO" (English)

"JUST SAY NO" (Spanish)

National Safety Council

DESIGNATED DRIVER FLYER

Two-color printed brochure titled, "The Designated Driver: Being
A Friend." Explains what a designated driver is, how alcohol
impairs drivers, how to identify a drunken driver and what you
should do if you see a drunken driver. Free in small quantities.

Remove Intoxicated Drivers (RID)

MATERIALS LIST

Information about numerous resources available for broadcasters
and interest groups. Includes posters, bumper stickers, slide and
sound show, victims' rights cards, books, and manuals.

Rhode Island Governor's Office on Highway Safety

BUMPER STICKER

"Rhode Island Drunk Drivers Get Caught." Free.

Students Against Driving Drunk (SADD)

FLYER FOR MOVIE "A SADD STORY"

Introduces the official film of Students Against Driving Drunk.

The following promotional items may be purchased through:
SADD Custom Products
P.O. Box 355
Natick, MA 01760

ADULT BASEBALL SHIRT

Cotton and poly, colored sleeve and neck trim with SADD logo on upper left chest. Various colors and sizes. Charge.

ADULT SOLID COLORED T-SHIRT

Cotton and poly with SADD on upper left chest. Various colors and sizes. Charge.

SADD BUTTONS

Three types: standard logo in red, black and white; custom logo without bottle in red and white; custom logo with bottle in red and white. All buttons 1¾". Charge depends on quantity ordered.

SADD BUMPER STICKERS

Two standard vinyl stickers, 7½" x 3¾". One with SADD logo and caption: "Friends Don't Let Friends Drive Drunk"; the other with caption: "Students Against Driving Drunk."

SADD KEY RING

SADD logo on one side and caption "Friends Don't Let Friends Drive Drunk" on the flip side. Acrylic tag with chrome split ring. Charge depends on quantity ordered.

Community Projects

Dial-A-Ride

Person calls a sponsor when he/she feels they can't drive. Sponsor guarantees a free ride home with complete anonymity; no questions asked.

Local Press Listing

Encourage the local press to print the names of persons in the community who are arrested for drunk driving.

Stop Using the Term DWI

Stop referring to persons arrested for drunk driving as DWI. Use driving drunk for more impact.

Editorials

Air station editorials on drunk driving crackdowns, sobriety checkpoints and alcohol countermeasure programs to promote legislation and general public awareness of drinking and driving.

Seasonal Campaigns

Sponsor intensive public awareness campaigns during specific seasons — prom, graduation, holidays.

Citizen Activist Groups

Support the SADD, MADD, National Federation of Parents for Drug-Free Youth, etc., chapters in your community.

School Appearances

Distribute brochures, publications and novelty items at local schools when station personalities make appearances and regular visits.

State Broadcast Association Executives

State and local drunk driving task forces are being formed to help place this issue high on the public agenda. For current information regarding local activities, contact state broadcast association executives listed below.

- Alabama** — Ben McKinnon (205) 942-4571
Alaska — Theda Comstock (907) 276-0202
Arizona — Ken Heady (602) 991-1700
Arkansas — Mrs. Pat Willcox (501) 227-7564
California — Vic Biondi (916) 444-2237
Colorado — Cliff Dodge (303) 337-7373
Connecticut — Robert Meinsen (203) 239-5724
Florida — Robert L. Foss, CAE (904) 681-6444
Georgia — William G. Sanders (404) 252-0964
Hawaii — Richard Grimm (808) 537-4444
Idaho — Connie Searles (208) 345-3072
Illinois — Wally Gair (217) 787-6503
Indiana — Joyce Martello (317) 638-1332
Iowa — Jack Shelley (515) 232-1449
Kansas — Harriet Lange (913) 235-1307
Kentucky — J. T. Whitlock (502) 692-6888
Louisiana — Hugh Hyman (504) 383-7486
Maine — Norman G. Gallant (207) 623-3870
Maryland-DC-Delaware —
Robert B. Cochrane (301) 745-5155
Massachusetts — Joe Rayball (617) 222-0170
Michigan — Thomas Cleary (517) 371-1729

