

Persuading college students nationwide to stop binge drinking and spread awareness of the dangers associated with over consumption of alcohol.

# Know Your Limit Campaign



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# **MEDIA TEAM**

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# INTRODUCTION



Many college students in today's society tend to drink more heavily during social events amongst peers. Stress, anxiety, and other factors can cause a student to become more subjected to drinking alcohol. We have found that in many cases of binge drinking the victim feels a need to black out or escape from reality. When students feel the need to black out there are increased risks of alcohol poisoning, date rape, and personal injury. This campaign is designed to produce students with other alternatives for a Friday night or any other night a student decides to drink, rather than deciding to binge drink.

We have developed a research-based, \$10 million communications campaign that combats the dangerous over consumption of alcohol by college students. This campaign includes innovative strategies to combat binge drinking and illegal underage drinking on nationwide college campuses. This campaign will define the parameters of dangerous over consumption of alcohol among college students and the characteristics associated with the behaviors.

# SITUATION ANALYSIS

1. Target users are college students ages 17-25.
2. The geographic location is college campuses nationwide in the United States.

*Our research tells us these universities include; Texas Longhorns, University of Florida, Wisconsin Badgers, University of Alabama, and University of West Florida. We will focus on the bar scenes around these schools.*

3. Examination seasons are opportunities that we can use to have a strong impact against binge drinking by advertising on campuses. A reminder, such as a crashed vehicle, just before the holiday breaks would have a strong impact.
4. We will focus on bars surrounding college campuses during sporting event seasons. Mardi Gras is another issue because it is celebrated near colleges that are close to New Orleans, and there is heavy alcohol consumption during the event.



BEER PONG

# PRIMARY RESEARCH

## *Objectives*

1. Determine the causes of binge drinking amongst college students
2. Identify dangers and exposures of binge drinking
3. Personal effects towards relatives and peers.
4. Provide alcohol related crime incidents for college campuses nationwide
5. Preventative Measures

## *Strategies*

1. Conduct surveys for college student input on binge drinking
2. Research the negative effects of alcohol on the body
3. Use census reports for annual consumption rates
4. Research alcohol related incidents from college campuses nationwide.
5. Use focus groups to determine college student prevention for binge drinking,

## *Methodology*

1. Disperse questionnaires to students from university campuses nationwide.
2. We asked on-campus health services questions pertaining to alcohol and its effects on the human body. Both short and long term effects were explained in detail.
3. Census statistics were found online at [fcs.sagepub.com](https://fcs.sagepub.com)
4. We called college campuses for statistics on alcohol related reports, and researched online.

# SUMMARY & FINDINGS

Alcohol is a depressant, which means it slows the function of the central nervous system. Alcohol blocks some of the messages trying to get to the brain. This alters a person's perceptions, emotions, movement, vision, and hearing. In very small amounts, alcohol can help a person feel more relaxed or less anxious. More alcohol causes greater changes in the brain, resulting in intoxication. People who have overused alcohol may stagger, lose their coordination, and slur their speech. They will probably be confused and disoriented. Depending on the person, intoxication can make someone very friendly and talkative or very aggressive and angry. Reaction times are slowed dramatically — which is why people are told not to drink and drive. People who are intoxicated may think they're moving properly when they're not. They may act totally out of character. When large amounts of alcohol are consumed in a short period of time, alcohol poisoning can result. Alcohol poisoning is exactly what it sounds like — the body has become poisoned by large amounts of alcohol. Violent vomiting is usually the first symptom of alcohol poisoning. Extreme sleepiness, unconsciousness, difficulty breathing Alcohol puts your health at risk. Teens who drink are more likely to be sexually active and to have unsafe, unprotected sex. The risk of injuring yourself, maybe even fatally, is higher when you're under the influence, too. One half of all drowning deaths among teen guys are related to alcohol use. Use of alcohol greatly increases the chance that a teen will be involved in a car crash, homicide, or suicide.

# SUMMARY & FINDINGS

## ***Personal effects of alcohol towards relatives, peers, and self.***

- Adopted children of alcoholic birth parents have a stronger chance of becoming alcoholics than children of nonalcoholic parents. Even if they are raised by nonalcoholic parents.

- Hyperexcitability- the key characteristic of ADHD, which was found in relatives, suggests that suggests that these brain wave patterns are inherited. This backs up the fact that alcoholism is an inherited disease.

- Alcoholics feel annoyed when friends/family comments on, or criticize their drinking habits.

- Alcoholics feel remorse or guilt after drinking, and tend to take it out on friends/family.

- Alcoholics associate with questionable acquaintances or frequenting out of the ordinary locations when drinking.

- Family/friends often have to deal with the loss of the ones they love due to alcohol.

## **U.S. alcohol-related deaths reported in 2006**

Automobile fatalities: 41%

Teenage deaths: 25% of all automobile fatalities

Homicides: 31%

Boating accidents: 20%



- One of the most frustrating factors in dealing with alcoholism, as a relative, friend or professional, is it is almost always accompanied by a phenomenon known as “denial.”
- In the long path the alcoholic takes toward mental, physical and moral decline, usually the first thing to go is honesty.
- As alcoholics begin to drink more, and more often, they begin to hide their dishonesty from those around them. Depending upon their circumstances they may drink openly, but usually they will conceal the amount they drank, by not drinking around those who are closest to them.
- Usually by the time alcoholism has gotten to a crisis point, the victims develops a support system of family and friends who unwittingly enable the victim to continue in their denial.
- Because family/friends love the affable, clever and witty alcoholic, they try to protect the alcoholic by doing the work that the alcoholic doesn't get done, and generally taking up the responsibilities the alcoholic has abandoned.

