



**SOUTH CAROLINA'S
Highway Safety and Performance Plan
Annual Report
FY 2009**

**Submitted by the Office of Highway Safety
SC Department of Public Safety**

December 31, 2009

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Introduction

Crash Summary

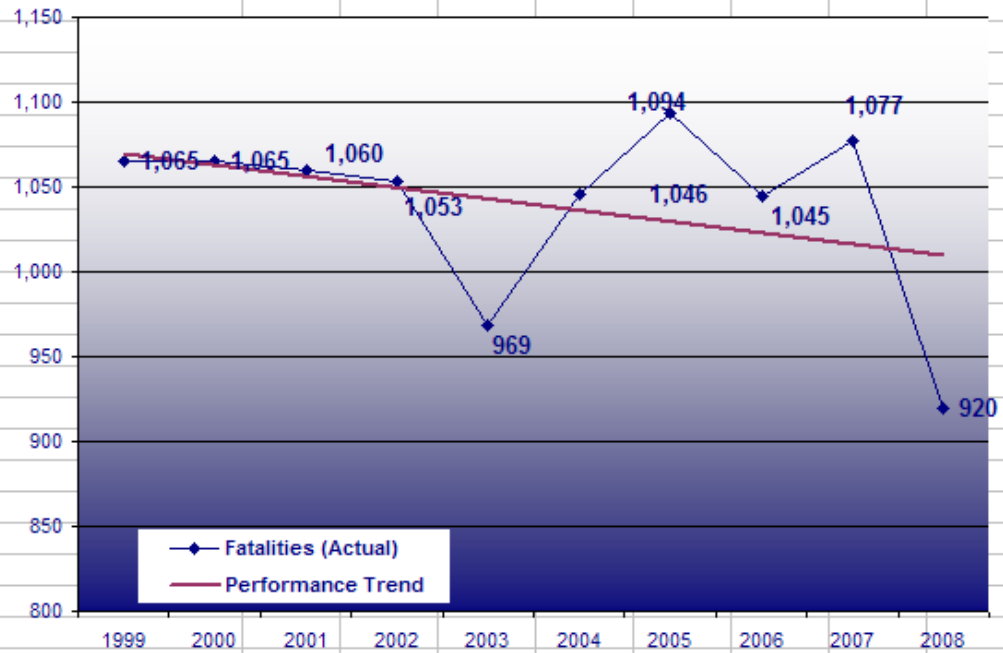
Traffic fatalities have been on the decrease in South Carolina for the past two years. There were 920 people killed in traffic crashes during 2008 and projections estimate another decrease for 2009. The 920 fatalities in 2008 represent a 14.5% decrease in fatalities compared to 2007. In addition, South Carolina experienced an 11.8% reduction in its fatality rate during 2008. The Office of Highway Safety estimates that traffic fatalities will be down approximately 0.05% with the number of fatalities expected to be about 893.

According to NHTSA, while South Carolina experienced a decrease in the number of DUI (a driver with a BAC of .08 or more involved in the collision) fatalities during 2008, the percentage of fatalities in our State that were DUI-related increased. NHTSA estimates reported 463 DUI-related fatalities in 2007 and 403 in 2008, a 12.9% decrease. In 2007, 43% of all traffic fatalities were DUI-related and that percentage rose to 44% in 2008.

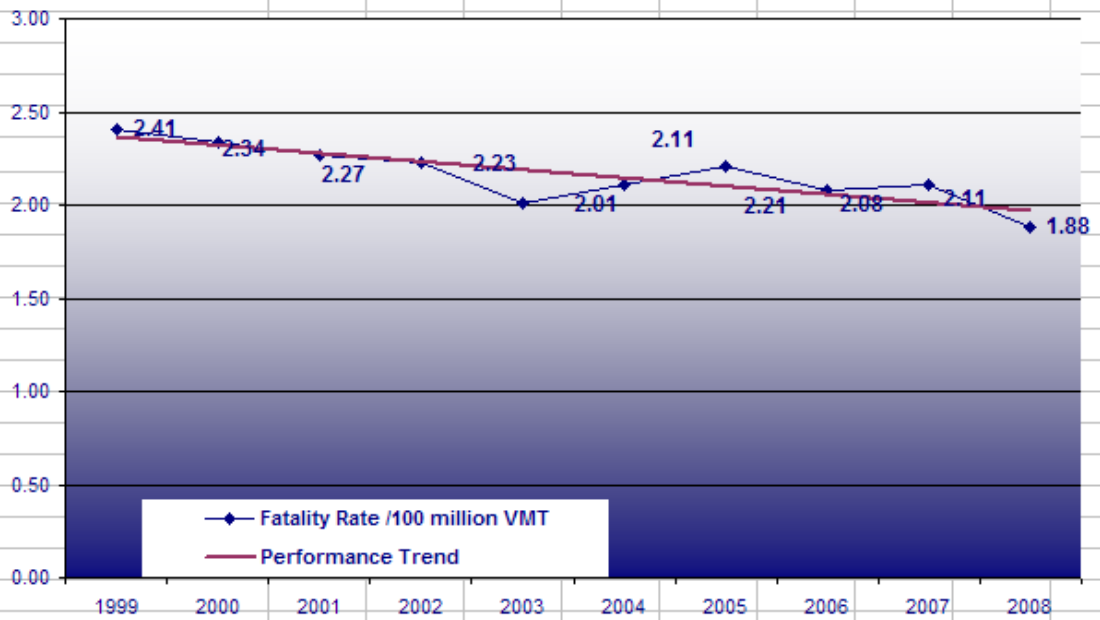
Motorcycle fatalities showed a 10.6% decrease in 2008. Pedestrian and bicyclist fatalities were also down 7.3% and 33.3% respectively. Estimates for 2009 show continued decreases in all three of the collision categories.

Crash Data / Trends	Progress Report Data 2003-2008							2006-2008 3 yr. Average
	2003	2004	2005	2006	2007	2008	2009	
Fatalities (Actual)	969	1,046	1,094	1,045	1,077	920		1,014
Fatality Rate \neq 100 million VMT (Total)	2.01	2.11	2.21	2.08	2.11	1.88		2.02
Rural	2.82	2.76	3.96	3.64	3.81	3.74		3.73
Urban	0.58	0.91	0.50	0.56	0.43	0.17		0.39
# of Serious Injuries	4,224	4,211	4,143	4,091	4,104	3,511		3,902
# of Fatalities Involving Driver or Motorcycle Operator w/ \geq .08 BAC	389	368	436	419	464	403		429
# of Unrestrained Passenger Vehicle Occupant Fatalities	496	579	548	457	492	411		453
# of Speeding-Related Fatalities	410	463	481	419	454	351		408
# of Motorcyclist Fatalities	89	88	106	110	131	123		121
# of Unhelmeted Motorcyclist Fatalities	69	72	78	82	96	91		90
# of Drivers Age 20 or Younger Involved in Fatal Crashes	173	164	167	164	170	142		159
# of Pedestrian Fatalities	80	86	98	128	108	100		112
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	72.7%	65.7%	69.7%	72.5%	74.5%	79.5%	81.5%	
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities				27,352	108,964	232,707		
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities				3,765	6,554	20,031		
# of Speeding Citations Issued During Grant-Funded Enforcement Activities				95,902	188,097	438,058		