Minnesota — Ray Foslid (612) 835-1980
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Missouri — Ted Griffin (314) 636-6692
Montana — Robert Hoene (406) 442-3961
Nebraska — Ed Schafer (402) 391-8404
Nevada — Al King (702) 456-5020
New Hampshire — B. Allan Sprague (603) 669-5144
New Jersey — Arnold Zucker (201) 247-3337
New Mexico — Ms. Dee Schelling-Pegram (505) 299-6908
New York — Joseph A. Reilly (518) 434-6100
North Carolina — Wade Hargrove (919) 821-7300
North Dakota — Dave Beach (701) 777-2577
Ohio — Dale V. Bring (614) 228-4052
Oklahoma — Linda Saunders (405) 528-2475
Oregon — Vern Mueller (503) 257-3041
Pennsylvania — Richard Wyckoff (717) 233-3511
Rhode Island — Roger Bouchard (401) 769-0600
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South Dakota — Verl Thomson (605) 336-7110
Tennessee — Thomas R. King (615) 331-4535
Texas — Bonner McLane (512) 459-0656
Utah — Earl J. Glade, Jr. (801) 226-3094
Vermont — Dennis Snyder (802) 658-1230
Virginia — Peter Easter (804) 977-3716
Washington — James A. Murphy (206) 622-9722
West Virginia — Marilyn Fletcher (304) 344-3798
Wisconsin — Robert Bodden (608) 348-6238
Wyoming — Ray Lansing (307) 632-7622
Puerto Rico — Jose Luis Torregrosa (809) 759-9172

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Alabama

South Alabama Chapter, National Safety Council, Sue Irvin,
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Arizona

Arizona Safety Association, R. Dudley Young, Executive Vice
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California

Greater Los Angeles Chapter, National Safety Council, Joseph M.
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Eastbay-Marin Chapter, National Safety Council, Thomas Holler,
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Sacramento Safety Council, Kenneth Brown, President,
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(916) 366-7233

Safety Council of San Francisco, Ann Suarez, Managing Director,
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San Diego County Safety Council, David Thompson, Executive
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San Joaquin Safety Council, Dan R. Ostrander, Managing Director, 1112 North El Dorado St. Stockton, CA 95202
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Colorado Safety Association, Harvey A. Bershader, Executive Vice President, 1250 14th St., Denver, CO 80202
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Broward Chapter, National Safety Council, Lawrence Ingwell, Executive Dir., 2756 W. Oakland Park Blvd., Fort Lauderdale, FL 33311
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Southwest Florida Safety Council, Inc., Wilma Evers, Executive Director, PO Box 2057, Fort Meyers, FL 33902
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North Central Florida Safety Council, Inc. J. Larry Schenck, Executive Director, 1330 NW 13th St., Gainesville, FL 32601
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Northeast Florida Safety Council, Inc., Joel Holley, Jr., Executive Director, 5454 Arlington Expwy., Jacksonville, FL 32211
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Dade County Citizens Safety Council, Betty Jane Evans, Executive Director, 7925 NW 53rd St., (33166), P.O. Box 557549, Miami, FL 33255

(305)592-3232

Central Florida Safety Council, Grant Clarke, C.A.E., Executive Director, 2712 E. Colonial Dr., Orlando, FL 32803

(305) 896-1894

North Florida Safety Council, H. Ben Collins, Executive Director, 2003 Apalachee Pkwy. #103, Tallahassee, FL 32302

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Maine Safety Council, Maxine Brady, Executive Director, PO Box 892, Portland, ME 04104
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New York

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Rochester Safety Council, Philip Randazzo, Vice President, 55 St. Paul St., Rochester, NY 14604
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(312) 527-4800

James S. Kemper, Jr.
Chairman of the Board
Kemper Group
Long Grove, IL 60049
(312) 540-2531

Robert Kirk
Professor of Health & Safety
University of Tennessee
1914 Andy Holt Ave.
Knoxville, TN 37916
(615) 974-5041

Patience Latting
3600 North Harvey Pkwy.
Oklahoma City, OK 73118
(405) 524-4884/528-0303

Candy Lightner, President
MADD National Headquarters
669 Airport Freeway, Suite 310
Hurst, TX 76053
(817) 268-MADD

Frederich A. Meister, Jr.
President
Distilled Spirits Council
of the United States
1250 Eye St., N.W.
Washington, DC 20005
(202) 628-3544

William Plymat
Executive Director
American Council
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6955 University Ave.
Des Moines, IA 50322
(515) 276-7752.

Richard Schubert, President
American Red Cross
17th & E Sts., NW
Washington, DC 20006
(202) 639-3292

Donald B. Shea, President
U.S. Brewers Association
1750 K St., N.W., Suite 500
Washington, DC 20006
(202) 466-2400

The Hon. William T. Smith, II
New York Senator
Legislative Office Building
Albany, NY 12247
(518) 455-3191

Vincent L. Tofany, President
NBS Imaging Systems
1530 Progress Road
Ft. Wayne, IN 46898
(219) 484-8611

John A. Volpe, Chairman
National Commission
Against Drunk Driving
15 Tudor Rd.
Nahant, MA 01908
(617) 593-4639

The Hon. Frank D. White
Vice Chairman - NCADD
900 McAdoo St.,
Little Rock, AR 72207
(501) 663-0199

Lawrence Williford
Vice President
Corporate Relations
Allstate Insurance Co.
Allstate Plaza F-3
Northbrook, IL 60062
(312) 291-5874

Appendix

National Organizations

AAA Foundation for Traffic Safety

8111 Gatehouse Rd.
Falls Church, VA 22047
(703) 222-6891
Bob Stratton

Advertising Council, Inc.