## Common Affects of Alcoholism on Families

- Alcoholism is a cunning disease that results in deep-rooted problems for each family member and left untreated can tear families apart. Whether or not there is violence as a result of the drinking, no member of the family is left untouched.

- Another sad part of all this is that the alcoholic is sometimes oblivious to what is going on, not even realizing what they are putting their family through. But to be fair, they are suffering from a disease that they have no idea how to deal with and often don't even know they have. Since alcoholism is not a curable disease, the ones who do know that they have it often feel hopeless. To them, a different life seems completely impossible, and even if they dare to think they can be treated, the thought of not drinking terrifies them. Alcohol is the means by which they have learned to deal with real life, and if that is taken away, they wonder how they could possibly cope without that crutch. The alcoholic is the only one who can make the decision to change. His/her family do not have the power to make the alcoholic get help. But, there is help available for the alcoholic, but only when he/she wants it and is willing to do whatever must be done to get sober and stay that way. It is important to note that alcoholics are not bad people. They are sick people.



- Alcohol abuse is one of the most serious public health problems. Over 4.6 million teens and college students have alcohol related problems. The U.S. ranks 20th in the world for per capita alcohol consumption. An average American consumes 2.75 gallons of alcohol per year, per person, 14 years and older. Alcohol abuse causes many health, safety and social problems, such as; accidents, crimes, suicides, and incidences of family violence and juvenile delinquency. These problems are the result of alcohol abuse by one or more family members or friends.

- Accidents by an alcohol impaired driver are the most frequently committed violent crime in the United States today. Alcohol related crashes are also the leading cause of death for young Americans, between the ages of 16 and 24 years old. For all Americans between 5 and 35 years of age, motor vehicle accidents are the number one cause of death. Over 50% of these accidents are caused by alcohol impaired drivers. Statistics say that every year, 708,000 persons are injured in alcohol related crashes or collisions; 74,000 of those people suffer serious injuries. About 2,000 people are hurt each day in alcohol related accidents. Over two million alcohol impaired driving collisions occur each year.

## Statistics Involving Alcohol Crime

- Over **50%** of all fatal highway crashes involving two or more vehicles are alcohol related.
- Over **65%** of all fatal single car crashes are alcohol related.
- Over **36%** percent of all adult pedestrian accidents are alcohol related.
- **80%** of all fatal alcohol related auto crashes occur between 8 p.m. and 8 a.m.
- **36%** of all adult pedestrian accidents involve an intoxicated pedestrian.
- **40%** of all suicide attempts are alcohol-related
- **54%** of all violent crimes are alcohol-related
- **60%** of all emergency room admissions are alcohol-related
- **80%** of all domestic disputes are alcohol-related
- Two-thirds of victims who suffered violence by an intimate (a current or former spouse, boyfriend, or girlfriend) reported that alcohol had been a factor. Among spouse victims, 3 out of 4 incidents were reported to have involved an offender who had been drinking. (U.S. Justice Department)
  - An estimated 32% of fatal accidents involved an intoxicated driver or pedestrian (the majorities are drivers, however) with a blood alcohol concentration, or BAC, of at least 0.10 grams of alcohol per deciliter of blood, the most commonly used definition of intoxication. (U.S. Justice Department)
  - The economic and social cost of binge drinking and alcohol consumption not only affects the consumer but also tax payers. According to a recent Allstate Insurance Company study, alcohol impaired drivers are estimated to cost American taxpayers \$21 - \$24 billion dollars per year. National Geographic recently stated that alcohol abuse costs the American society \$136 billion and 65,000 lives annually.

- Around the times of about 7 p.m. and 3 am on the weekends, 10 % of all drivers are legally impaired, which is a BAC of .20% double the level of what is legal in most states. Most college students drink alcohol, and over 80 % admit to driving under the influence. Of every 200 to 2,000 alcohol impaired drivers on the road, only one is arrested, the probability of getting caught is very slim. Of those people who get caught, very few receive a serious penalty.

- Over 250,000 people have died in alcohol related accidents in the past 10 years, 500 people are killed each week in alcohol related accidents, 71 people are killed each day and one American life is lost every 20 minutes in alcohol related auto crashes. Research has estimated that one out of every two Americans will be involved in an alcohol related accident in his or her lifetime.

