



MEDIA CAMPAIGN OVERVIEW
Labor Day 2008 *Drink, Drive, Go to Jail* Campaign
August 13 – September 1, 2008

The end of a long, hot summer in Texas may mean more than Labor Day boat outings, barbecues and parties. Despite rising gas prices, the Texas Department of Transportation (TxDOT) expects a significant spike in the number of motorists on Texas roads, even if they take a “stay-cation” and celebrate the end of the season at or close to home. With an increase in overall traffic comes an increase in alcohol-related crashes, injuries and fatalities.

TxDOT is reminding Texans: if you drink and drive during the upcoming Labor Day holiday, you are going to jail. TxDOT is partnering with the National Highway Traffic Safety Administration, the Texas Department of Public Safety, the Texas Alcoholic Beverage Commission, the Texas Municipal Police Association and local law enforcement organizations statewide to get drunk drivers off the road.

Between August 15th and September 1st, thousands of law enforcement officers will be making an extra effort to spot—and stop—drunk drivers on Texas roads and highways.

Campaign Components

During the weeks between August 13th and September 1st, Texans will see and hear plenty of reminders about the consequences of impaired driving—in English and in Spanish. Campaign components will be posted on: http://www.txdot.gov/services/traffic_operations/drink.htm

Earned Media

TxDOT will distribute English and Spanish press releases to newspapers throughout Texas. Video news packages, also in English and Spanish, will be released with footage for television stations to incorporate into their broadcasts. The focus will be on educating Texans about increased DWI enforcement, the high cost of a DWI conviction and other issues relating to DWIs in Texas.

As part of the paid media buy, television and radio stations around the state have asked for local TxDOT spokespersons to participate in on-air interviews to help publicize the *Drink, Drive, Go to Jail* campaign in their areas. The following information may be helpful to those granting interviews.

Facts on Alcohol-Related Crashes in Texas

According to the National Highway Traffic Safety Administration (NHTSA):

- Of the 1,544 Texans who were killed in alcohol-related crashes during 2006 (the most recent year for complete data), 88 percent (1,354) involved someone who was legally drunk (i.e. a blood or breath alcohol concentration (BAC) level of .08 or greater). *Traffic Safety Facts – Alcohol-Impaired Driving, 2006*
- Alcohol was a factor in 45 percent of the fatal crashes in Texas in 2006, significantly higher than the national average of 32 percent. Texas eclipses 49 states in the number of fatalities where occupants had a blood or breath alcohol concentration (BAC) level greater than .08. *Traffic Safety Facts – Alcohol-Impaired Driving, 2006*

How Texans Can Avoid a DWI

An arrest and conviction for a DWI can cost a bundle: fees include car towing, impoundment, bail, attorney fees, court costs, hearing and fees to regain and retain driver’s license, DWI fine, probation costs, fees for extended proof of insurance, plus insurance rate hikes. Recent studies indicate a DWI arrest and conviction in Texas can cost from \$5,000 to \$24,000 or more.

Plan ahead if you plan to drink. Designate a driver, call a cab or someone you trust to pick you up, or spend the night where you are. Bottom line: Do not get behind the wheel if you’ve been drinking.

HERE'S THE LAW: 21 OR OLDER

In Texas the legal limit for intoxication is .08 BAC (blood or breath alcohol concentration). However, drivers can be stopped and cited when impaired regardless of BAC. Drivers and passengers can be fined up to \$500 for having an open alcohol container in a vehicle.

First Offense	Second Offense*	Third Offense*
<ul style="list-style-type: none">• Up to a \$2,000 fine• Three to 180 days in jail• Loss of driver's license up to a year• \$1,000 or \$2,000 annual fee for three years to retain driver's license	<ul style="list-style-type: none">• Up to a \$4,000 fine• One month to a year in jail• Loss of driver's license up to two years• \$1,000, \$1,500, or \$2,000 annual fee for three years to retain driver's license	<ul style="list-style-type: none">• Up to a \$10,000 fine• Two to ten years in prison• Loss of driver's license up to two years• \$1,000, \$1,500, or \$2,000 annual fee for three years to retain driver's license

*After two or more DWI convictions in five years, motorists must install a special ignition switch that prevents their vehicle from being operated if they've been drinking.

DWI WITH A CHILD PASSENGER

Motorists can be charged with child endangerment for driving while intoxicated if they're carrying passengers younger than 15 years old.

DWI with a child passenger is a felony and punishable with:

- Up to a \$10,000 fine
- Up to two years in a state jail
- Loss of driver's license for 180 days

HERE'S THE LAW: UNDER 21

It is illegal for minors (under 21) to purchase, attempt to purchase, possess or consume alcohol. It's also against the law for minors to misrepresent their age to obtain alcohol.

Minors in Possession

Here's what happens the first time minors are found in possession of alcohol. Any amount of beer, wine or liquor will trigger the penalties.

- Up to a \$500 fine
- 30- to 180-day driver's license suspension
- 8 to 40 hours of community service
- Mandatory alcohol awareness classes

A second or third offense can lead to suspension of the minor's driver's license for 60 to 180 days. Those 17 or older can be fined as much as \$2,000 or go to jail for up to 180 days for a third offense or both, plus automatic driver's license suspension.

Minors Drinking and Driving

It is illegal for minors to drive with any detectable amount of alcohol in their system.

Here's what happens the first time a minor is stopped for drinking and driving:

- Up to a \$500 fine
- 60-day driver's license suspension
- 20 to 40 hours of community service
- Mandatory alcohol awareness classes

Here's what happens to minors 17 and over who are stopped for drinking and driving with a blood or breath alcohol concentration (BAC) of .08 or greater:

- Up to a \$2,000 fine
- Three to 180 days in jail
- Driver's license suspension for 90 days to a year