825 Third Ave.
New York, NY 10022
(212) 758-0400
Suzanne Holeton

California Department of Alcohol & Drug Programs

111 Capitol Mall
Sacramento, CA 95814
(916) 445-1942
Steve Kohler (Alcohol/Drug Programs)
Lynn Hornberger (Boating/Waterways)

Citizens for Safe Drivers Against Drunk Drivers & Other Chronic Offenders

PO Box 42018
Washington, DC 20015
(301) 469-6588
Ken Nathanson

Distilled Spirits Council of the U.S., Inc. (DISCUS)

1250 Eye Street, N.W.
Suite 900
Washington, DC 20005
(202) 628-3544
Duncan Cameron

Drug Enforcement Administration (DEA)

Preventive Programs Coordinator
Office of Public Affairs
1405 Eye Street, N.W.
Washington, DC 20537
Ron Trethric
(202) 633-1230

Licensed Beverage Information Council (LBIC)

1250 Eye Street, N.W.
Suite 900
Washington, DC 20005
(202) 628-3544
Paul Gavaghan
Robert Kirk

Mothers Against Drunk Drivers (MADD)

National Headquarters
669 Airport Freeway Suite 310
Hurst, TX 76053
(817) 268-6233
B.J. Braden

National Association of Broadcasters (NAB)

1771 N St., NW
Washington DC 20036
(202) 429-5488
Susan Hill

National Alcohol Beverage Control Association (NABCA)

4216 King Street, West
Alexandria, VA 22302
(703) 578-4200
Paul Dufek

**National Association of State Alcohol
& Drug Abuse Directors (NASADAD)**

444 North Capitol St., NW
Suite 530
Washington, DC 20001
(202) 783-6868
William Butynski
(Many state alcohol and drug abuse agencies distribute radio and TV PSA's.)

National Clearinghouse for Alcohol Information

National Institute on Alcohol Abuse and Alcoholism
PO Box 2345
Rockville, MD 20852
(301) 468-2600
Paula Pachon/Lenore Burts

National Clearinghouse for Drug Abuse Information (NCDAI)

P.O. Box 416
Kensington, MD 20795
(301) 443-6500

National Commission Against Drunk Driving

1400 K Street, N.W.
Washington, DC 20005
(202) 842-4747
John J. Grant

National Federation of Parents for Drug-Free Youth (NFP)

8730 Georgia Avenue
Suite 200
Silver Spring, MD 20910
(301) 649-7100
Joyce Nalepka

National Highway Traffic Safety Administration (NHTSA)

Office of Alcohol Countermeasures
400 7th St., SW — Room 5130
Washington, DC 20590
(202) 426-9581
Roger Kurras
*(Unless otherwise indicated, order through the state Governor's
Highway Safety Representative.)*

National Institute on Alcohol Abuse & Alcoholism (NIAAA)

5600 Fishers La.
Room 16C14
Rockville, MD 20857
(301) 443-3860
Sandy Katz

National Institute on Drug Abuse

U.S. Dept. of Health & Human Services
5600 Fishers La., Room 10A46
Rockville, MD 20857
(301) 443-1124
Dick Sackett

National Safety Council

444 N. Michigan Ave.
Chicago, IL 60611
(312) 527-4800, ext. 510
Robert W. O'Brien

National Transportation Safety Board

S.P. 10 — 800 Independence Ave., SW
Washington, DC 20594
(202) 382-6570
John V. Moulden

Remove Intoxicated Drivers (RID)

PO Box 520
Schenectady, NY 12301
(518) 372-0034
Doris Aiken

Rhode Island Governor's Office on Highway Safety

345 Harris Avenue
Providence, RI 02903
(401) 277-3024

Students Against Driving Drunk (SADD)

P.O. Box 800
277 Main Street
Marlboro, MA 01752
(617) 481-3568
Bob Anastas

United States Brewers Association, Inc. (USBA)

1750 K St., NW
Washington, DC 20006
(202) 466-2400
Terry Callahan

Will Rogers Institute — Research & Health Education Center

785 Mamaroneck Ave.
White Plains, NY 10605
(914) 761-5550
Kathleen Adams



National Association of Broadcasters
Washington, DC