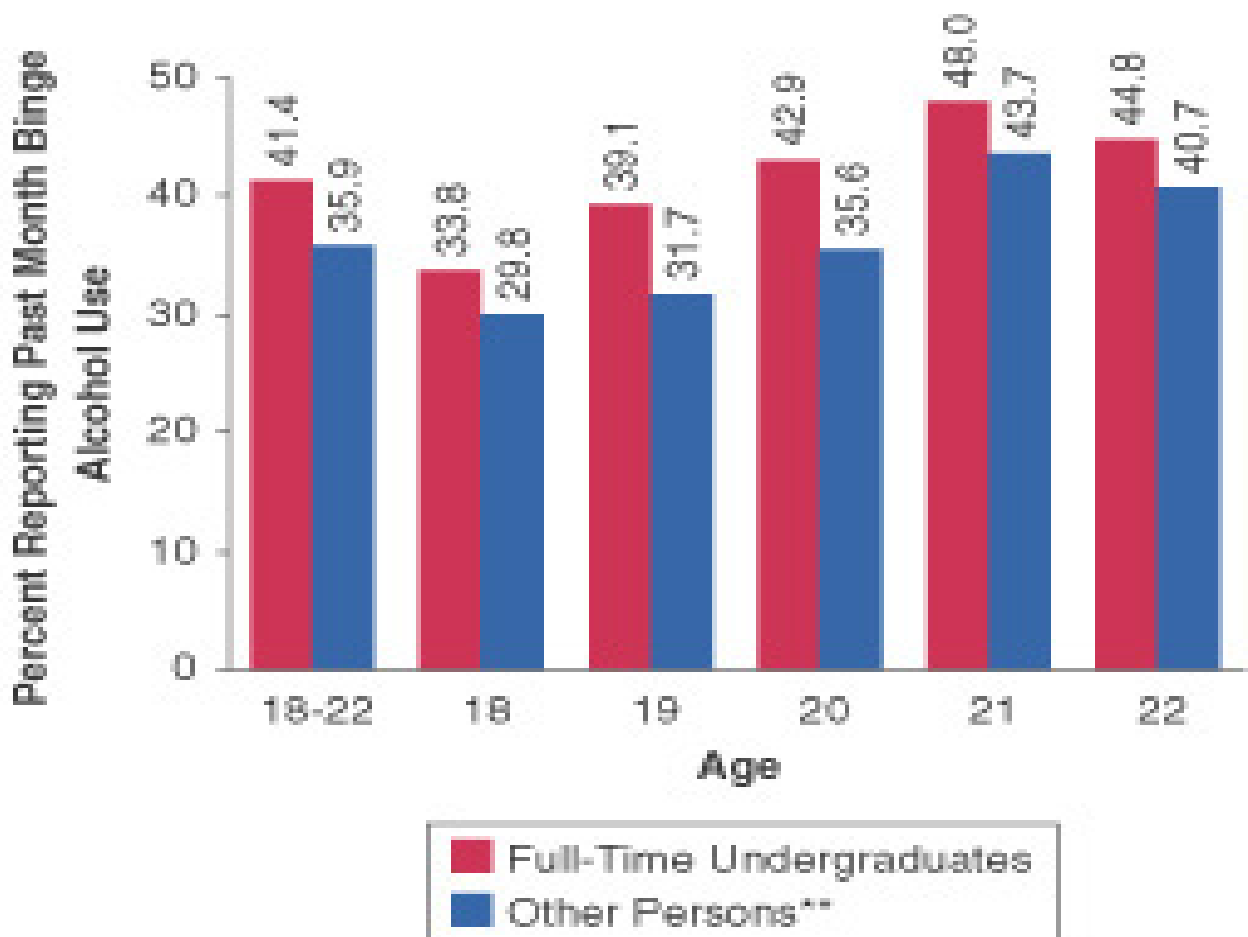


T, Buddy. "Alcohol a Factor in 40 Percent of Violent Crimes." *About.com: Alcoholism*. 20, Nov. 2003

<<http://alcoholism.about.com/cs/costs/a/aa980415.htm>>.

- The Department of Alcohol Beverage Control have a program called IMPACT that prevents Alcohol-Related Crimes and Tendencies. IMPACT stands for Informed Merchants Preventing Alcohol-Related Crime Tendencies. IMPACT is a cooperative program between Alcohol Beverage Control and law enforcement agencies and licensees.

- The IMPACT program teams an ABC plainclothes investigator with a police officer. The two then visit alcohol licensed establishments in a given area in a marked police vehicle. To create public awareness, the vehicle bears a sign that reads “ABC ENFORCEMENT TEAM”. The objective of this project is to educate alcohol licensees about the various ways they can participate in reducing alcohol-related crimes such as sales to underage, binge drinkers and intoxicated persons. IMPACT teams remind licensees of the responsibilities and accountability associated with the sale of alcoholic beverages. This is accomplished by identifying areas of non-compliance and providing crime prevention information.





# MADD

**Mothers Against Drunk Driving™**  
**Mothers For Safer Lifestyles**

## **Preventive measures**

- A good general guideline for most people is to limit consumption of alcohol beverages to one drink (beer, wine or spirits) per hour. Skip a drink now and then. Having a non-alcoholic drink between alcoholic ones will help keep your blood alcohol content level down, as does spacing out your alcoholic drinks. Keep active; don't just sit around and drink.
- If you stay active you tend to drink less and to be more aware of any effects alcohol may be having on you.
- Be aware of what your blood-alcohol content should be to reduce overconsumption.