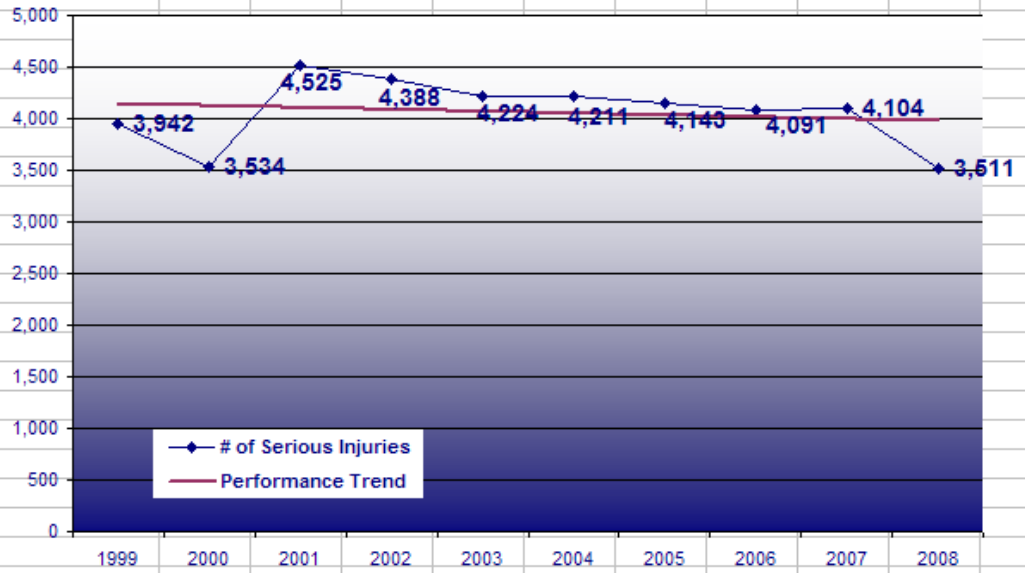
Fatality Trends



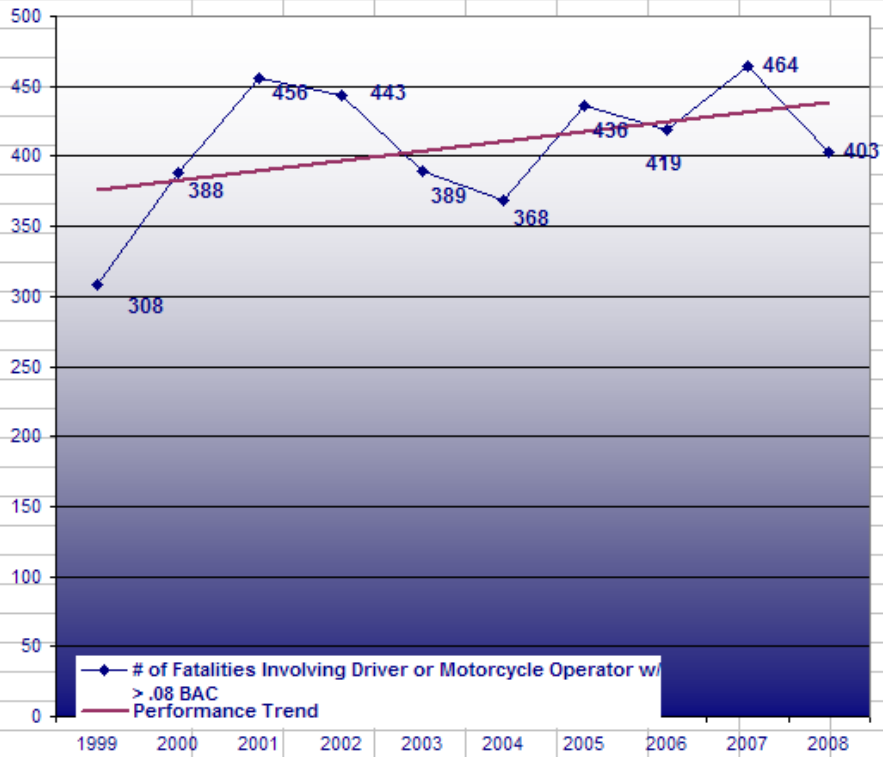
Fatality Rate



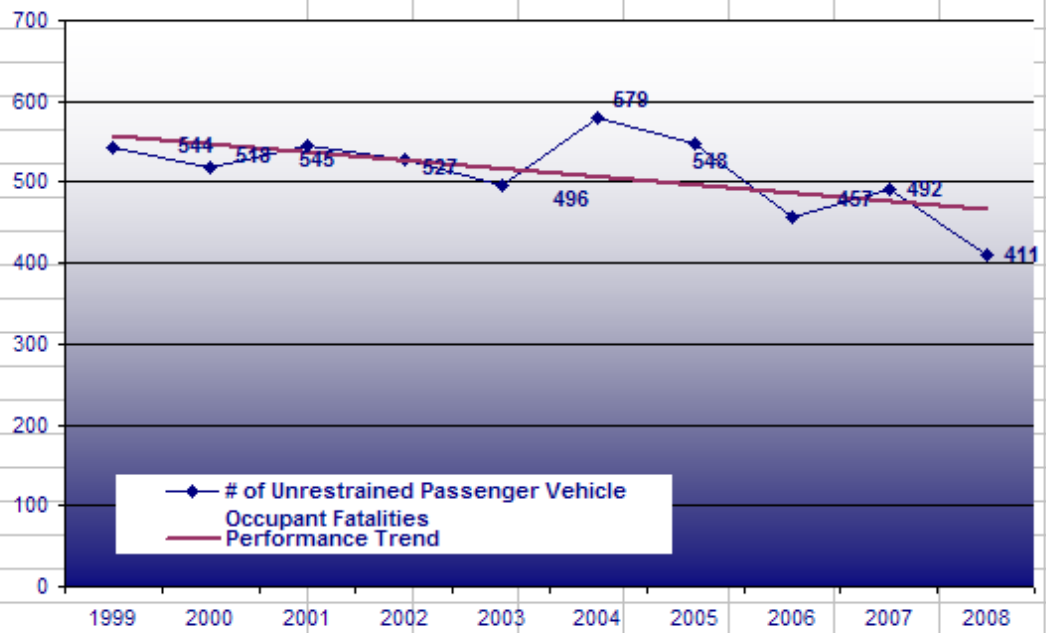
Injury Trends



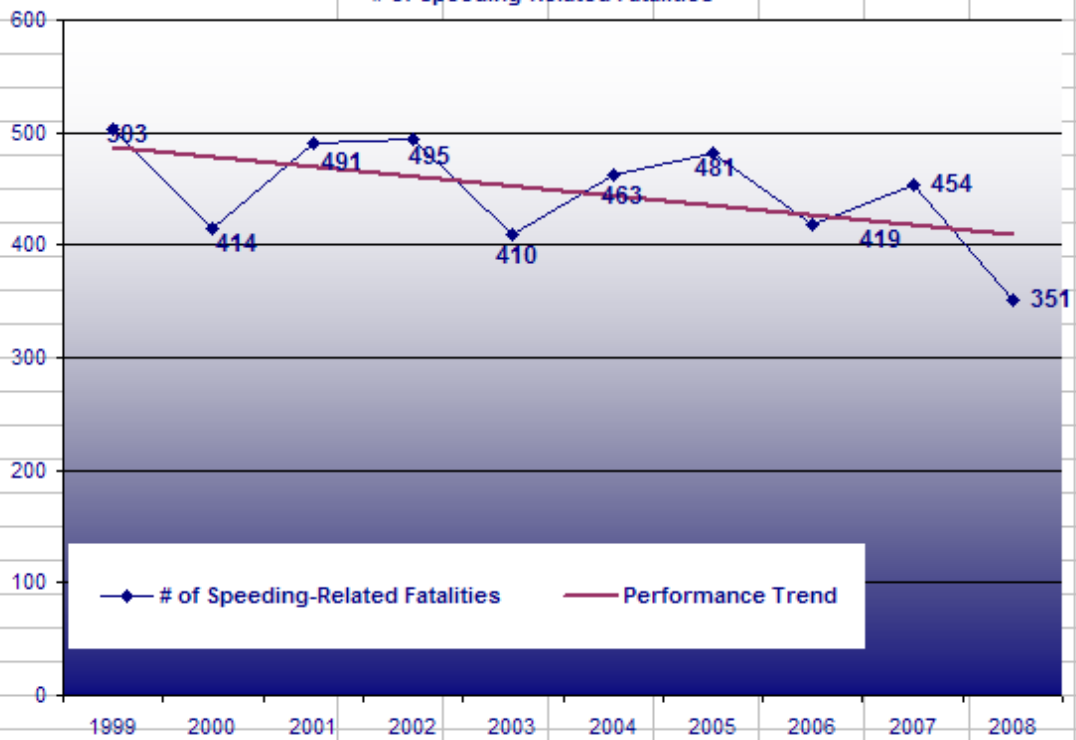
of Fatalities Involving Driver or Motorcycle Operator w/ > .08 BAC



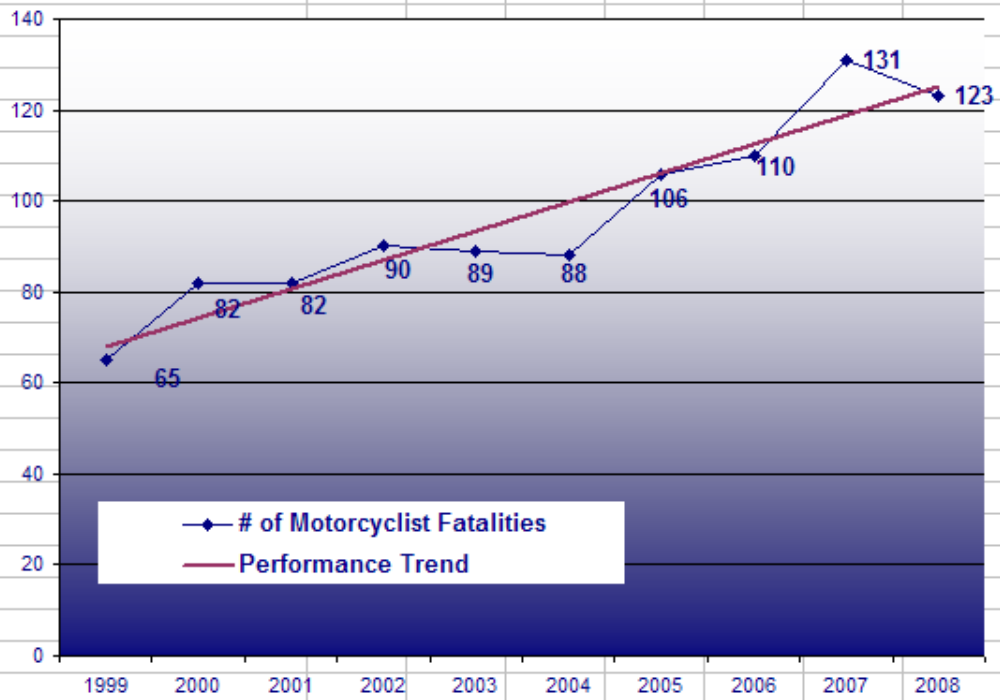
of Unrestrained Passenger Vehicle Occupant Fatalities



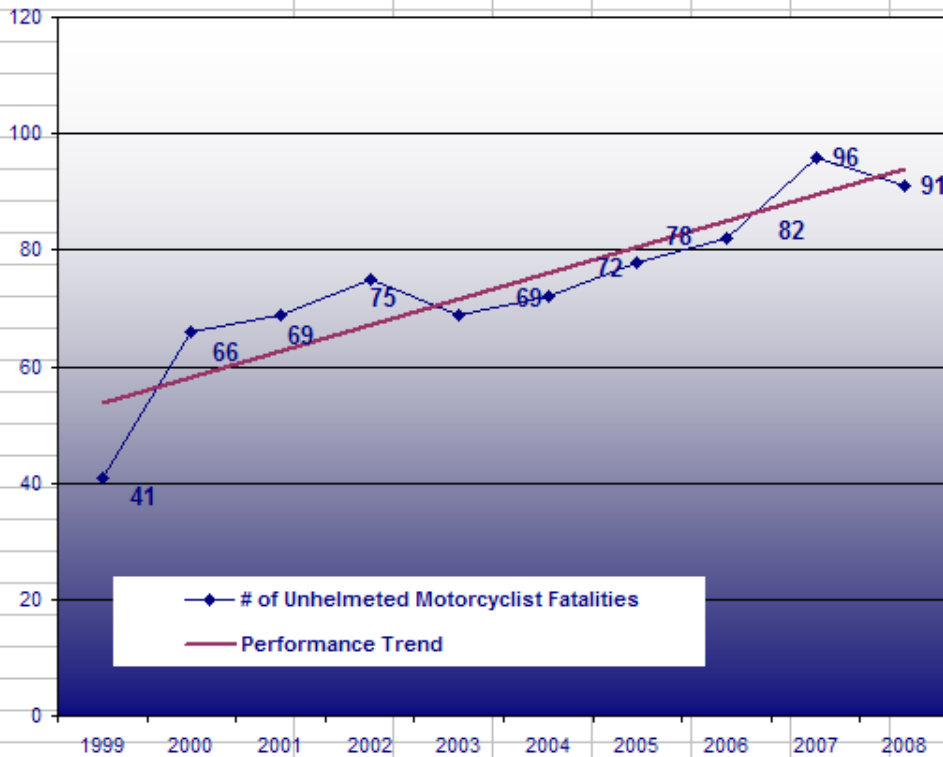
of Speeding-Related Fatalities



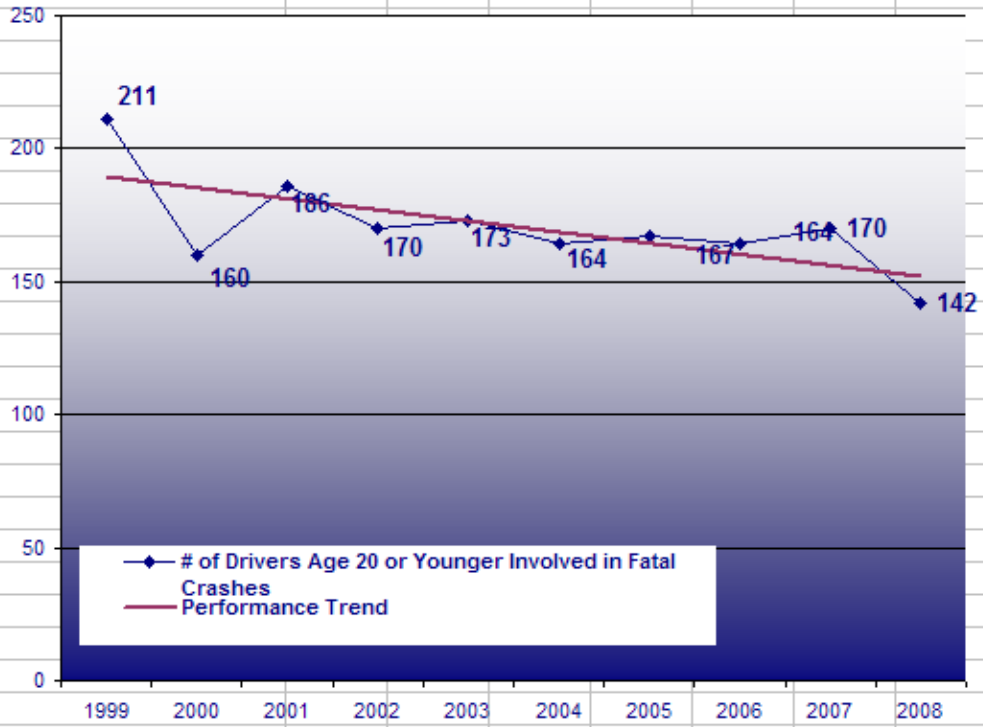
of Motorcyclist Fatalities



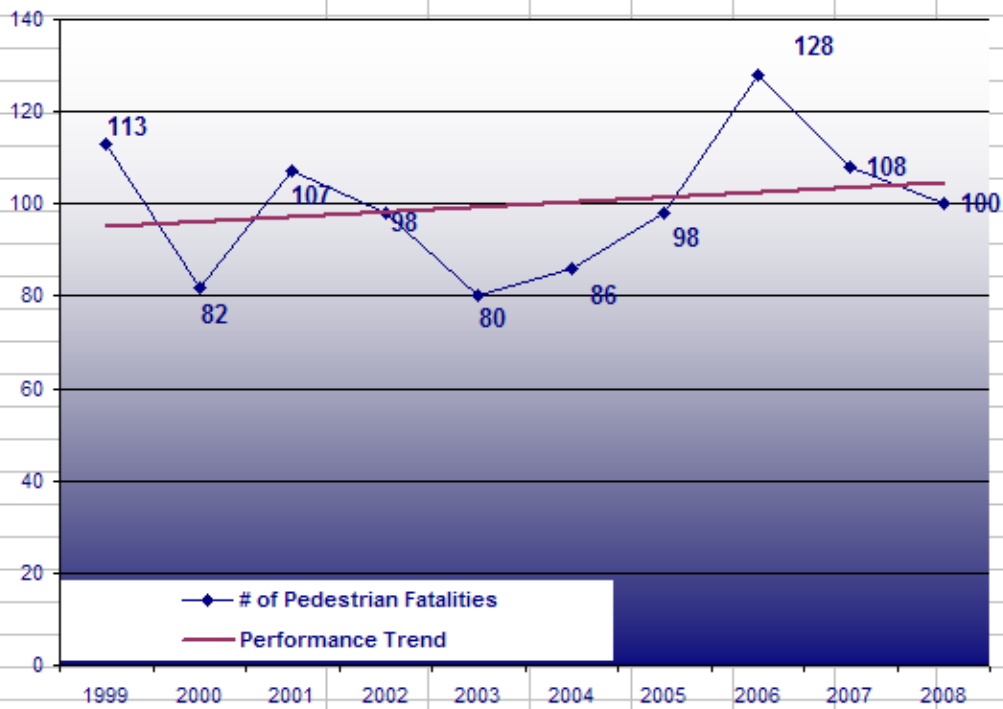
of Unhelmeted Motorcyclist Fatalities



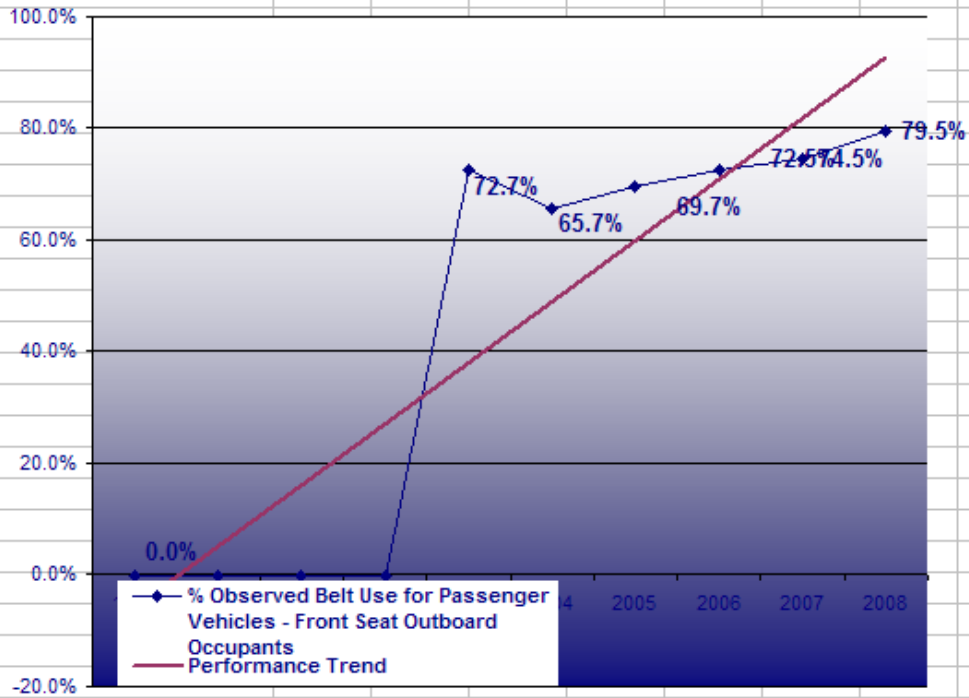
of Drivers Age 20 or Younger Involved in Fatal Crashes



