



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

NHTSA NOW

Volume 8, No. 10

October 30, 2002

NHTSA's Deputy Administrator Focuses on Motorcycle Safety

**By Joey Syner,
Safety Countermeasures Division
– Motorcycle Safety Program**

Motorcycle safety has caught the attention of NHTSA's Deputy Administrator, Annette Sandberg. In recent months, the Deputy Administrator delivered the keynote address at a motorcycle safety conference, announced a new impaired riding initiative and, along with other NHTSA staff, completed a rider education and training course.

On August 16, 2002, in Boise, Idaho, Ms. Sandberg delivered the opening keynote address at the National Traffic Safety Conference. The conference was co-sponsored by the National Association of State Motorcycle Safety Administrators and the Idaho Department of Education. During her presentation, the Deputy Administrator reaffirmed NHTSA's support for motorcycle safety and, in particular, rider education and training. She challenged both the rider education and training community and the driver education community to meet the challenge of improving motorcycle safety by working to implement the recommendations of the *National Agenda for Motorcycle Safety*.

Ms. Sandberg met with Edward Moreland and Patrick Holtz of the American Motorcyclist Association (AMA) on September 18, 2002, to announce a partnership between NHTSA and the AMA addressing impaired motorcycle riding. In announcing the partnership, Ms. Sandberg said, "My years in law enforcement have shown me that alcohol and motorcycles are a deadly combination. I commend the American Motorcyclist Association for providing national leadership to help reduce impaired riding among its members and all motorcyclists." The *AMA Ride Straight Campaign*, intended to educate motorcyclists about the dangers of drinking and riding, will develop messages specifically targeting motorcyclists and will incorporate

segments of NHTSA's current *Friends Don't Let Friends Ride Drunk* and *You Drink & Ride. You Lose.* campaigns.

At the end of September, the Maryland Motorcycle Safety Program and the Motor-
Continued on p. 2



Kneeling: Dennis Utter, Chief, Math Analysis Division. **Sitting on motorcycles from left:** Hank Rockel, NHTSA Region III; Annette Sandberg, NHTSA Deputy Administrator. **Standing from left to right:** Mariaelena Chichester, Instructor, Maryland Motorcycle Safety Program; Richard Schreiner, Instructor, Maryland Motorcycle Safety Program; Umesh Shankar, Math Analysis Division; Phil Sause, Program Coordinator, Maryland Motorcycle Safety Program; Derrell Lyles, NHTSA Public Affairs Assistant; Andy Krajewski, Director, Driver Education and Licensing, Maryland Motor Vehicle Administration; Bill Naff, NHTSA Region III; John Witter, Instructor, Maryland Motorcycle Safety Program; Jane Dion, Chief, Strategic and Program Planning; Joey Syner, Safety Countermeasures Division – Motorcycle Safety Program.

Justin Timberlake Partners with RADD after Drunk Driver Kills Fan Outside a Radio Station

September 24, 2002. Los Angeles, CA. Singer/songwriter Justin Timberlake today announced a long-term partnership with RADD, Recording Artists, Actors & Athletes Against Drunk Driving, for a national

awareness campaign. Later this fall, Timberlake will write and produce a 30-second public service radio spot encouraging his fans not to drink and drive.

Continued on p. 2

Justin Timberlake Partners with RADD after Drunk Driver Kills Fan Outside a Radio Station

Continued from p. 1

The alliance was formed after an accused impaired driver killed one of his fans outside a popular radio station where a crowd waited to meet him following an interview. On September 9th, 21-year-old Anna White of Bellevue, WA, was struck down outside KIIS-FM radio station in Burbank, CA, long after the 'N'SYNC member and solo artist had left the premises. When Timberlake heard about the crime the following morning, he contacted the grieving family and sought out RADD.

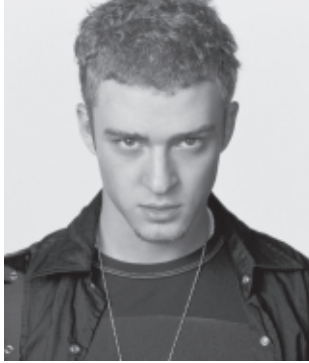
"The senseless death of Anna White yet again demonstrates the horrors of drunk driving. I can only hope that partnering with RADD will raise awareness, and convince others never to drive after they've had even a few drinks," said Timberlake.