*"Informed Merchants Preventing Alcohol-Related Crimes and Tendencies." Department of Alcoholic Beverage Control (I.M.P.A.C.T). 2008.*

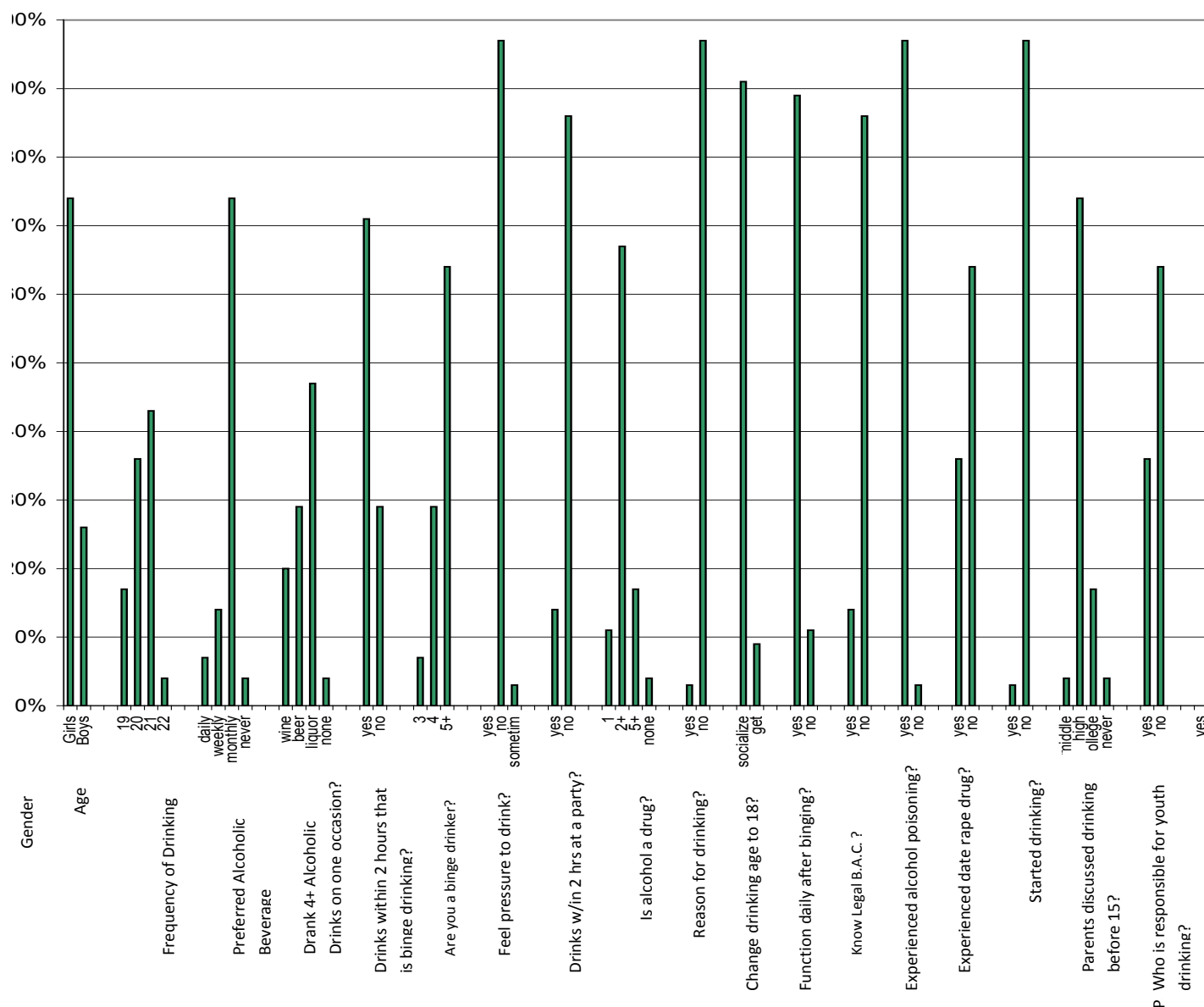
*<<http://www.abc.ca.gov/FORMS/ABC524.pdf>>*

# SECONDARY RESEARCH

- We designed a questionnaire about binge drinking. This questionnaire was used to determine the usage patterns of a “typical” college student. We determined these statistics by handing out the questionnaire to all different ages of students. The questions ranged from gender and age, how many drinks students consume on an average “party night” and what type of alcohol students tend to drink. There were also questions about their knowledge of binge drinking and the laws surrounding the issue.

- Conduct an on campus fair for students and parents to promote awareness of the dangers of binge drinking. During the fair, we will issue a questionnaire to determine how alcohol is discussed within the home. We will ask questions regarding how much alcohol is kept in the home and how easily accessible it is. The questionnaire is designed to evaluate the parent’s attitudes toward drinking.





- We conducted a nationwide motivational binge drinking speech for universities around the United States. The speaker was each individual colleges head of campus police. We asked campus police to participate in the speech because they are the ones dealing with most binge drinking incidents. We also asked that any M.A.D.D. chapters in the local college area participate as well. We had victims of alcohol related incidents speak at the conference as well. The speech was designed to let college students know the dangers of binge drinking and to have real life stories for the students to hear so that it seemed more real. This feedback survey was given out to everyone who attended the speech to determine what they thought and to determine how it may have helped students understand more about the effects of binge drinking and whether they will change their behavior or someone's that they are close to.