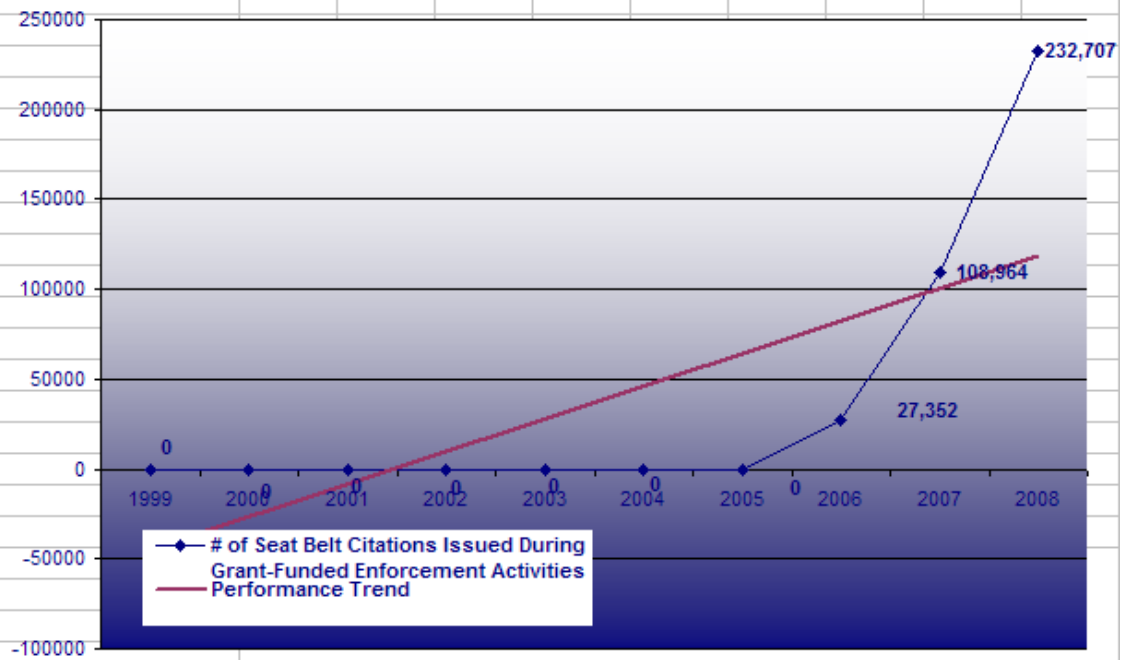
of Pedestrian Fatalities



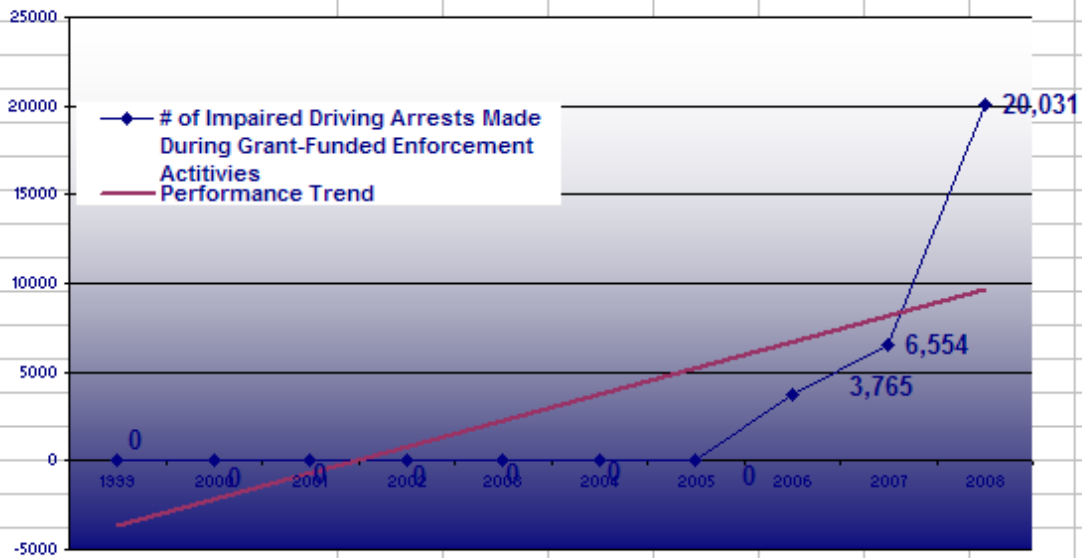
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants



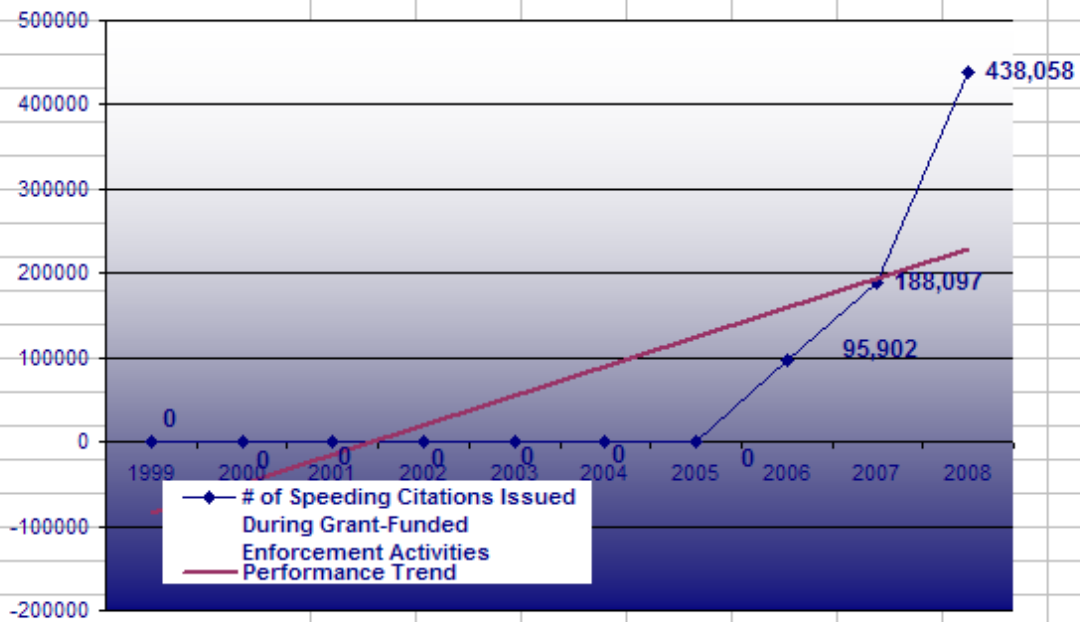
of Seat Belt Citations Issued During Grant-Funded Enforcement Activities



of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities



of Speeding Citations Issued During Grant-Funded Enforcement Activities



Planning and Administration Overview

Goal 1: To reduce the number of traffic crashes reported during CY 2009 by 5%, as compared to CY 2008

data.

Goal 2: To reduce the mileage death rate (MDR) of the State during CY 2009 by 5%, as compared to CY

2008 data.

Goal 3: To reduce the mileage injury rate (MIR) of the State during CY 2009 by 5%, as compared to CY

2008 data.

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety (OHS) of the South Carolina Department of Public Safety (SCDPS). The mission of the Office is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Office coordinates highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, the implementation of engineering-related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

Primary activities of Program Administration include:

- **Problem Identification:** Includes identification of actual and potential traffic safety hazards and effective countermeasures.
- **Administration:** Includes preparation of the Highway Safety Plan and distribution and administration of federal funds to state, local, and private agencies.
- **Monitoring and Evaluation:** Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety Plan.
- **Public Information and Education:** Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

In order to provide the necessary planning and guidance to subgrantees, the following OHS staff positions were retained through the Planning and Administration grant: one (1) Director, one (1) Assistant Director, one (1) Grants Administration Manager, one (1) Senior Accountant, one (1) Fiscal Technician, and one (1) Administrative Assistant.

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected total of 105,672 collisions for CY 2009. When compared to the 107,252 collisions in CY 2008, this represents an estimated decrease in total collisions for CY 2009 of 4%. The projected mileage death rate

(MDR) of the State during CY 2009 is 1.79, down 4.8% from 1.88 in CY 2008. Additionally, the mileage injury rate is also projected to decrease 4.2%, from 96 in CY 2008 to a projected 92 for CY 2009.

Planning and Administration Overview

The OHS was responsible for various noteworthy activities during this grant period. The two major enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.* and *Sober or Slammer!*) generated significant activity on the local law enforcement level as local jurisdictions participated heavily in the campaigns with enforcement, educational, and media-related activities.

The OHS worked with the Law Enforcement Network system in the state to implement sustained DUI enforcement activities beginning in December 2008 and running through September 1, 2009. The Sustained DUI Enforcement campaign included two major DUI mobilization crackdowns (Christmas/New Year's 2008-2009 and Labor Day 2009). The campaign followed the Strategic Evaluation States model, with participating law enforcement agencies conducting specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least monthly during the effort, with an additional four nights of specialized DUI enforcement activity occurring during the mobilization crackdowns. Generous media coverage was attained as part of this DUI year-long emphasis.

The agency also conducted a *School Zone Safety Week* emphasis during the month of August 2009. The campaign included increased enforcement statewide, the availability of educational materials to all middle and elementary schools in the state, and presentations conducted throughout the state at elementary and middle schools by SC Highway Patrol Community Relations Officers and local law enforcement agencies.

The OHS, in conjunction with NHTSA, benefited from two assessments for Occupant Protection and Impaired Driving. The **Occupant Protection Assessment** occurred January 11-16, 2009 and resulted in recommendations the OHS is reviewing and using to develop strategies for future grant years. The **Impaired Driving Assessment** was held June 30 – July 5, 2009. This was the second assessment for impaired driving conducted in South Carolina and yielded important findings and recommendations. While the assessment commended South Carolina on many successes and progress in the area of impaired driving, there were still important recommendations from the assessment for South Carolina to implement. The task of review and implementation associated with the Impaired Driving Assessment recommendations will fall to the State's Impaired Driving Prevention Council.

The Public Information, Outreach, and Training (PIOT) grant falls under Planning and Administration as well. PIOT is a Section 402 funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHS, were sent to highway safety-related training programs during the grant period. Another ongoing component of this project involved conducting Pre-Work Conferences for all highway safety grant subgrantees. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. Additionally, a Funding Guidelines workshop was held in Columbia on January 15, 2009 to assist applicants in preparing applications for the FFY 2010 grant year.

Planning and Administration Overview

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2008, a booth at the SC State Fair during October 2008, provided traffic safety information to businesses and schools in South Carolina, and a motorcycle safety campaign held in Myrtle Beach in May 2009, which included paid and earned media events and the distribution of educational materials to bikers during the rally events. **NOTE:** This project was moved to the Community Traffic Safety Project Program Area in the FFY 2010 HSPP.

Alcohol Countermeasures Program Overview

- Goal 1: To reduce the DUI-related crash MDR by 10% by the end of CY 2009, as compared to CY 2008 data.
- Goal 2: To reduce the DUI-related crash MIR by 10% by the end of CY 2009, as compared to CY 2008 data.
- Goal 3: To reduce the involvement of drivers aged 25-34 in DUI-related crashes by 3% by the end of CY 2009, as compared to CY 2008 data.
- Goal 4: To increase conviction rates by the DUI special prosecutor in Spartanburg County by 5% by the end of CY 2009, as compared to CY 2008.
- Goal 5: To increase the level of BAC reporting on fatalities from coroners by 10% by the end of CY 2009, as compared to CY 2008.
-

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected DUI-related crash MDR of .81 for CY 2009. When compared to the .91 DUI-related crash MDR for CY 2008, this represents an estimated decrease for CY 2009 of 10.9% yet the DUI-related crash MIR is projected to remain consistent at 7.6.

