



NEWS RELEASE

OFFICE OF ATTORNEY GENERAL HENRY McMASTER
STATE OF SOUTH CAROLINA

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McMaster Takes Aim at Underage Drinking and Drunk Driving in Radio Campaign

Spots encourage use of designated drivers and discourage providing alcohol to minors

COLUMBIA, S.C. - South Carolina Attorney General Henry McMaster today launched a campaign aimed at preventing drunk driving and underage drinking with new 30-second radio public service announcements set to air on stations throughout the state. The spots are timed to coincide with the Labor Day holiday weekend and back-to-school season and will air more than 4,200 times between now and October.

“The fact is, drunk-driving crashes are 100 percent preventable,” McMaster says. “This initiative reminds adults that we all play a part in preventing drunk driving. When adults go out with family and friends this holiday weekend, they are reminded to join the millions of adults that have been or used a designated driver to help keep South Carolina’s roads safe for everybody.”

The good news is that the U.S. Department of Transportation (DOT) reports that South Carolina drunk-driving fatalities are down 5 percent since 2000*. In addition, according to DOT data, the total number of drunk-driving fatalities nationwide during the Labor Day weekend is down 20 percent since 2000**.

McMaster also takes aim at underage drinking with a second radio ad that supports South Carolina retailers in their efforts to prevent sales to minors and discourages adults from buying alcohol for teens. According to a report from the National Academy of Sciences, two-thirds of teens who drink say they get alcohol from their parents or other adults.

“It’s important for adults to understand they play a pivotal role in preventing underage drinking,” McMaster emphasizes. “Buying or providing alcohol for minors is irresponsible and illegal and this campaign reminds adults to do their part in helping protect South Carolina’s teens by keeping them alcohol free.”

Nationwide, 82 percent of adolescents (ages 12-17) do not drink, and in South Carolina that number is even higher at 86 percent, according to the 2004 National Survey on Drug Use and Health.



The two radio spots, which are available for download at www.scattorneygeneral.com/newsroom, will rotate in airings on radio stations across South Carolina throughout August, September and October.

Production and placement of the public service announcements was provided by Anheuser-Busch Companies, Inc., as part of its continuing efforts to prevent drunk driving and underage drinking. No public funds were used to create or run these messages.

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***South Carolina Drunk-Driving Fatalities:**

Source: Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration, U.S. Department of Transportation, 2005. Drunk driving fatalities represent the total number of people (occupants and non-occupants) killed in crashes in which at least one driver had a BAC of .08 or higher.

****Labor Day Drunk-Driving Fatalities:**

Source: National Highway Traffic Safety Administration, U.S. Department of Transportation, Fatality Analysis Reporting System (FARS). Drunk driving fatalities represent the total number of people killed in motor vehicle crashes in which at least one driver had a blood alcohol concentration of .08 or higher. According to NHTSA, if the holiday falls on Sunday or Monday, the holiday period is from 6:00 pm Friday to 5:59 am Tuesday.



SOUTH CAROLINA PSAs

AG McMaster

August-October

Market	# of Stations	Stations	Format	Spot/Grps by Month											
				August		Sept		Oct						Total	
				Spots	Grps	Spots	Grps	Spots	Grps	Spots	Grps	Spots	Grps	Spots	Grps
Columbia	5	WWDN-FM	Urban	38	49.4	82	106.6	41	53.3					161	209
		WARQ-FM	Rock	38	38	72	72	40	40					150	150
		WMFX-FM	Rock	40	44	74	81.4	42	46.2					156	172
		WWNU-FM	Country	37	33.3	81	72.9	39	35.1					157	141
		WHXT-FM	CHR	38	30.4	82	65.6	40	32					160	128
				191	195.1	391	398.5	202	206.6	0	0.0	0	0.0	784	800.2
Greenville/Spart	5	WJMZ-FM	Urban	42	46.2	93	102.3	45	49.5					180	198
		WTPT	Rock	35	42.0	70	84.0	35	42.0					140	168
		WROQ	Rock	40	72.0	80	144.0	40	72.0					160	288
		WSSL	Country	20	18.0	40	36.0	20	18.0					80	72
		WESC	CHR	20	20.0	40	40.0	20	20.0					80	80
				157	198.2	323	406.3	160	201.5	0	0.0	0	0.0	640	806.0
Charleston	10	WAVF	Alt Rock	40	40.0	80	80.0	40	40.0					160	160
		WXST	Oldies	30	30.0	60	60.0	30	30.0					120	120
		WYBB	Alt Rock	30	21.0	50	35.0	50	35.0					130	91
		WCOO	Classic Hits	25	12.5	50	25.0	45	22.5					120	60
		WSSX	Top 40	20	6.0	40	12.0	20	6.0					80	24
		WRFQ	Classic Rock	20	26.0	40	52.0	20	26.0					80	104
		WWWZ	Hip Hop	25	32.5	50	65.0	25	32.5					100	130
		WMGL	Urban AC	20	6.0	40	12.0	20	6.0					80	24
		WSUY	AC	26	10.4	52	20.8	20	8.0					98	39
		WNKT	Country	20	12.0	40	24.0	20	12.0					80	48
						256	196.4	502	385.8	290	218.0	0	0.0	0	0.0
Myrtle Beach	7	WDAI	Urban AC	30	27.0	60	54.0	30	27.0					120	108
		WYAK	Country	30	48.0	60	96.0	30	48.0					120	192
		WSEA	CHR	30	12.0	60	24.0	30	12.0					120	48
		WJXY	Sports	35	14.0	62	24.8	35	14.0					132	53
		WYAV	Country	35	56.0	70	112.0	35	56.0					140	224
		WKZQ	AC	15	16.5	30	33.0	15	16.5					60	66
		WGTR	Country	15	13.5	30	27.0	15	13.5					60	54
		WWXM	AC	30	15.0	60	30.0	20	10.0					110	55
				220	202	432	400.8	210	197	0	0.0	0	0.0	862	799.8
Hilton Head	7	WFXH	Rock	50	85	100	170	50	85					200	340
		WWVV	Adult Alt	24	4.8	48	9.6	24	4.8					96	19
		WGZR	Country	54	54	78	78	50	50					182	182
		WGZO	Classic Hits	54	54	78	78	50	50					182	182
		WGCO	Talk	24	4.8	48	9.6	24	4.8					96	19
		WLOW	Soft AC	24	2.4	48	4.8	24	2.4					96	10
		WFXH-AM	Sports	24	12	48	24	24	12					96	48
				254	217	448	374	246	209	0	0.0	0	0.0	948	800.0
Total	34		Grand Total	1078	1008.7	2096	1965.4	1108	1032.1	0	0.0	0	0.0	4282	4,006.2