RADD President Erin Dugan Meluso welcomes Timberlake's "call to action" and hopes that the terrible loss of Anna White's young life will help to save others. Every 30 minutes an alcohol-impaired driver kills

someone on America's roadways —more than 17,400 people in 2001.

"Beyond the Justin Timberlake Foundation's generous financial support, Justin's personal gift of time, talent and media access will help RADD change lifestyles and save young lives by convincing people to use non-drinking designated drivers," says Meluso.

RADD's positive and empowering messages encourage responsible driving and use of designated drivers to reduce fatalities and injuries caused by drunk driving within all age groups. The next phase of the newly-forged partnership will be the release of a RADD video message, written and directed by Timberlake. RADD has partnered with NHTSA, the Ad Council and the National Association of Broadcasters since the mid 1990's. Each fall, the four-way partnership releases a series of radio and television public service announcements timed for airing during the winter holidays. Details on this year's commercials will be featured in the next issue of *NHTSA Now*. ■



NHTSA's Deputy Administrator Focuses on Motorcycle Safety

Continued from p. 1

cycle Safety Foundation partnered with NHTSA to give the Deputy Administrator and some agency staff first hand experience on the safe operation of a motorcycle and a deeper appreciation of the skills needed to safely interact with other roadways users. Despite a steady rain, spirits never dampened as this group participated in the 2-day rider-training course at Prince George's Community College. Those taking part in the course included: Ms. Sandberg; Jane Dion, Chief, Strategic and Program Planning; Dennis Utter, Chief, Math Analysis Division; Hank Rockel, Team Leader, Region III, Bill Naff, Region III; Umesh Shankar, Math Analysis Division; and Derrell Lyles, Public Affairs Assistant.

Ms. Sandberg commended Andy Krajewski, Phil Sause, Richard Schreiner, Mariaelena Chichester (M.E.), and John Witter for their excellent instruction and enthusiasm. "It was a pleasure working with such a dedicated group of individuals," she said. "Their passion and enthusiasm for motorcycling and motorcycle safety were the bright spots on the wet and overcast days." ■

Emergency Nurses Association Recognizes NHTSA's Long-Term Partnership

By Mary McCue, RN,
Office of Program Development
and Delivery

September 18–21, 2002. New Orleans, LA. From beginning to end of the Emergency Nurses Association National Conference, NHTSA was recognized as the organization's long time partner in injury prevention. This year's conference in New Orleans, LA was the largest ever with 4,120 attendees, including 1,200 first-time attendees. The NHTSA booth was extremely popular—the nurses were especially interested in NHTSA's materials on child passenger safety and impaired driving prevention. Throughout the conference the nurses told NHTSA's representatives, Mary McCue and Danica Tarry that stopping at the NHTSA booth was "a must" so they could obtain our latest publications and program information. In addition to child passenger safety, and impaired driving prevention materials, participants focused on bicycle safety, the EMS Bystander Care "First There, First Care" program, and the Operation Kids-RN program (soon to be available from NHTSA). NHTSA's DOT Auto Safety Hotline

information was also available and Gene Luke from the Office of Defects Investigation

fielded questions about that project and how to report vehicle safety defects and how to obtain information from the Hotline. The ENA/EN CARE members returned home with NHTSA information and ideas of many new opportunities for promoting traffic safety education in their communities. ■



Pictured from left to right: Danica Tarry, Gene Luke, and Mary McCue.

New Zealand Land Transport Safety Authority Visits NHTSA to Learn Best Practices in Highway Safety

By Bill Naff,
Region III

Representatives from the New Zealand Land Transport Safety Authority made a visit to the United States and NHTSA in August. Their goal was to get a general overview of roadway safety issues and community programs such as the *Safe Communities* concept. Meetings were conducted with NHTSA headquarters personnel in various safety areas as well as activities in the Region III area. First on their agenda was a visit to a regional Community Traffic Safety Program (CTSP) and

nity coordinators and college involvement in traffic safety was explored. Ideas were shared and activities discussed. An overview of the

A final visit was to attend a Sobriety Checkpoint in Frederick, MD as part of the Region III *Checkpoint Strikeforce* campaign. The checkpoint consisted of multiple agencies. Maryland State Police Lt. Scott Yinger explained the checkpoint process. Similar checkpoints are conducted in New Zealand.