The Seventh Judicial Circuit in Spartanburg County experienced an increase in its DUI conviction rate from 65% in CY 2008 to a projected 70% in CY 2009 as the result of the work of the funded DUI Special Prosecutor.

According to the Statistical Analysis Center within the Office of Highway Safety, the level of BAC reporting on drivers in fatal crashes was 40% in 2007, compared to 43% in 2008. This is a 7.5% increase in the BAC reporting on drivers in fatal crashes. It is estimated that SC will achieve 44% in 2009. Statistical information on the BAC level of drivers in fatal crashes for CY 2009 is incomplete at this time and is, therefore, unavailable. The BAC level is considered "sensitive" information by the state's coroners. As such, coroners are reluctant to report the BAC levels on drivers in fatal crashes. The OHS will continue to work diligently on efforts to influence coroners in South Carolina to report the BAC level of drivers in fatal crashes. The OHS is planning to conduct a one-day symposium for coroners and others who influence BAC reporting in the hopes of increasing BAC testing and reporting.

There were 17 alcohol countermeasures subgrants awarded in FY 2009 using two sources of funding. There were five subgrants awarded using Section 402 funds, and twelve were awarded using Section 410 funds.

Alcohol Countermeasures Program Overview

Grant Number	Grantee	Funding Source	Grant Amount
2H09006	SC Department of Public Safety: OHS	410	\$638,576
2H09009	Lexington County Sheriff's Department	402	\$178,521
2H09010	Sixteenth Circuit Solicitor's Office	410	\$50,306
2H09011	Seventh Judicial Circuit Solicitor's Office	410	\$89,647
2H09013	City of Anderson Police Department	410/402	\$130,884/\$5,600
2H09016	SC Department of Public Safety: Highway Patrol	410/402	\$227,170/\$3,000
2H09017	SC Commission on Prosecution Coordination	410	\$173,616
2H09019	SC Department of Probation, Parole and Pardon	410	\$356,000
2H09023	City of Rock Hill	402	\$115,417
2H09026	Beaufort County Sheriff's Office	402	\$136,437
2H09027	Beaufort Police Department	402	\$63,753
2H09036	City of Darlington Police Department	410	\$42,354
2H09038	SC Department of Alcohol and Other Drug Abuse Services	410	\$26,931
2H09040	Mauldin Police Department	402	\$97,856
2H09042	Ridgeland Police Department	410	\$98,892
2H09044	Anderson University	410	\$44,498
2H09046	Port Royal Police Department	410	\$53,460
2H09047	Hardeeville Police Department	410	\$77,248

The Impaired Driving Countermeasures Program Management project developed and implemented comprehensive statewide impaired driving countermeasures efforts in order to reduce DUI-related crashes, injuries, and deaths on South Carolina's roadways. One of the most extensive activities of this project was the *Sober or Slammer!* campaign. The campaign is a high-visibility law enforcement initiative that involved a comprehensive statewide effort to call attention to the problem of DUI in the state of South Carolina. *Sober or Slammer!* is South Carolina's equivalency to the national *Drunk Driving. Over the Limit. Under Arrest.* campaign. South Carolina also continued to develop the South Carolina Law Enforcement Network (SCLN) which is based on the 16 judicial circuits in the state. The SCLN influenced and energized law enforcement officers (state, county, local, and others), agencies, and organizations into addressing the impaired driving problems in South Carolina. The SCLN has carried much of the weight in addressing the *Sober or Slammer!* campaign and is largely responsible for the use and employment of the Breath Alcohol Testing Mobiles (BATMobiles) throughout the network. There is little doubt that the SCLN is bridging gaps of communication and cooperation that have existed among law enforcement within this state for years.

The SCLN and the Impaired Driving Countermeasures Program Manager worked collaboratively in coordinating a **Law Enforcement DUI Challenge** for all law enforcement agencies in the 16 judicial circuits of South Carolina. Law enforcement agencies that participated in the challenge were required to

Alcohol Countermeasures Program Overview

conduct stepped-up DUI, safety belt, and speed enforcement. The enforcement activities were held during the national campaigns which started in December, 2008, and ended in September, 2009. Participating agencies reported monthly on their regular sustained enforcement activities. 211 of 260 possible agencies signed up to participate in the 2009 Law Enforcement DUI Challenge which is the most participating agencies the OHS has had for any campaign.

The South Carolina Department of Public Safety's Office of Highway Safety utilized grant funds during FFY 2009 for paid media efforts relating to the Law Enforcement DUI Challenge, the state's *Sober or Slammer!* (SOS) mobilization crackdowns conducted during Christmas/New Year's 2008-2009 and Labor Day 2009. The enforcement portion of the Christmas/New Year's SOS campaign efforts ran from December 19, 2008–January 1, 2009. The flight dates for the paid media portion of the 2008-2009 Christmas/New Year's SOS campaign efforts ran from Wednesday, December 10, 2008 through Sunday, December 14, 2008; Wednesday, December 17, 2008 through Sunday, December 21, 2008; Wednesday, December 24, 2008 through Sunday, December 28, 2008; and Wednesday, December 31, 2008 through Thursday, January 1, 2009. For the mobilization crackdown enforcement portion of the Labor Day 2009 SOS campaign, efforts ran from August 21-September 1, 2009. Flight dates for the paid media portion of the 2009 Labor Day SOS campaign efforts ran from August 19-23, August 26-30, and September 2-6, 2009. In addition to television commercial spots and PSA's, billboards, ticket holders, and gas pump toppers that emphasized impaired driving behavior were also created and placed in support of the *Sober or Slammer!* campaigns and the 2009 Law Enforcement DUI Challenge.

The South Carolina Impaired Driving Prevention Council (SCIDPC), through its Legislative Subcommittee, continues to make significant progress in addressing the impaired driving laws in the state. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities comprising the Council's membership. On February 10, 2009, the State of South Carolina adopted a **new DUI law** (see Attachment 1 for the changes to the South Carolina DUI law). The SCIDPC is primarily responsible for the passage of South Carolina's new DUI law. Pursuant to the new DUI law, the OHS utilized grant funds for paid media efforts to promote it. The OHS contracted with Fisher Communications to create and develop a television spot that contained a DUI enforcement message to promote the new DUI law. The commercial spot, entitled "New DUI Law", utilized state and local law enforcement to deliver the message that a new DUI law with stiffer penalties is in effect and that enforcement efforts will be underway.

The OHS also held the annual **DUI Enforcement Recognition Ceremony** on March 19, 2009, to award officers and agencies that have made a difference in enforcing impaired driving laws. The majority of these awards were based solely on DUI arrest activity. Six individual local officers and two individual officers from within the South Carolina Highway Patrol were recognized for their outstanding achievements in DUI arrests. Additionally, six local agencies were recognized for their efforts in reducing impaired driving in their jurisdictions, as well as one South Carolina Highway Patrol troop, one South Carolina State Transport police district, and one Law Enforcement Network. There were over 300 people in attendance for this ceremony, and media coverage was received throughout South Carolina.

Alcohol Countermeasures Program Overview

A statewide **Impaired Driving Assessment** was conducted by the National Highway Traffic Safety Administration (NHTSA), and coordinated by the OHS from June 30 – July 5, 2009. As a result of the interviews conducted during the week, the Assessment Team determined the “state of the State” in terms of impaired driving issues, in the form of a formal report regarding how to improve impaired driving countermeasures in our State. The report contained 75 recommendations, of which 25 were considered priority recommendations. These recommendations will be reviewed and considered by the Impaired Driving Prevention Council as it looks toward continuing efforts to eradicate alcohol-related fatalities in South Carolina.

There were **eleven enforcement alcohol countermeasures projects** funded during FY 2009 to address alcohol-related crashes within their communities. The grant-funded officers associated with these projects accounted for over 786 DUI arrests and conducted over 280 public safety checkpoints. The grant-funded officers participated in the *Sober or Slammer!* campaign initiatives and were also responsible for conducting over 100 public safety presentations on impaired driving.

There were **two adjudication alcohol countermeasures projects** funded during FY 2009. The two projects were responsible for 239 DUI convictions during the grant year of which over 75 were DUI 1st, over 50 were DUI 2nd, over 20 were DUI 3rd, and two were DUI 4th convictions. In total, the two projects moved over 870 cases off the docket during the grant period. The Seventh Judicial Circuit’s project saw an increase in their conviction rate from 65% to 70%.

Noteworthy Projects:

The **Commission on Prosecution Coordination grant** provided for the continuation of the TSRP in South Carolina to provide valuable training to criminal justice professionals throughout South Carolina. The TSRP conducted 11 DUI training seminars for prosecutors, law enforcement officers, and summary court judges; 6 one-day trainings for South Carolina Highway Patrol on the new DUI law and Standardized Field Sobriety Testing; and 4 two-day DUI seminars. Overall, the TSRP was responsible for training 2,298 criminal justice professionals.

The **Anderson Police Department** received a first year grant award to conduct DUI enforcement. The city established a very proactive DUI Traffic Unit. During the grant period, October 1, 2008 to September 30, 2009, 147 total arrests were made due to enhanced traffic enforcement. Only 87 arrests were made last year during the same time period. The Anderson Police Department contributes the increase in arrests to cooperation in multi-jurisdiction enforcement in the SC Law Enforcement Network and the DUI Traffic Team’s ability to concentrate enforcement on impaired drivers. While statistical information is not complete or available for 2009, the Anderson Police Department expects there to be a reduction in alcohol-related fatalities and injuries.

The **South Carolina Highway Patrol** was the recipient of an impaired driving countermeasures grant to hire two additional DUI officers to patrol Horry County. Horry County consistently ranks in the top five counties in South Carolina for DUI-related fatalities; yet there has been little interest from local agencies to apply for grant funds to combat the problem. The two grant-funded DUI officers issued 184 DUI citations and made 1,416 contacts with the public during the grant period.

Alcohol Countermeasures Program Overview

Preliminary statistics from the Office of Highway Safety show that during the enforcement implementation of this program, from January 1, 2009 through the end of the grant period, DUI-related collisions went from 316 in 2008 to 267 during the same time period in 2009. This is a 16% decrease. Fatal DUI-related collisions went from 17 in 2008 to 13 in 2009, which is a 24% decrease.

In addition to the enforcement and adjudication projects, an **Ignition Interlock Device (IID) project** was funded through the South Carolina Department of Probation, Parole and Pardon. The Prevention of Underage Drinking and Access to Alcohol Act became effective January 1, 2008. The Act provided for the implementation of an IID program and designated the South Carolina Department of Probation, Parole and Pardon Services (SCDPPPS) as the lead agency in administering the program. Along with SCDPPPS, the South Carolina Department of Motor Vehicles (SCDMV) and the South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) have all partnered together to develop a program aimed at reducing the incidence of intoxicated driving. The grant project allowed the IID program within SCDPPPS to become operational. Now any driver required to have the ignition interlock device installed can do so from anywhere in the state. SCDPPPS is now able to monitor every driver as they enroll, receive inspections or complete the program. In conjunction with the SCDMV, they can notify drivers when a violation has occurred and what the consequences are for those violations. Additionally, SCDPPP can now notify DAODAS electronically when a driver needs to attend treatment and when a driver in treatment has had additional driving violations. SCDPPPS has received technical assistance during the implementation of this project from NHTSA.



Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview

Goal 1: To reduce the number of crashes involving bicycles by 2% by the end of CY 2009, as compared to CY 2008 data.

Goal 2: To reduce the motorcycle registration fatality rate by 10% by the end of CY 2009, as compared to CY 2008 data.

Goal 3: To reduce the motorcycle registration collision rate by 10% by the end of CY 2009, as compared to CY 2008 data.

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected total of 554 bicycle crashes for CY 2009. When compared to the 573 in CY 2008, this represents an estimated decrease in total bicycle crashes for CY 2009 of 3.3%. The motorcycle registration fatality rate decreased 18.9% to a projected 9.59 in CY 2009 compared to 11.83 in CY 2008. Additionally, the motorcycle registration collision rate decreased 22.2% to a projected 1.85 in CY 2009 compared to 2.38 in CY 2008.

While there were no specific projects funded under the motorcycle safety and two-wheel vehicle safety program, the Office of Highway Safety continued to promote and support the two initiatives. Through the Office of Highway Safety's PIOT grant, a motorcycle safety campaign was conducted in conjunction with the two motorcycle rallies held in the state. Coincidentally, the month of May has national significance. May is NHTSA's National Bike Month and Motorcycle Safety Month. The campaign theme was built upon the "Ride Smart" and "It doesn't take a genius ..." messaging used successfully in past campaigns. The paid media efforts which complemented enforcement activities by the SC Highway Patrol were for the Myrtle Beach Bike Week in Myrtle Beach, South Carolina from May 14-17, 2009 and the Atlantic Beach Bikefest in Myrtle Beach, South Carolina from May 21-25, 2009. Additionally, the OHS sent three people to the Motorcycle 101 and four people to the Motorcycle Forum in Orlando, Florida this past June.



Occupant Protection Program Overview

Goal 1: To increase safety belt usage rates from the current rate of 79% to at least 82% by the end of CY 2009 through the continued development and implementation of statewide occupant protection programs.