# PROBLEMS & OPPORTUNITIES

## *Problems*

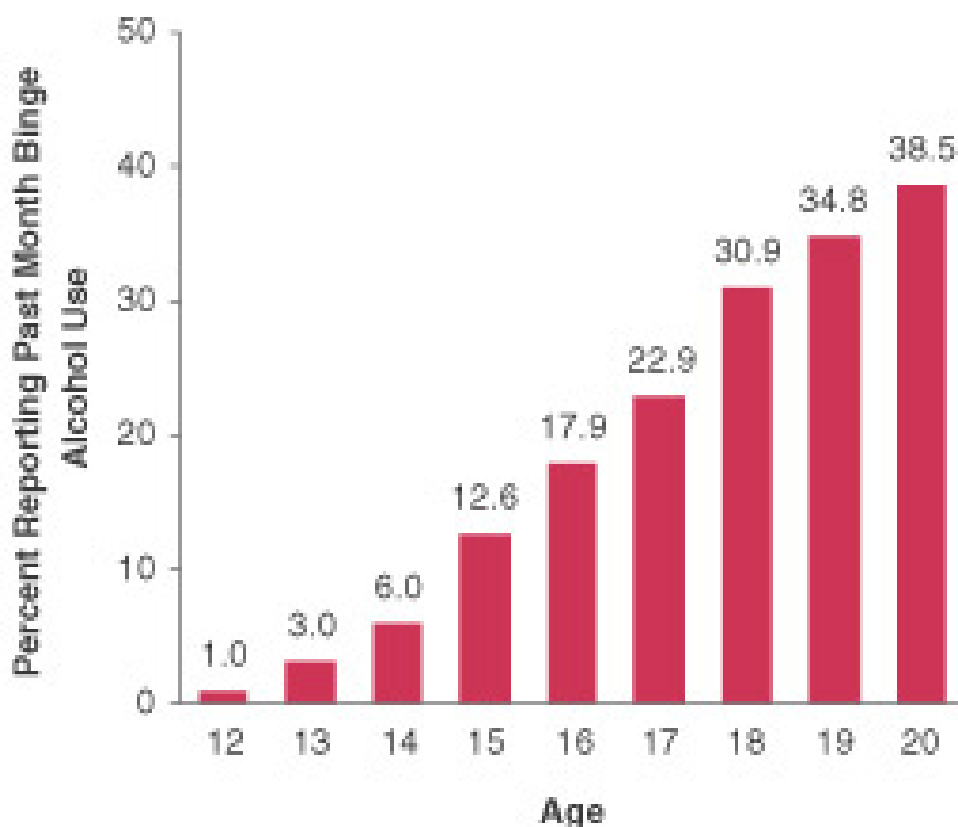
- Beer distributor advertising through multiple media venues.
- College students binge drink to “black out” and escape from their everyday lives.
  - Peer pressures make students try to fit in by engaging in consumption of alcoholic beverages and related activities.
  - Parental input is blocked because students want to be independent and don’t want to be told what to do.

## *Opportunity Assessment*

- Release ads that show realistic alcohol effects compared to the “glamour” lifestyle that beer companies project in their advertisements.
- Provide college students with alternative entertainment for social interactions / events.
- Display the negative effects of alcohol consumption over time to spread awareness that alcohol shouldn’t be so popular.
- Provide students with facts and testimonials by credible sources about alcohol to help students make better decisions relating to alcohol.

# MARKETING OBJECTIVES

- The current attitude toward binge drinking on college campuses is that it is what the majority of college students do on a regular basis.
- We would like at least 55% of the population on colleges campus' to realize that most college students are NOT binge drinkers, and there are major negative effects associated with binge drinking.
- A two semester campaign will cover both the fall and spring semesters of 2009. The campaign will include of various advertisements. Posters, informative handouts disguised as DUI tickets, coasters in bars, a totaled vehicle, documentary that will air in university cafeterias, and PSA announcements on local radio stations and cumulus broadcasting.
- To have a 45% decrease of alcohol related crimes on college campuses within five years.



# BUDGET

• There will be six ads total. Three poster ads will be hung within the hallways of class buildings and dorms at the start of the first semester, and the other three will be posted at the beginning of the second semester. We will hang six posters in each of these locations and distribute among college campus; it will total 250 posters within the school year. There is a bulk discount rate for 250 full color ads, spot color.

• The 1(800)NO-BINGE coasters are to be distributed during seasonal sporting events, and to three bars within college communities with the highest alcohol revenue. The coasters will cost \$ .75 each in bulk. We will send 15,000 coasters to each bar at the beginning of football season, and another 10,000 at the start of basketball season.

• The cost of a wrecked vehicle that will sit in a very visible location on campus will be free because it will be donated by the city. We will only do this twice during the school year, and will be visible during finals for each semester. Any donations collected during the event will be donated to M.A.D.D. organization and to any University groups associated with overconsumption of alcohol.