Goal 2: To reduce the MDR for children under the age of six by 10% by the end of CY 2009.

The safety belt survey conducted by the University of South Carolina concluded that 81.5% of South Carolina drivers and passengers used shoulder style safety belts in June 2009; this is a historical high for the state. In June 2008, this percent was 79.0, which was the previous record high. Hence 2009 represents the first year the statewide estimate has exceeded 80%.

Women continue to be more likely than men to use safety belts (87.8% to 77.1%); passengers are marginally more likely than drivers to use safety belts (82.1% to 81.3%); and rural occupants are less likely to use safety belts than urban occupants (79.5% to 82.3%). White occupants had a higher rate of use than non-white occupants (84.7% to 74.1%), while car occupants were more likely to wear safety belts than truck occupants (84.3% to 75.0%).

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected MDR for children under the age of six of .020 for CY 2009. When compared to the .016 in CY 2008, this represents an estimated increase in MDR for children under the age of six for CY 2009 of 25%.

There were four occupant protection subgrants awarded in FY 2009 using two sources of funding. One project was awarded using Section 402 and Section 405 funds; and three were awarded using only Section 405 funds.

Grant Number	Grantee	Funding Source	Grant Amount
2H09002	SC Department of Public Safety: OHS	402/405	\$88,413/\$500,000
2H09024	SC Department of Public Safety: Highway Patrol	405	\$34,764

2H09034	SC Dept. of Health and Environmental Control	405	\$136,798
2H09043	Summerville Fire Department	405	\$1,480

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. An informal survey on child restraint misuse was monitored in order to develop and implement appropriate countermeasures to address this problem. Specific activities of the Occupant Protection Program Manager (OPPM) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2009, and the *National Child Passenger Safety Awareness Week* in September 2009; and planning, coordinating and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It's the law and it's enforced.* public information, education and enforcement campaign during the Memorial Day holiday of 2009. The OPPM continued to administer all Section 402 and Section 405 funded occupant protection programs. The OPPM was responsible for reviewing, monitoring and providing technical assistance to project personnel.

Occupant Protection Program Overview

A statewide **Occupant Protection Assessment** was conducted by the National Highway Traffic Safety Administration (NHTSA), and coordinated by the OHS from January 11-16, 2009. As a result of the interviews conducted during the week, the Assessment Team determined the “state of the State,” in terms of occupant protection issues, in the form of a formal report regarding how to improve safety belt and child restraint use in our State. The report contained 57 recommendations, of which 18 were considered priority. The OHS is currently working to reinstate roundtable meetings with occupant protection and child passenger safety advocates from around the state. The roundtable meetings will facilitate the review and implementation of the priority recommendations into a manageable roadmap for improving occupant protection usage in South Carolina.

The two child passenger safety grants combined conducted 18 Child Passenger Safety Technician Classes which resulted in 249 people trained. They held 77 child passenger safety seat checks with over 1,915 seats checked. In addition to the trainings and seat checks, the two also made 86 presentations to over 5,600 people.

Noteworthy Project:

The South Carolina **Highway Patrol’s Occupant Protection Education and Outreach Program** provided for the purchase of a rollover simulator, the first in the state, to be used to highlight the dangers of unrestrained passengers in a rollover collision. The rollover simulator had to be constructed; therefore, there were delays in receiving the final product. However, since receiving the simulator in July, the rollover simulator has been used during 162 presentations reaching over 20,600 people.

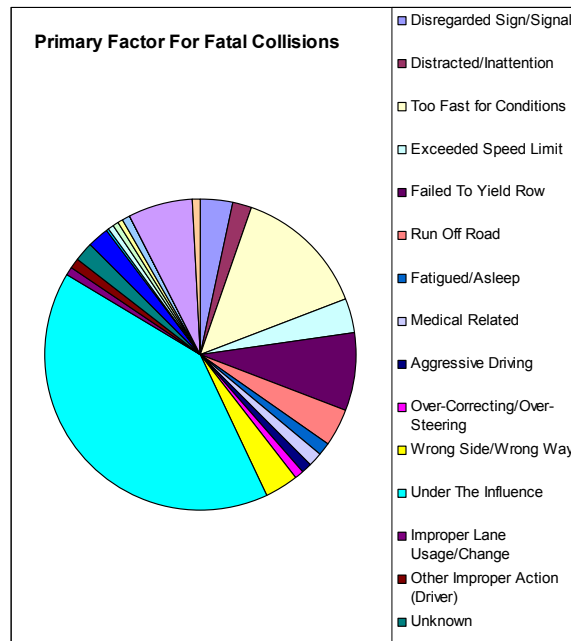


Police Traffic Services Program Overview

- Goal 1: To reduce the number of traffic collisions during CY 2009 by 5%, as compared to CY 2008 data, by developing and implementing well-organized, comprehensive traffic enforcement programs with program support from all levels of command.
- Goal 2: To reduce the number of traffic collisions with a primary contributing factor of exceeding the posted speed limit by 5% during CY 2009, as compared to CY 2008 data.
- Goal 3: To reduce the number of traffic collisions with a primary contributing factor of alcohol or drugs by 5% during CY 2009, as compared to CY 2008 data.
- Goal 4: To reduce the number of traffic collisions caused by aggressive driving behaviors, including driver inattention, failing to yield the right-of-way, disregarding a sign/signal, and improper lane change, by 5% during CY 2009, as compared to CY 2008 data.
-

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected total of 105,672 collisions for CY 2009. When compared to the 107,252 collisions in CY 2008, this represents an estimated decrease in total collisions for CY 2009 of 4%. In CY 2009, there were a projected 548 traffic collisions with a primary contributing factor of exceeding the posted speed limit, compared to 517 in CY 2008. This represents a projected increase of 6% for CY 2009. The projected number of traffic collisions with a primary contributing factor of alcohol or drugs is 5,021 for CY 2009. This represents a decrease of 3.6% when compared to 5,207 traffic collisions with a contributing factor of alcohol or drugs for CY 2008. However, projected estimates indicate 50,999 traffic collisions caused by aggressive driving

behaviors for CY 2009. When compared to the 50,846 such collisions in CY 2008, this represents an estimated increase of .3%.



Police Traffic Services Program Overview

There were 19 police traffic services subgrants awarded in FY 2009 using Section 402 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H09005	SC Department of Public Safety: OHS	402	\$82,153
2H09007	SC Department of Public Safety: OHS	402	\$696,023
2H09008	Richland County Sheriff's Office	402	\$171,256
2H09012	City of Columbia Police Department	402	\$140,814
2H09014	SC Criminal Justice Academy	402	\$363,485
2H09015	City of Conway	402	\$70,538
2H09018	Aiken Department of Public Safety	402	\$93,754
2H09020	Spartanburg Department of Public Safety	402	\$44,611
2H09021	Town of Mount Pleasant Police Department	402	\$96,056
2H09022	City of North Charleston	402	\$96,328
2H09025	SC Department of Public Safety: Highway Patrol	402	\$49,301
2H09028	Bluffton Police Department	402	\$70,288
2H09029	City of Cayce Department of Public Safety	402	\$121,227
2H09031	Town of Summerville Police Department	402	\$115,220
2H09032	West Columbia Police Department	402	

2H09039	Batesburg-Leesville Police Department	402	\$55,207
2H09041	Fountain Inn Police Department	402	\$44,671
2H09045	Colleton County Sheriff's Department	402	
2H09048	Hampton County Sheriff's Office	402	\$113,298

The **Police Traffic Services (PTS) Program Management** grant provided on-going technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested. The PTS Program Manager worked to develop new project applications in target areas and assisted with coordination of enforcement campaigns.

The **Law Enforcement Coordination** grant continued the employment of two Field Law Enforcement Liaisons to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHS and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project provided Law Enforcement Network mini-grants to those established networks around the state. The networks served as a key component of both the *Sober or Slammer!//Drunk Driving. Over the Limit. Under Arrest.* Sustained Enforcement initiatives and the *Buckle up, South Carolina. It's the law and it's enforced.* campaign. The sixteen (16) networks correspond to the sixteen (16) judicial circuits in the state. The networks have been established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 250 agencies

Police Traffic Services Program Overview

within the state. The mini-grants were provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other enforcement equipment and maintenance supplies.

There were fifteen enforcement police traffic services projects funded during FY 2009. These projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding was a priority, these projects also included attention to DUI enforcement, occupant protection, and other violations that contribute to traffic collisions. There were 27 traffic safety officers funded through these projects. They were responsible for making 607 DUI arrests and issuing 6,702 safety belt citations, 522 child seat citations, and over 16,411 speeding citations. The grant-funded officers conducted 308 public safety checkpoints and performed saturation patrols routinely. Additionally, over 130 traffic safety presentations were conducted by the grant-funded officers.

Noteworthy Projects:

The **City of Aiken Department of Public Safety** was awarded a continuation grant to maintain the established traffic unit to provide enforcement and education of traffic laws to reduce traffic collisions in number and severity through a combination of enforcement and education strategies. The two grant-funded officers conducted 17 public safety checkpoints and countless saturation patrols. The grant-funded officers issued 1,179 citations for speeding violations, and the department saw a 43% overall increase in speeding citations during the grant year. Aiken Public Safety also experienced a 41% increase in occupant protection citations during the grant year, with the grant-funded officers issuing 1,691 occupant protection citations. Additionally, the grant-funded officers were responsible for making 37 DUI arrests and helping the department reach a 63% increase in DUI arrests for the grant year. Overall, the City of Aiken experienced a 19% decrease in traffic collisions, from 1,570 to 1,275, during the grant

period as compared to last year. The City of Aiken also saw a 42% decrease in alcohol-related collisions, from 19 to 11, during the grant year as compared to last year.

In addition to the enforcement projects, a grant to the **South Carolina Criminal Justice Academy** was continued to provide four Traffic Safety Officer (TSO) Liaisons to help reduce fatalities and injuries on the state’s roadways by providing comprehensive traffic enforcement/investigative training to the state’s traffic law enforcement officers. The TSO Liaisons instructed in specific areas of current traffic topics and issues. These individuals developed traffic programs and initiatives to be presented around the state through the CJA Regional Training system. The Traffic Safety Unit taught 78 classes to 1,777 students over the course of the grant year. Sixty officers were awarded their Traffic Safety Officer certifications.

Traffic Records Program Overview

Goal: To continue the rollout phase of the SCCATTS initiative based on the assessment of GartnerGroup and a statewide Traffic Records Assessment.

There were 3 traffic records subgrants awarded in FY 2009 using Section 402 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H09003	SC Department of Public Safety: OHS	402	\$147,179
2H09030	Orangeburg Department of Public Safety	402	\$30,800
2H09037	Town of Springdale Police Department	402	\$17,088

The **South Carolina Collision and Ticket Tracking (SCCATTS) Program Management** grant continued the development and implementation of the SCCATTS project based on the design elements, analysis, and assessment produced during Phase I by GartnerGroup. A SCCATTS Project Coordinator maintained familiarity with the total project in order to properly assist with the completed rollout of the effort. The Project Coordinator continued to apprise interested stakeholders (Traffic Records Coordinating Committee) of the status of the project.

A significant amount of equipment and software was approved by NHTSA and purchased to serve as the structural underpinning for the SCCATTS effort and to begin building the central data repository. The Information Technology Office of the SCDPS utilized a "Smart Person" contractual services vendor to begin developing key aspects of the Phase II rollout. This consultant issued a report entitled SCCATTS Information Architecture, which contains a detailed explanation of the work accomplished thus far. The

document provides standards for accessing data for online analytical processing, including executive information systems and decision support systems. The document outlines specific technical topics necessary for the SCCATTS effort, the technical components of each, recommended practices for each technical topic and implementation guidelines. The technical topics addressed are the data warehouse, repository, data hygiene tools, data extraction and transformation tools, data replication tools, and business intelligence tools. Within the last grant year, a software package has been purchased and is being configured to electronically capture the data on the TR310, Uniform Traffic Ticket (UTT), Size and Weight Citation, and Public Contact Form. This solution will be available to all law enforcement agencies throughout the state.

The Traffic Records Coordinating Committee (TRCC), comprised of key staff members from the Office of Highway Safety, Highway Patrol, State Transport Police, the Office of Information Technology, the Department of Motor Vehicles, the Department of Transportation, South Carolina Judicial Department, and South Carolina Department of Health and Environmental Control has been formed to provide general oversight of the state's Traffic Records systems and provide updates to all of the agencies. Tami McDonell, of the Office of Highway Safety, has been chosen to chair this committee. The TRCC has already addressed specific matters of timeliness and accuracy of data, which is one of the key benefits that this project will provide.

The two remaining traffic records projects purchased the approved equipment to allow the respective agencies to enter and submit collisions and citation report data electronically. These two law enforcement agencies will be part of the first roll out to local jurisdictions.

Youth Alcohol/Youth Traffic Safety Program Overview

Goal 1: To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related by 10% by the end of CY 2009, as compared with CY 2008 data.

Goal 2: To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related by 10% by the end of CY 2009, as compared with CY 2008 data.

Goal 3: To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal crashes which are alcohol-related by 10% by the end of CY 2009, as compared with CY 2008 data.

Projected estimates from the OHS Statistical Analysis Center based on available 2009 data indicate a projected rate of 4.10 for collisions which are alcohol-related for CY 2009. When compared to a rate of 4.38 in CY 2008, this represents an estimated decrease for CY 2009 of 6.4%. In CY 2009, there is a projected rate of 1.64 for injury crashes which are alcohol-related, compared to a rate of 1.94 in CY 2008. This represents a projected decrease of 15.5% for CY 2009. The projected rate for fatal crashes which are alcohol-related for CY 2009 is .27, compared to a rate of .29 for CY 2008. this represents a projected decrease of 6.9%.

Grant Number	Grantee	Funding Source	Grant Amount
2H09033	Aiken County Board of Disabilities/Tri-Development Center	402	\$58,867

2H09035	Columbia College Police Department	402	\$16,149
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Noteworthy Projects:

Columbia College Police Department began an **Alive at 25** program for their students and teens in the surrounding areas. Alive at 25 is a survival course developed by the National Safety Council and is designed to prevent the #1 killer of teens, automobile crashes. Alive at 25 is taught by off-duty Deputy Sheriffs and Municipal Police Officers. The course is delivered in one 4.5 hour program which focuses on the behaviors and decision-making paradigms that young drivers and passengers display behind the wheel. Instructors hold candid conversations with students about what can happen if they practice risky behavior or make other poor decisions in an automobile. The project was responsible for training 480 young adults through the Alive at 25 program. Surveys indicate that the participant’s attitudes towards driving changed as a result of what they saw and heard during the classes.

In addition to the grants awarded to focus on youth traffic safety, a program funded through the Office of Highway Safety’s PIOT grant, entitled High School Ticket campaign, placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other events during the 2009-2010 academic year. The OHS has the opportunity to print up to seven different messages throughout the year. The message on the tickets reached students at the times when they were most likely to engage in risky driving behavior; during football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of parents and other adults who attended many of these events. A poster campaign was developed by the OHS to complement the ticket campaign.

Youth Alcohol/Youth Traffic Safety Program Overview

Sets of posters were printed with highway safety messages corresponding to those on the tickets. These posters sets were made available to all high schools in the state.

Tri-Development Center/Aiken County Safe Communities implemented an educational and motivational program geared toward juniors and seniors in order to raise awareness about the dangers of drinking and driving and to educate students about seat belt safety and the prevention of lifelong disabilities. In order to increase the overall seat belt usage rate by 5%, each participating school was asked to conduct a seat belt survey, which was conducted one week before and again one week after the program. As an incentive to use safety restraints, a portable CD player (a \$20-Dollar value), an iTunes Gift Card (a \$25-Dollar value) or a \$20 Gasoline card was presented to 10 selected students who won the Buckle-Up Pledge at the end of the school year. Each newly participating school was also presented a 3’x8’ Traffic Safety Banner for display at a highly visible location in the school. The project conducted safety presentations at 30 high schools, serving a total of 9,522 high school students in 15 counties: Abbeville, Allendale, Aiken, Bamberg, Barnwell, Beaufort, Calhoun, Colleton, Edgefield, Greenwood, Hampton, Lexington, McCormick, Orangeburg, and Spartanburg. Overall, the seat belt usage rate increased following the safety program. The highest increase, 56%, was reported at Denmark-Olar High School.

PAID MEDIA REPORTS

2008-2009 Christmas/New Year's Sober or Slammer Campaign

Media Buy Summary for 2008-2009 Christmas/New Year's *SOS* campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$17,000	58	40	98
WCBD-TV	\$11,900	40	69	109
WTAT-TV	\$10,200	82	40	122
WCIV-TV	\$3,655	45	33	78
	\$42,755	225	182	407
Columbia:				
WIS-TV	\$21,292.50	33	42	75
WLTX-TV	\$15,300	34	37	71
WACH-TV	\$12,750	60	56	116
WOLO-TV	\$4,250	45	70	115
	\$53,592.50	172	205	377
Florence/Myrtle Beach:				
WBTW-TV	\$15,300	55	48	103
WPDE-TV	\$9,350	20	48	68
WFXB-TV	\$7,229.25	47	113	160
WMBF-TV	\$6,375	50	50	100
	\$38,254.25	172	259	431
Greenville/Spartanburg:				
WSPA-TV	\$27,200	65	57	122

WYFF-TV	\$25,194	94	57	151
WHNS-TV	\$7,650	35	22	57
	\$60,044	194	136	330
TOTALS	\$194,645.75	763	782	1545

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$24,650.00	657	320	977	244,751
CableVantage Columbia	\$13,600.00	517	274	791	200,000
Comcast Cable Charleston	\$12,750.00	144	258	402	151,599
Knology Cable Charleston	\$2,550.00	270	239	509	20,631
CableVantage Florence	\$6,800.00	330	501	831	75,000
Time Warner Myrtle Beach	\$6,756.23	660	581	1,241	106,000
CableVantage Aiken	\$3,400.00	283	154	437	56,821
Hargray Beaufort/HHI	\$3,529.20	140	118	258	28,000
Comcast Beaufort/HHI	\$2,123.30	64	128	192	19,000
Total:	\$84,233.73	3,515	3,028	6,543	

2008-2009 Christmas/New Year's Sober or Slammer Campaign

Station	325.8	\$77.33	79.8	4.1	166.7	\$151.13	54.5	3.1
WHNS-TV	118	\$64.83	30.5	4	79.2	\$96.59	18.1	4.4
					8-49		M 18-34	
Charleston:								
WCSC-TV	338.8	\$50.18	70.8	3.1	132.6	\$128.21	58.9	2.9
WCBD-TV	218.9	\$54.36	71.9	3.2	93.2	\$127.68	39.2	2.4
WTAT-TV	239.2	\$42.64	62.5	3.8	290.6	\$35.10	63.6	4.6
WCIV-TV	105.3	\$34.71	62.7	3.2	45.3	80.68	22	2.2
Columbia:								
WIS-TV	269.9	\$78.89	79.2	3.4	135.3	\$128.21	52.7	2.6
WLTX-TV	209.8	\$72.93	58.4	3.6	107.8	\$141.93	35	3.1
WACH-TV	221.7	\$57.51	50.9	4.4	212.2	\$60.08	47.4	4.4
WOLO-TV	120.4	\$35.30	40.9	2.7	74.8	\$56.82	27.6	2.9
Florence/Myrtle Beach:								
WBTW-TV	430.4	\$35.55	85	5.1	141.1	\$108.43	43.2	3.3
WPDE-TV	207.2	\$45.13	60.1	3.5	104.4	\$89.56	28.2	3.5
WFXB-TV	323	\$22.38	55.7	5.8	182	\$39.72	36.6	5
WMBF-TV	*New	Station						
Greenville/Spartanburg:								
WSPA-TV	324.5	\$83.82	72.3	4.4	125.8	\$216.22	43.1	3.4

2009 St. Patrick's Day Sober or Slammer Campaign

Media Buy Summary for 2009 St. Patrick's Day DUI Media Buy (Radio)

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$1,513.00	38	38	76	177.6	\$8.52	28.1	6.4
WSSX-FM	\$867.00	33	33	66	27.3	\$31.76	9.5	2.8
WEZL-FM	\$1,419.50	45	58	103	92.9	\$15.28	15.2	6.5
WRFQ-FM	\$1,113.50	45	65	110	83.5	\$13.34	14.5	7.9
WYBB-FM	\$760.75	34	34	68	101.3	\$7.51	23.3	6.2
	\$5,573.75	195	228	423				
Columbia:								
WNOK-FM	\$1,912.50	43	43	86	75.8	\$25.23	16	4.7
WXBT-FM	\$1,428	54	54	108	144.8	\$9.86	19.4	7.5
WCOS-FM	\$1,759.50	31	31	62	42.0	\$41.89	9.9	4.2
WARQ-FM	\$705.50	24	47	71	89.5	\$7.88	17.5	5.4
WMFX-FM	\$1,164.50	23	46	69	65.6	\$17.75	11.3	5.8
	\$6,970.00	47	93	140				
Florence/Myrtle Beach:								
WGTR-FM	\$794.75	38	39	77	60.7	\$13.09	10	5.9
WWXM-FM	\$908.65	43	45	88	83.1	\$10.93	18.1	5.2
WKZQ-FM	\$687.65	29	29	58	140.8	\$4.88	23.9	5.9
WYAV-FM	\$583.95	29	29	58	66	\$8.85	14.9	4.4
WDAI-FM	\$935	43	45	88	112.3	\$8.33	19	4.0

	\$3,910.00	182	187	369				
Beaufort/Hilton Head:								
WFXH-FM	\$1,292	34	34	68	121.6	\$10.63		
WGZO-FM	\$697	35	35	70	62	\$10.90		
WGZR-FM	\$969	34	34	68	101	\$9.59		
	\$2,958	103	103	206				
Hispanic Radio								
WAZS-FM	\$1530	45	45	90				
WQVA-FM	\$765	45	45	90				
	\$2,295	90	90	180				
TOTALS	\$21,806.75	527	611	1138				

2009 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2009 Labor Day SOS campaign

Television

	\$49,376.50	291	352	643			
Station	Cost						
Greenville/Spartanburg/Charleston:		S	S				
WGSC-TV	\$17,000	84	112	196			
WCBD-TV	\$14,750	116	116	232			
WCOP-TV	\$26,338	178	192	370			
WYFF-TV	\$25,330	178	132	310			
WTAT-TV	\$11,270	40	86	126			
WHNS-TV	\$25,500	60	102	162			
WCIV-TV	\$2,261.50	45	37	82			
WMMP-TV	\$8,050.00	294	360	654			
	\$1,929.50	28	48	76			
TOTALS	\$49,614.00 \$244,149.25	1,079	1,351	2,430			
Columbia:							
WIS-TV	\$23,800	45	79	124			
WLTX-TV	\$16,978.75	57	58	115			
WACH-TV	\$18,700	75	80	155			
WOLO-TV	7,650	45	38	83			
	\$67,128.75	222	255	477			
Florence/Myrtle Beach:							
WBTW-TV	\$17,000	60	77	137			
WPDE-TV	\$9,052.50	24	43	67			
WFXB-TV	\$11,050	86	99	185			
WMBF-TV	\$8,500	106	106	212			
WMMB-TV	\$3,774	15	27	42			

2009 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2009 Labor Day SOS campaign

Television

Station	GRP ^a M 18-34	CPP M 18-34	R h% M 18-34	F M 18-34	GRP ^a P 18-49	CPP P 18-49	R h% P 18-49	F P 18-49
Greenville/Sparta Charleston:								
WCSC-TV	226.1	\$75.19	63.8	3.5	370.1	\$45.93	66.8	3.4
WCBA-TV	259.9	\$68.43	65.8	4.1	489.3	\$59.98	84.1	3.8
WCBD-TV	175	\$72.86	55.8	3.1	267.2	\$77.77	84.3	5.1
WYFF-TV	317.4	\$118.41	77.2	3.9	468.4	\$77.27	80.3	4.2
WNCN-TV	308.3	\$34.48	80.7	3.8	308.3	\$51.51	76.1	4.2
WCIV-TV	134.8	\$14.31	63.4	4.9	135.3	\$14.26	48.3	2.8
WMMP-TV	90.1	\$69.53	41	2.2	82	\$76.40	37.2	2.2
TOTALS								
Columbia:								
WIS-TV	181.3	\$131.27	63.4	2.9	290.8	\$81.84	80	3.6
WLTX-TV	199.2	\$85.23	66.3	3	225.6	\$75.26	69.4	3.3
WACH-TV	304.1	\$61.49	64.6	4.7	292.9	\$63.84	74.3	3.9
WOLO-TV	139.9	\$54.68	42.1	3.3	186.4	\$41.04	55.2	3.4
Florence/Myrtle Beach:								
WBTW-TV	283.3	\$60.01	76.5	3.7	503.9	\$33.74	82.3	5.6
WPDE-TV	111.9	\$80.90	25.5	4.4	150.1	\$60.31	41.9	3.6
WFXB-TV	202.1	\$54.68	38.9	5.2	267.1	\$41.37	59.5	4.5
WMBF-TV	101.8	\$83.50	28.2	3.7	186.2	\$45.65	52	3.5
WMMB-TV	85.2	\$44.30	24.4	3.7	85.2	\$44.30	20.2	4.2

2009 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2009 Labor Day SOS campaign

Radio

WESC-FM	\$1,874.25	58	40	98
Station	Cost			
WROQ-FM	\$1,632	36	36	72
WTPT-FM	\$1,678.75	45	45	90
Charleston:				
WIMZ-FM	\$2,401.25	46	35	81
WVWZ-FM	\$1,300	33	33	66
WVZZ-FM	\$1,475.00	30	38	68
WVZL-FM	\$1,177.50	40	38	78
WVHB-FM	\$8,538.25	215	194	409
WSPO-FM	\$382.50	28	28	56
WRFQ-FM	\$905.25	40	27	67
WEZL-FM	\$1,636.25	40	29	69
WYBB-FM	\$837.25	40	40	80
	\$6,268.75	210	186	396
Columbia:				
WARQ-FM	\$680.00	38	38	76
WXBT-FM	\$680.00	30	30	60
WHXT-FM	\$765.00	31	29	60
WMFX-FM	\$1,360.00	41	41	82
WCOS-FM	\$1,262.25	31	31	62
WNOK-FM	\$1,262.25	31	31	62
	\$6,009.50	202	200	402
Florence/Myrtle Beach:				
WGTR-FM	\$527.00	31	31	62
WWXM-FM	\$790.00	31	31	62
WDAI-FM	\$637.00	30	30	60
WKZQ-FM	\$583.10	33	33	66
WYAV-FM	\$734.40	46	46	92
WEGX-FM	\$860.20	25	25	50
WJMX-FM	\$409.70	27	27	54
WYNN-FM	\$938.40	21	21	42
	\$5,480.80	244	244	488
Greenville/Spartanburg:				