Research-**\$2,998,000**

Magazine-**\$385,000**

Flyers-**\$2,748,500**

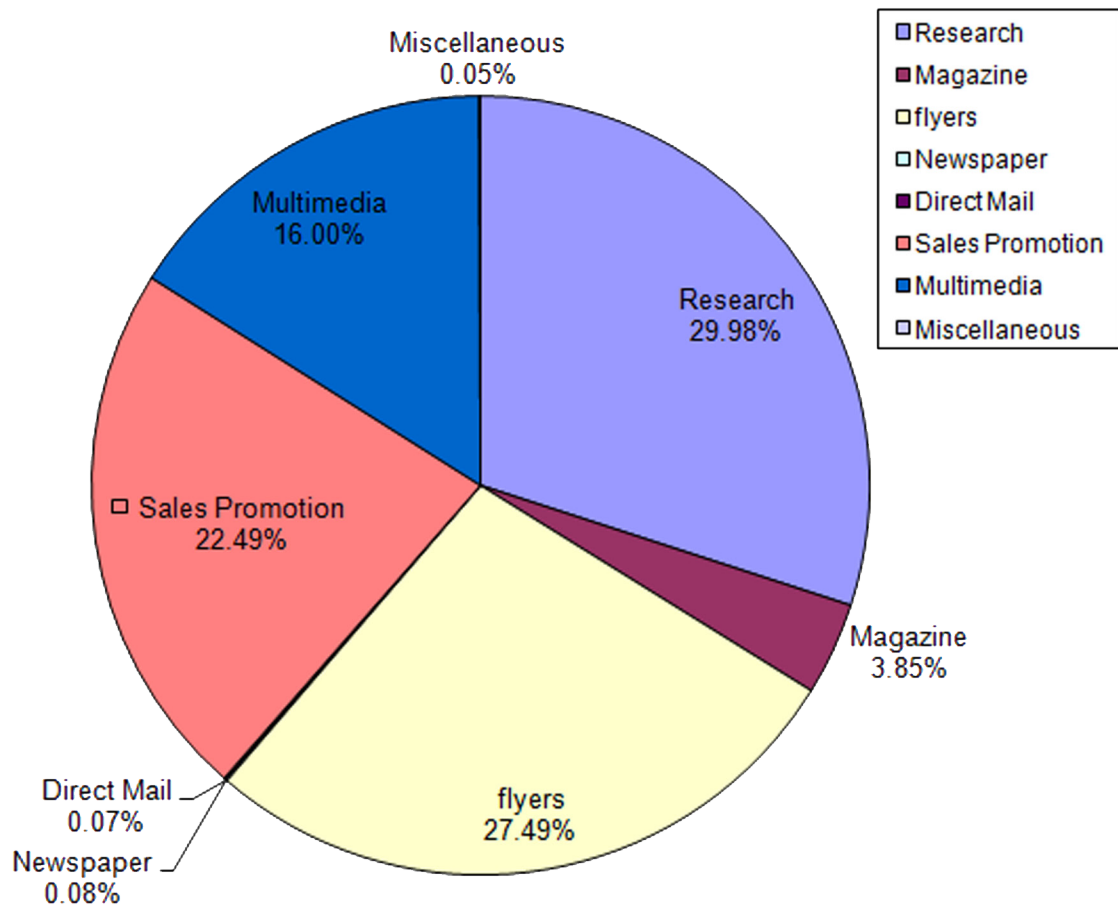
Newspaper-**\$8,000**

Direct Mail-**\$6,700**

Sales Promotion-**\$2,249,000**

Multimedia-**\$1,599,800**

Miscellaneous-**\$5,000**



- Post the counterfeit DUI tickets to the same bars in each town, and major liquor stores surrounding college campuses. These fake DUI tickets will also be placed inside of bags in college bookstore during semester book buying seasons to spread awareness. We will send out a total of 25,000 flyers. This includes 10,000 to the freshmen class and 15,000 to alcohol distributors throughout the year.

- The documentary will be broadcast every 1.5 hours within the university’s cafeteria. University surcharge cost of **\$100** a month to run and will be donated by the association, M.A.D.D.

- A **\$3,000** budget will be given to all colleges in order to conduct an outdoor celebration promoting anti binge drinking and healthy living.

- The total for the entire campaign to run for one year on five college campuses is **\$305,750**.

# Marketing Strategy

## Promotion

- Post informational flyers about the causes of binge drinking around campus, dorms / apartments, local liquor stores and bars.
- Use a documentary on the dangers of binge drinking and play it in high traffic areas on campus.
- Conduct a parent / student fair on campus to spread awareness of parental issues involved with binge drinking; includes a questionnaire.
- Post informational flyers providing statistical information around college campuses. Conduct a motivational conference with campus police to demonstrate to students how to handle alcohol related crises.

## Sales Promotion

- Conduct a month long fund raiser to promote safe consumption of alcoholic beverages. Make a fake beer bottle but label will have information on it, and beverage will be the alternative to alcohol.



## **Public Relations**

- Send out press releases to local newspapers / magazines promoting anti-binge drinking campaign
- Create a public service announcement illustrating the dangers associated with binge drinking.
- Launch a “know your limit” campaign for local bars surrounding college campuses to minimize over-consumption of alcohol.