Beaufort/HHI:				
WFXH-FM	\$620.50	20	21	41
WGZO-FM	\$323.00	22	26	48
WGZR-FM	\$480.25	20	21	41
	\$1,423.75	62	68	130
Charlotte:				
WEND-FM	\$2,890.00	56	56	112
	\$2,890.00	56	56	112
TOTALS	\$30,611.05	989	948	1,937

WKZO-FM	104.5	\$7.03	16.1	6.5
Station WYAV-FM	97.3	\$6.99	20.3	4.8
WEGX-FM	M 18.34	M 18.34	M 18.34	M 18.34
WIMX-FM	105.2	\$8.18	18.5	6
Charlotte: WVWX-FM	73	\$5.61	18.9	3.8
WVWZ-FM	91.7	\$4.83	16.2	4.7
WYNN-FM	211.6	\$4.43	32.3	6.6
WTHB-FM	73.4	\$15.63	16.3	4.4
WSPO-FM				
WRFQ-FM	45.3	\$19.98	9.6	3.4
WEZL-FM	83.4	\$19.36	15.2	4.9
WYBB-FM	111.2	\$7.53	21.1	5.9
Columbia:				
WARQ-FM	122.5	\$5.55	21.4	5.7
WXBT-FM	64.	\$10.63	16.5	4
WHXT-FM	119.5	\$6.40	22	5.7
WMFX-FM	101.4	\$13.41	13.0	7.8
WCOS-FM	86.7	\$14.56	10.9	8.7
WNOK-FM	78.1	\$16.16	17.5	4.4
Florence/Myrtle Beach:				
WGTR-FM	47.7	\$11.05	9.6	4.8
WWXM-FM	55.9	\$14.14	16.2	3.2
WDAI-FM	158.6	\$3.68	24.3	6.5

Station	GRP's M 18-34	CPP M 18-34	Reach% M 18-34	Freq. M 18-34
Greenville/Spartan burg:				
WESC-FM	122.8	\$15.26	16.8	7.2
WROQ-FM	90.9	\$17.95	22	12.3
WTPT-FM	183.7	\$9.14	34.7	15.9
WJMZ-FM	112.7	\$21.31	14.3	7.8
WHZT-FM	48.1	\$19.79	15.9	3.4
Beaufort/HHI:				
WFXH-FM	78.2	\$7.93	17.6	4.4
WGZO-FM	51.7	\$6.25	9.7	4.1
WGZR-FM	64.1	\$7.49	8.6	5.3
Charlotte:				
WEND-FM	137.2	\$21.06	21.1	7.1

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

Media Buy Summary for 2009 BUSC Campaign

Television

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$8,925	47	46	93
WCBF-TV	\$6,800	37	41	78
WTAT-TV	\$6,800	92	46	138
	\$22,525	176	133	309
Columbia:				
WIS-TV	\$12,325	25	65	90
WLTX-TV	\$8,075	31	31	62
WACH-TV	\$8,500	53	44	97
	\$28,900	109	140	249
Florence/Myrtle Beach:				
WBTW-TV	\$8,925	42	54	96
WPDE-TV	\$3,842	20	18	38
WFXB-TV	\$5,525	139	107	246
WMBF-TV	\$3,995	76	76	152
WMMB-TV	\$1,602.25	0	13	13
	\$23,889.25	277	268	545
Greenville/Spartanburg:				
WSPA-TV	\$13,570.25	66	60	126
WYFF-TV	\$11,900	32	27	59
WHNS-TV	\$12,750	31	61	92
	\$38,220.25	129	148	277
TOTALS	\$113,534.50	691	689	1380

Motorcycle Safety

Although motorcycle safety is promoted year round, an emphasis is placed on motorcycle safety during the bike rallies which occur in May and coincides with NHTSA’s National Bike Month and Motorcycle Safety Month. The bike rallies draw more than 1 million riders to the area and offer a unique opportunity to expose our safety message to a large gathering of bikers in a concentrated area. The motorcycle safety campaign coordinates a paid media effort to complement enforcement activities by the SC Highway Patrol during the rallies. The theme “Ride Smart” and the recently added slogan “It doesn’t take a genius” were used throughout the campaign. The best and proven method for reaching the motorcycle riders has been radio ads.

Media Buy Summary for 2009 Bike Week: Motorcycle Safety Campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Myrtle Beach:				
WKZQ-FM	\$1,649	78	78	156
WMYB-FM	\$1,411	80	80	160
WRNN-FM	\$1,283.50	62	62	124
WYAV-FM	\$1,778.20	106	106	212
WGTR-FM	\$782	46	46	92
WYNA-FM	\$1,224	36	36	72
WWXM-FM	\$1,224	48	48	96
WLFF-FM	\$1,062.50	50	54	104
WDAI-FM	\$1,062.50	50	54	104
TOTALS	\$11,476.70	556	546	1120

Poster Campaign Samples:



It doesn't take a genius to ride smart together.

**HIGHWAYS OR DIEWAYS?
The Choice Is Yours.**
SCDPS

Ride Smart

It doesn't take a genius to have a safe Bike Week.

**HIGHWAYS OR DIEWAYS?
The Choice Is Yours.**
SCDPS

Ride Smart

It doesn't take a genius not to drink and ride.

**HIGHWAYS OR DIEWAYS?
The Choice Is Yours.**
SCDPS

Ride Smart

2009 Sustained DUI Sober or Slammer Radio Campaign

Graduation: May 11 – 17, 2009

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$1,283.50	32	32	64	148.6	\$8.64	27.3	5.5
WSSX-FM	\$752.25	30	27	57	23.1	\$32.01	9	2.5
WEZL-FM	\$1,576.75	35	51	86	73	\$21.60	12.7	5.8
WRFQ-FM	\$892.50	35	51	86	59.4	\$15.03	9.9	5.8
WYBB-FM	\$607.75	27	27	54	80.3	\$7.57	18.9	4.3
Total:	\$5,112.75	159	188	347				
Columbia:								
WNOK-FM	\$1,270.75	30	30	60	74	\$17.77	17.3	4.3
WHXT-FM	\$680.00	25	25	50	62	\$10.97	18.1	3.5
WCOS-FM	\$1,270.75	31	31	62	77.8	\$16.33	9.8	7.9
WARQ-FM	\$879.75	44	44	88	172.8	\$5.09	17.5	7.8
WMFX-FM	\$990.25	33	33	66	63.3	\$15.64	11.3	5.6
Florence/Myrtle Beach:								
WGTR-FM	\$578.00	34	34	68	52.3	\$11.05	9.8	5.2
WWXM-FM	\$867.00	34	34	68	51.2	\$16.93	15.6	3.2
WKZQ-FM	\$637.50	29	29	58	137.5	\$4.64	28.2	5.8
WYAV-FM	\$649.40	34	34	68	76.1	\$8.53	15.3	5
WDAI-FM	\$637.50	30	30	60	76.6	\$8.32	19	4
WEGX-FM	\$794.75	22	22	44	90.2	\$8.81	16.2	5.5
WJMX-FM	\$479.40	25	25	50	68.4	\$7.01	18.1	3.8
WYNN-FM	\$853.40	19	19	38	189.1	\$4.51	29.8	6.3
Total:								
Greenville/Sptbg:								
WESC-FM	\$1,615.00	33	33	66	80	\$20.19	15.7	5
WROQ-FM	\$998.75	20	20	40	41	\$24.36	11.8	3.4
WTPT-FM	\$1,891.25	30	30	60	97.3	\$19.44	22.2	4.3
WJMZ-FM	\$2,133.50	31	31	62	76.9	\$27.74	13.5	5.6
WHZT-FM	\$1,011.50	28	28	56	43.6	\$23.20	14.7	2.9
Total:	\$7,650.00	142	142	284				

Beaufort/Hilton Head:								
WFXH-FM	\$616.25	20	20	40	74.6	\$8.60	17.6	4.2
WGZO-FM	\$259.25	18	18	36	39.2	\$6.61	9.1	4.1
WGZR-FM	\$484.50	20	20	40	61.4	\$7.89	8.6	4.1
Total:	1,360.00	58	58	116				

2009 Sustained DUI Sober or Slammer Radio Campaign

Graduation: May 11 – 17, 2009

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Rock Hill/Charlotte								
WEND-FM	\$3,395.75	64	63	127	130.2	\$26.08	17.6	4.2
TOTALS	\$24,737.55	813	841	1,654				

Summer Fun: June 15 – 21, 2009

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,360.00	22	22	44	91.7	\$14.83	19.2	4.7
WIHB-FM	\$1,147.50	40	40	80	73.4	\$15.63	16.3	4.4
WEZL-FM	\$1,636.25	40	29	69	83.4	\$19.36	15.2	4.9
WRFQ-FM	\$905.25	40	27	67	45.3	\$19.98	9.6	3.4
WYBB-FM	\$837.25	40	40	80	111.2	\$7.53	21.1	5.9
WSPO-FM	\$382.50	28	28	56				
Total:	\$6,268.75	210	186	396				
Columbia:								
WNOK-FM	\$1,262.25	31	31	62	78.1	\$16.16	17.5	4.4
WHXT-FM	\$765.00	31	29	60	119.5	\$6.40	22	5.7
WCOS-FM	\$1,262.25	31	31	62	86.7	\$14.56	10.9	8.7
WARQ-FM	\$680.00	38	38	76	122.5	\$5.55	21.4	5.7
WMFX-FM	\$1,360.00	41	41	82	101.4	\$13.41	13	7.8
WXBT-FM	\$680.00	30	30	60	64	\$10.63	16.5	4
Total:	\$6,009.50	202	200	402				
Florence/Myrtle Beach:								
WGTR-FM	\$527.00	31	31	62	47.7	\$11.05	9.6	4.8
WWXM-FM	\$790.50	31	31	62	55.9	\$14.14	16.2	3.2
WKZQ-FM	\$583.10	33	33	66	158.6	\$3.68	24.3	6.5
WYAV-FM	\$734.40	46	46	92	104.5	\$7.03	16.1	6.5

WDAI-FM	\$680.00	38	38	76	97.3	\$6.99	20.3	4.8
WEGX-FM	\$860.20	25	25	50	105.2	\$8.18	18.5	6
WJMX-FM	\$409.70	27	27	54	73	\$5.61	18.9	3.8
WYNN-FM	\$938.40	21	21	42	211.6	\$4.43	32.3	6.6
Total:	\$5,496.95	227	227					

2009 Sustained DUI Sober or Slammer Radio Campaign

Summer Fun: June 15 – 21, 2009

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Greenville/Sptbg:								
WESC-FM	\$1,861.50	49	31	80	101.9	\$18.27	16.4	6.1
WROQ-FM	\$1,632.00	36	36	72	90.9	\$17.95	22	12.3
WTPT-FM	\$1,678.75	45	45	90	183.7	\$9.14	34.7	15.9
WJMZ-FM	\$2,401.25	46	35	81	112.7	\$21.31	14.3	7.8
WHZT-FM	\$952.00	30	38	68	48.1	\$19.79	15.9	3.4
Total:	\$8,525.50	206	185	391				
Beaufort/Hilton Head:								
WFXH-FM	\$620.50	20	21	41	78.2	\$7.93	17.6	4.4
WGZO-FM	\$323.00	22	26	48	51.7	\$6.25	9.7	4.1
WGZR-FM	\$480.25	20	21	41	64.1	\$7.49	8.6	5.3
Total:	\$1,423.75	62	68	130				
Rock Hill/Charlotte								
WEND-FM	\$2,890.00	56	56	112	137.2	\$21.06	21.1	7.1
TOTALS	\$27,325.80	988	947	1935				

July 4th: June 29 – July 5, 2009

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$1,360.00	22	22	44	91.7	\$14.83	19.2	4.7
WIHB-FM	\$1,147.50	40	40	80	73.4	\$15.63	16.3	4.4
WEZL-FM	\$1,636.25	40	29	69	83.4	\$19.36	15.2	4.9
WRFQ-FM	\$905.25	40	27	67	45.3	\$19.98	9.6	3.4
WYBB-FM	\$837.25	40	40	80	111.2	\$7.53	21.1	5.9
WSPO-FM	\$382.50	28	28	56				
Total:	\$6,268.75	210	186	396				
Columbia:								