## **Direct Marketing**

- Send mass mailers to residents ages 18-25 to promote awareness of campaign and its goals
- Disperse emails to student emails promoting anti binge drinking campaign
- Create a hot line for 24-hour consultation for those suffering from binge drinking 1(800) NO-BINGE

## **Event Marketing**

- Coordinate fund raisers to help M.A.D.D. and other alcoholic programs
- Coordinate a campus outdoor celebration promoting anti binge drinking / healthy living
- Conduct a parent / student awareness fair on college campuses nationwide during alcohol awareness month (April)

# Advertising Creative

## Target

- College students ages 18-25

## Objective

- Spread awareness of the dangers of binge drinking
- Change the behaviors of college students in relations to alcohol consumption

## Strategy

- Use intense visuals to illustrate the image of binge drinkers in society
- Promote healthier lifestyles

## Tone

- Serious, habit forming, persuasive

## Tactics

- Create a spread that lists preventative tools to overcome binge drinking
- Use imagery that shows negative aspects of being intoxicated

# Advertising Media

## Objectives

- Reach 100% of college students ages 18-25 nationwide
- Break through clutter of mainstream advertising related to alcohol sales
- Broadcast during holiday / sporting seasons and major alcohol drinking events
- Stay within budget

## Strategies

- Distribute print ads, flyers, posters around college campuses nationwide
- Use public broadcasting, radio spots, and infomercials to spread awareness of campaign
- Distribute beverage coasters to bars surrounding college campuses nationwide
- Spread awareness about the knowyourlimit campaign through TV and radio spots

## Rationale

- By distributing flyers and posters around college campuses we are spreading awareness to students who need to know more information on binge drinking
- This age group is very influenced by peer opinion therefore we used the embarrassment angle
- We chose to run our ads during high stress and high celebration times of the year

## **Tactics**

- Use campus fraternity members to post flyers, banners, and posters around the campus.
- Collaborate with Public Broadcasting Station to display a documentary about the negative effects on alcohol consumption. Collaborate with National Public Radio to promote the anti-binge drinking campaign over the radio.
- Use Nielson BDS to track reach from radio ads.
- Collaborate with bars and taverns surrounding college campuses nationwide to use the NO-BINGE bar coasters during heavy college student attendance.
- Purchase television ad space to display anti-binge drinking campaign information about the knowyourlimit campaign.

## **Print**

- Distribute fake D.U.I. tickets with binge drinking campaign information on back side.
- Print ads will be placed inside of bags in college bookstore during semester book buying seasons to spread awareness.
- Display flyers and posters during college sporting events and other social events on campus that would have a relation to alcohol.
- Display a wrecked vehicle in the middle of campus green for a week prior to vacations (i.e. spring break, finals)

## **Broadcast**

- Use Cumulus radio to spread awareness
- Develop a 30-second spot that provides information on hot lines available for binge drinkers and the objectives of the anti-binge drinking campaign

- Objectives are to reach 100% of college students ages 18-25, and to break through clutter of mainstream advertising related to alcohol sales. We plan to broadcast during holiday seasons and major alcohol drinking events all while staying within our budget

- We chose to run our ads during high stress and high celebration times of the year because its is the time of the year when college students are most likely to binge drink.

### ***Non-traditional advertising***

- We will be displaying a wrecked vehicle in the middle of campus main field, or green, for a week prior to vacations (i.e. spring break, finals)



WORKING TOGETHER  
TO MAKE A DIFFERENCE

# Sales Promotion

## Consumer Promotion

- Give college students alternatives to drinking around the times of finals, spring break, summer etc. Such as college movie nights, give-away prizes and free food at events on campus to increase attendance.
- Universities will partner with Rave Motion Theaters® to stop binge drinking. Rave will disperse coupons that give a discount on food or free tickets at certain times of the day. Promotion begins during party seasons for college students.
- Give away a number of local theme park tickets to students who attend and support our campaign kickoff for Binge drinking.

## Trade Promotion

- Design a program that deals with University and college town bars that explains good ways of handling intoxicated people, and preventative measures.
- Collaborate with a taxi company to promote the efficient way of getting home safe if you have had too much to drink.



what's your poison ?

# Evaluation

## **Current Situation**

- We used several tactics including print ads, visual aids, and radio spots to discourage college students from binge drinking.

## **Objective**

- To determine the reach within the college community and how well our message changed usage patterns among college students.
- To detour college students from the negative effects of binge drinking.

## **Strategy**

- Compare the amount of alcohol related crime statistics prior to the development of our campaign with statistics a year after execution of the campaign.
- Compare alcohol usage patterns among college students nationwide.
- Promote and spread awareness about the knowyourlimit campaign

## **Tactic Methodology**

- All campuses received the campaign posters, flyers, banners, and public service announcements, and agreed to post all items around campus.
- On-campus health services provided detailed information pertaining to negative effects of alcohol consumption, and agreed to spread awareness to any student patients admitted due to alcohol related incidents.
- We used the information found online at [fcs.sagepb.com](https://fcs.sagepb.com) to improve our knowledge about alcohol.
- We provided college campuses with updated statistical information pertaining to student alcohol consumption.

# Creative

Front

Back

New York State - Department of Motor Vehicles  
TRAFFIC TICKET

AAG0030601 POLICE AGENCY: P.P.D.

LAST NAME: ANYBODY FIRST NAME: M.I.: LOCAL POLICE CODE:

NUMBER & STREET ADDRESS: APT. NO.: PHOTO LIC SHOWN:

CITY: STATE: ZIP CODE: OWNER IS OPER.: LIC CLASSID TYPE: D

I.D. NUMBER: SEX: DATE OF BIRTH (MMDDYY): E 060971

STATE: LICENSE EXPIRES (MMDDYY): 060912 VEH. TYPE: 1 VEH. YR.: VEH. MAKE: VEH. COLOR:

PLATE #: REG. STATE: REGISTRATION EXPIRES (MMDDYY): NY 062709

THE PERSON DESCRIBED ABOVE IS CHARGED AS FOLLOWS

TIME (24hour HHMM): 1940 DATE OF OFFENSE (MMDDYY): 090507

IN VIOLATION OF: (SECTION AND SUBDIVISION) TRAF. VIOL. BUREAU IN: 3058B 319-1 509-1 1110A 1111D1 1225C2A 1229C3A 1180 B C D O F

DESCRIPTION / NARRATIVE: Impaired Cell Phone Use

PLACE OF OCCURRENCE: HWY # : LOCATION CODE: 6

IN THE City Town Village

OF: COUNTY OF: PRECINCT:

COMPLAINANT SIGN AND PRINT NAME/RANK: Affirmed under penalty of perjury.