WNOK-FM	\$1,262.25	31	31	62	78.1	\$16.16	17.5	4.4
WHXT-FM	\$765.00	31	29	60	119.5	\$6.40	22	5.7
WCOS-FM	\$1,262.25	31	31	62	86.7	\$14.56	10.9	8.7
WARQ-FM	\$680.00	38	38	76	122.5	\$5.55	21.4	5.7
WMFX-FM	\$1,360.00	41	41	82	101.4	\$13.41	13	7.8
WXBT-FM	\$680.00	30	30	60	64	\$10.63	16.5	4
Total:	\$6,009.50	202	200	402				

2009 Sustained DUI Sober or Slammer Radio Campaign

July 4th: June 29 – July 5, 2009

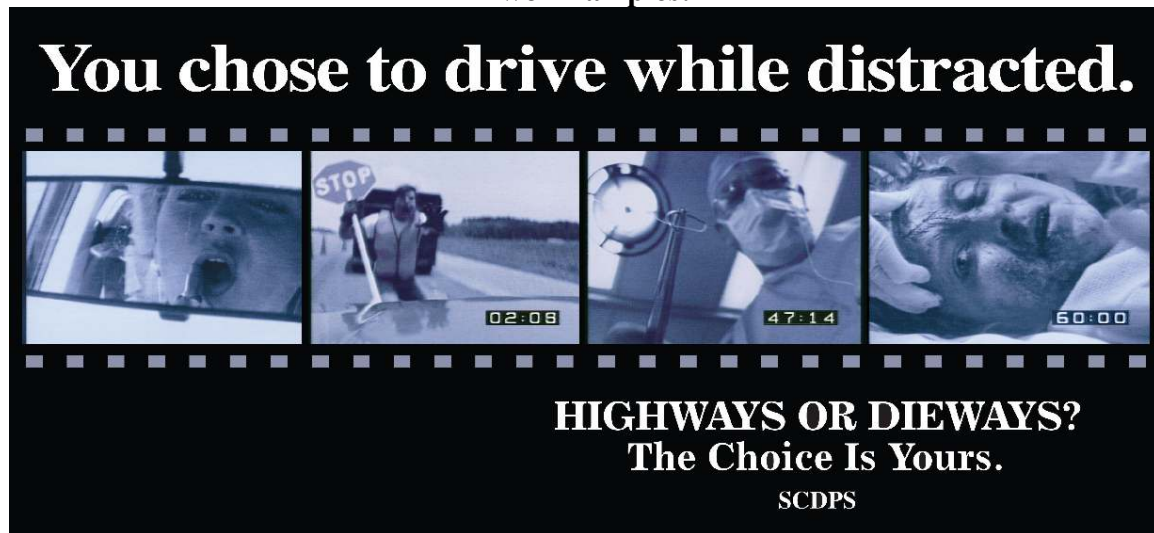
Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Florence/Myrtle Beach:								
WGTR-FM	\$527.00	31	31	62	47.7	\$11.05	9.6	4.8
WWXM-FM	\$790.50	31	31	62	55.9	\$14.14	16.2	3.2
WKZQ-FM	\$583.10	33	33	66	158.6	\$3.68	24.3	6.5
WYAV-FM	\$734.40	46	46	92	104.5	\$7.03	16.1	6.5
WDAI-FM	\$680.00	38	38	76	97.3	\$6.99	20.3	4.8
WEGX-FM	\$860.20	25	25	50	105.2	\$8.18	18.5	6
WJMX-FM	\$409.70	27	27	54	73	\$5.61	18.9	3.8
WYNN-FM	\$938.40	21	21	42	211.6	\$4.43	32.3	6.6
Total:	\$5,523.30	252	252	504				
Beaufort/Hilton Head:								
WFXH-FM	\$620.50	20	21	41	78.2	\$7.93	17.6	4.4
WGZO-FM	\$323.00	22	26	48	51.7	\$6.25	9.7	4.1
WGZR-FM	\$480.25	20	21	41	64.1	\$7.49	8.6	5.3
Total:	\$1,423.75	62	68	130				
Greenville/Sptbg:								
WESC-FM	\$1,870.00	56	39	95	120.5	\$15.52	16.8	7.1
WROQ-FM	\$1,632.00	36	36	72	90.9	\$17.95	22	12.3
WTPT-FM	\$1,678.75	45	45	90	183.7	\$9.14	34.7	15.9
WJMZ-FM	\$2,401.25	46	35	81	112.7	\$21.31	14.3	7.8
WHZT-FM	\$952.00	30	38	68	48.1	\$19.79	15.9	3.4
Total:	\$8,534.00	206	185	391				
Rock Hill/Charlotte								
WEND-FM	\$2,890.00	56	56	112	137.2	\$21.06	21.1	7.1
TOTALS	\$27,334.30	995	955	1950				

STATEWIDE BILLBOARD CAMPAIGN

A statewide billboard campaign was conducted in the summer of 2009 to reach motorists with a variety of messages at a time when they are likely to both see and be affected by them...behind the wheel. Using a compelling series of visual images taken from *Highways or Dieways* TV spots addressing a variety of subjects (distracted driving, school bus stop signs, grade crossings), the campaign enjoyed high visibility across the state.

The total expenditures for the billboard campaign were \$39,000 for 150 billboards across the state. The Outdoor Advertising Association of South Carolina reported the total circulation for the campaign at over 3 million.

Two Examples:



You chose to try to beat the train.



**HIGHWAYS OR DIEWAYS?
The Choice Is Yours.**

SCDPS

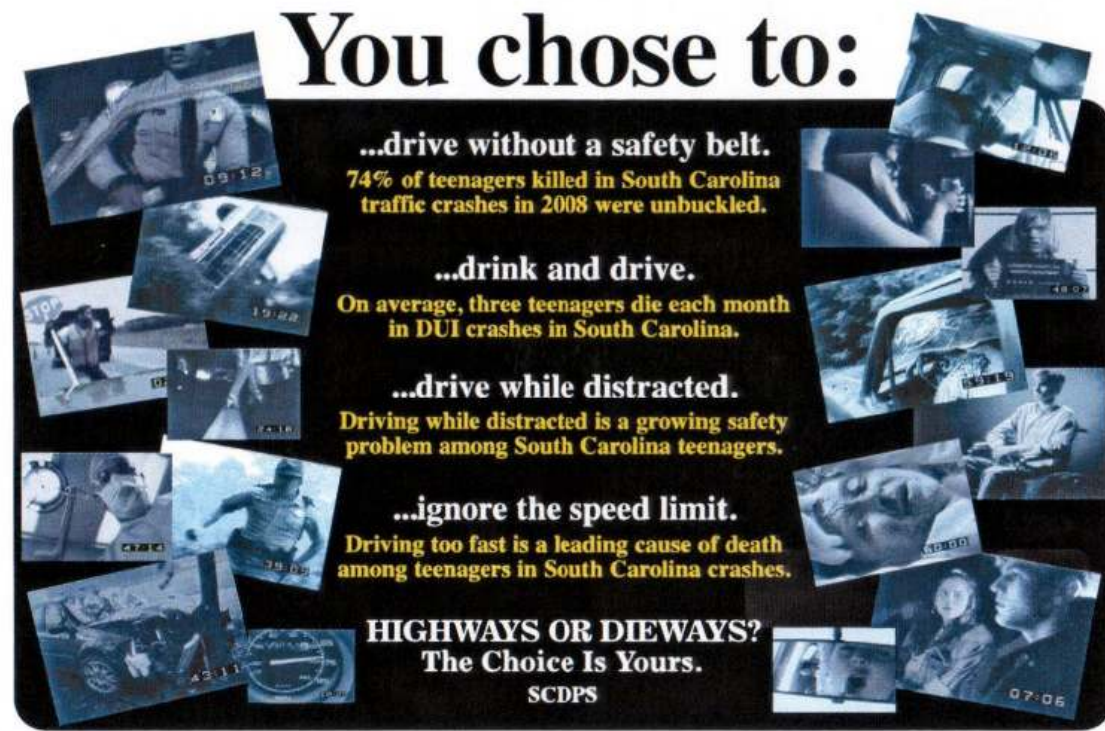
HIGH SCHOOL POSTER AND EVENT TICKET CAMPAIGN

The South Carolina Department of Public Safety's Office of Highway Safety has successfully utilized sports marketing during previous grant years. In an effort to extend the approach to the high school level to reach young drivers, millions of tickets to high school activities across South Carolina were developed. Each ticket carried the *Highways or Dieways* logo and a traffic safety message aimed at young drivers. The campaign also included program ads and public address system announcements when available.

To further communicate with high school students, a series of five posters utilizing the *Highways or Dieways* theme and imagery with messages aimed at young drivers were produced and distributed to high schools statewide.

The total expenditures for this campaign are \$84,972.56, of which \$35,972.56 were paid during this grant year. The remaining portion will be billed during the FY 2010 grant year as this campaign runs through two fiscal years.

Sample Poster:



WACH THE ROAD CAMPAIGN

The “WACH the Road” campaign was a six month partnership between WACH-TV, Columbia and the SC Department of Public Safety, designed to allow the agency to publicize a variety of highway safety issues. The campaign was funded in part by a private sector sponsor secured by WACH-TV.

The program was utilized to put a focus on highway safety issues other than DUI and safety belts. A State Trooper appeared on the WACH-TV morning show on the first Monday of each month to discuss that month’s topic. The campaign included the airing of both updated Highways or Dieways TV spots and Driving Safety Tips spots on WACH-TV over the six-month period. Also included was a “WACH the Road” page on the station’s website.

The campaign ran from April – September 2009. To maximize the effectiveness of this six-month campaign, six “focus topics” were developed, one to be addressed each month. They were as follows:

- April - Following Too Closely
- May – Motorcycle Safety
- June – Reckless Driving
- July - Distracted Driving

August - School Bus Safety
 September - Railroad Safety

Total expenditures for this project were \$53,900. The Office of Highway Safety received 106 monthly announcements in conjunction with the WACH Fox 57 “WACH the Road” highway safety campaign. By combining the on-air feature with the extensive online feature, the WACH the Road” message reached more than 450,000 people throughout the Midlands over three times during each month of the campaign.

Promotion of South Carolina’s New DUI Law

South Carolina’s new DUI law, passed by the General Assembly during the 2008 session, took effect on February 10, 2009. Pursuant to the new DUI law, the OHS utilized grant funds for paid media efforts to promote it while at the same time alerting viewers of the Sustained DUI Enforcement effort. The OHS contracted with the agency contractor, Fisher Communications, to create and develop a television spot that contained a DUI enforcement message which referenced the new DUI law. The commercial spot, entitled “New DUI Law”, utilized state and local law enforcement to deliver the message that a new DUI law with stiffer penalties is in effect and that enhanced DUI enforcement efforts are underway. Total expenditures for the program were \$213,735.63.

Station	Cost			
Columbia:				
WIS-TV	\$11,050	\$ 47	\$ 50	97
Charleston:				
WCSC-TV	\$7,271.75	35	37	72
WCSC-TV	\$8,025	39	39	108
WACH-TV	\$9,325	40	66	106
WCBD-TV	\$7,950	36	30	112
WTAT-TV	\$25,546.75	122	153	275
	\$5,100	39	27	66
	\$19,975.00	154	142	296

Florence/Myrtle Beach:				
WBTW-TV	\$7,828.50	40	49	89
WPDE-TV	\$3,952.50	28	41	69
WFXB-TV	\$4,675	56	69	125
WMBF-TV	\$3,400	64	64	128
WMMB-TV	\$1,007.25	18	10	28
	\$20,863.25	206	233	439
Greenville/Spartanburg:				
WSPA-TV	\$12,750	62	65	127
WYFF-TV	\$12,303.75	55	50	105
WHNS-TV	\$10,625	36	80	116
	\$35,678.75	153	195	348
TOTALS	\$102,063.75	635	723	1,358

Promotion of South Carolina's New DUI Law

Station	112.4	\$64.70	35.8	3.1	262.1	\$27.74	65.2	4
WACH-TV	213.5	\$33.84	57.7	3.7	238.3	\$30.32	55.9	4.3
	M 18-34	M 18-34	M 18-34	M 18-34	P 18-49	P 18-49	P 18-49	P 18-49
Charleston:								
WCSC-TV	221.7	\$40.26	63.1	4.3	339.7	\$26.27	77.4	4.9
Florence/Myrtle Beach:								
WFXB-TV	156.6	\$32.57	54.8	2.9	202.2	\$25.22	62.7	3.2
WBTW-TV	227.2	\$34.46	69.9	3.2	416.7	\$18.79	89.3	4.7
WPDE-TV	23.5	\$53.70	23.5	3.2	127.4	\$31.02	37.6	3.4
Columbia:								
WMBF-TV	210.9	\$22.17	68.4	3.1	202.6	\$23.08	64.2	3.2
WIS-TV	58.8	\$57.82	16.2	3.3	120	\$38.33	40	4.6
	208.7	\$52.95	70.6	3	375.6	\$30.90	87.6	4.1

WMMB-TV	40.1	\$25.12	19	1.9	36	\$27.98	17	1.6
Greenville/Spartanburg:								
WSPA-TV	263.1	\$48.46	69.7	3.9	351.2	\$36.30	77.4	4.8
WYFF-TV	199.5	\$61.67	75.9	2.6	314.7	\$39.10	88.3	3.6
WHNS-TV	301.6	\$35.23	75.9	3.6	299.1	\$35.52	83.7	3.6