RADAR OPERATOR NAME (Print):

DATE AFFIRMED: 090807 ARREST TYPE: OFFICER ID #: 000879 OFFICER'S COMMAND: AD

TRAFFIC VIOLATIONS BUREAU HEARING OFFICES (716) 488-5710

TRAFF. VIOL. BUREAU IN:  
Bronx - 896 East Fordham Road \* Manhattan, N. - 156 East 125th Street (3rd Floor) \*  
Brooklyn, S. - 2875 W. 8th Street \* Queens, N. - 30-56 Whitestone Expwy \*  
Brooklyn, N. - Atlantic Ctr. Mall (2nd Floor), 625 Atlantic Ave. \* Queens, S. - 168-35 Rockaway Blvd. \*  
Buffalo - 295 Main Street Rochester - 228 Main Street East - Suite 250  
Manhattan, S. - 19 Rector Street (2nd Floor) \* Staten Island - 141 East Service Road \*  
Suffolk County - State Office Building, Veterans Memorial Highway, Hauppauge, NY \*

Business Hours: Monday - Friday 8:30AM - 4:00PM \* Also Thursday 4:00PM - 6:00PM

YOU MUST ANSWER THIS TICKET WITHIN 15 DAYS OF THE DATE OF OFFENSE. TO ANSWER ON-LINE AT [WWW.NYS DMV.COM/PNP.HTM](http://WWW.NYS DMV.COM/PNP.HTM) OR BY MAIL, FOLLOW THE INSTRUCTIONS ON THE OTHER SIDE.

FAILURE TO ANSWER WILL RESULT IN THE SUSPENSION OF YOUR LICENSE AND A DEFAULT JUDGMENT AGAINST YOU.

MOTORIST COPY-TRAFFIC VIOLATIONS BUREAU

AAG0030601

UT-60.3 (3/07)

# WAIT

IF YOU CANNOT READ  
BELOW, BE PREPARED  
TO **PAY.**

What you are reading is a test to validate your visual skills. If you cannot read these words, loud and clear, without slurring, you are probably impaired to drive. In addition, this can also help you keep your driver's license and you won't have to worry about the price of a potential DUI ticket.

Immediate removal of a driver's license saves hundreds of lives per year. Alcohol-impaired driving causes roughly 17,000 deaths per year according to a 2006 census.

Visit [www.knowyourlimit.com](http://www.knowyourlimit.com)  
for more information.



## LAUGH OR LIFE OF THE PARTY?

Join our anti-binge drinking campaign  
to promote healthier lifestyles.

[www.knowyourlimit.com](http://www.knowyourlimit.com)

*Resting for finals?*

*OR*



*Blacked out?*

[www.knowyourlimit.com](http://www.knowyourlimit.com)

*Binge drinking isn't a delicate matter.*



[www.knowyourlimit.com](http://www.knowyourlimit.com)

*TO BINGE OR NOT TO BINGE*



[www.knowyourlimit.com](http://www.knowyourlimit.com)



# Bar Coasters

**60% of all  
emergency  
room  
admissions**

**ARE  
ALCOHOL  
RELATED**

Join our anti-binge drinking  
campaign to promote healthier lifestyles

[www.knowyourlimit.com](http://www.knowyourlimit.com)



- OVER 50% OF ALL FATAL HIGHWAY CRASHES INVOLVING TWO OR MORE VEHICLES ARE ALCOHOL RELATED.
- OVER 65% OF ALL FATAL SINGLE CAR CRASHES ARE ALCOHOL RELATED.
- OVER 36% PERCENT OF ALL ADULT PEDESTRIAN ACCIDENTS ARE ALCOHOL RELATED.
- 80% OF ALL FATAL ALCOHOL RELATED AUTO CRASHES OCCUR BETWEEN 8 PM AND 8 AM.
- 36% OF ALL ADULT PEDESTRIAN ACCIDENTS INVOLVE AN INTOXICATED PEDESTRIAN.
- 40% OF ALL SUICIDE ATTEMPTS ARE ALCOHOL-RELATED
- 54% OF ALL VIOLENT CRIMES ARE ALCOHOL-RELATED
- 60% OF ALL EMERGENCY ROOM ADMISSIONS ARE ALCOHOL-RELATED

[www.knowyourlimit.com](http://www.knowyourlimit.com)

**NON-ALCOHOLIC BEVERAGE PROMOTION**



# **I WANT YOU TO DRINK RESPONSIBLY**

*CALL 1(800) NO-BINGE FOR MORE INFORMATION*

[WWW.KNOWYOURLIMIT.COM](http://WWW.KNOWYOURLIMIT.COM)

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**The University of West Florida**  
11000 University Pkwy.  
Pensacola, FL 32514

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