Also during their visit, they had a chance to experience one of America's favorite pastimes, a baseball game between the

Frederick Keys and Winston-Salem. During the inning break, a traffic safety activity involving bike helmets was presented. Two children and their parent participated in a tricycle race and were given helmets as prizes. There were also several traffic safety messages throughout the stadium about drunk driving prevention and seat belt use as part of the Frederick County Traffic Safety Taskforce partnership with the Frederick Keys. Similar partnerships exist in New Zealand with the Rugby teams. Their



LTSA Regional Advisor Susan Jolley & Regional Manager Dennis Robertson at US DOT Headquarters in DC.

College Consortium Roundtable meeting in Salisbury, Maryland. The concept of commu-



Community Traffic Safety Programs was explained. The next visit was a Child Safety Seat Check in Glenn Dale, MD. The concept of several agencies and volunteers participating in this type of activity was of much interest to the LTSA representatives. They were especially impressed with the mobile fitting station trailer and its purpose. Nothing like this exists in New Zealand and this was an area they would like to expand upon.



trip continued into Canada for a look at their programs and activities in traffic safety. ■

Judge Robin D. Smith of Midland, Texas Is Selected as the 2002–2003 Specialized Courts Judicial Fellow



City of Midland in 1982–83 and operated as a solo practitioner in 1983–84.

Judge Robin D. Smith is the Presiding Judge of the City of Midland Municipal Court. He has served in that position since November of 1984. Prior to that appointment, he practiced law as a prosecutor for the

His professional association work includes serving as Chair of the State Bar of Texas Municipal Judges Section in 1989–90 and President of the Texas Municipal Courts Association in 1991–92. He served on the TMCA Board of Directors from 1986–1997 and again in 2001 to the present. In August 1997, he completed a term as the Chair of the American Bar Association's National Conference of Specialized Court Judges. In 1997, Judge Smith was appointed by Chief Justice Tom Phillips to serve on the Texas Judicial Council where he served until 2001.

Among honors, the Texas Municipal Courts Association named Judge Smith, Judge

of the Year in June 1998, and the State Bar of Texas Municipal Judges Section presented Judge Smith with the Michael J. O'Neal Outstanding Jurist Gavel Award in 2002. In 2001, Judge Smith was presented the American Bar Association's National Conference of Specialized Court Judges' Education Award. Judge Smith also was recognized by the Texas Junior Chamber of Commerce as one of Five Outstanding Young Texans in 1994 and is a four-time winner of the City of Midland Management Awards. He is also a frequent speaker at a variety of judicial education and training venues.

The Judicial Fellow provides the judicial perspective to NHTSA's traffic safety programs. This is especially important in the area of impaired driving, as these cases are heard before a judge. The Judicial Fellow also provides input on NHTSA's training programs and proposed mobilizations, and offers insight for gaining judicial awareness of agency programs. ■

International Walk to School Day

October 2, 2002. Boston, Massachusetts. The President of the National Mayor's Association, Thomas Menino of Boston (center), is seen here with NHTSA Region I Administrator George A. Luciano and Boston school children participating in the Fourth International Walk to School Day to promote safe walking for children. ■



NHTSA, AMA Partner to Combat Impaired Motorcycle Riding

By Rae Tyson, Office of Communications and Consumer Information

September 17, 2002. NHTSA and the American Motorcyclist Association (AMA) announced a partnership on a national impaired riding campaign. The program is intended to educate motorcyclists about the dangers of drinking and riding.

In 2001, 3,181 motorcyclists died on the nation's roadways. Of those, 41 percent were impaired, with a blood alcohol concentration (BAC) of .08 grams per deciliter or greater—the legal limit of impairment in many states.

Impaired riding issues were listed among the urgent recommendations of the *National Agenda for Motorcycle Safety*, a national plan that was developed by the motorcycling community in late 2000.

The AMA *Ride Straight* Campaign will

develop messages specifically targeting motorcyclists and will incorporate segments of NHTSA's current *Friends Don't Let Friends Ride Drunk* and *You Drink & Ride. You Lose* campaigns.

"After contributing to the development of the *National Agenda for Motorcycle Safety*, it's natural for the AMA to now take the lead in addressing the issue of impaired riding," said Robert Rasor, President of the American Motorcyclist Association. "The AMA is proud to be the first national motorcycling organization to act on a recommendation of the *National Agenda*."

The AMA will launch *Ride Straight* in mid-2003. For more information, visit the AMA web site at: www.AMADirectlink.com or call 1-800-AMA-JOIN. The AMA, based in Pickerington, Ohio, is a non-profit organization with more than 250,000 members. ■

Herb Tanner, Jr. Named First Prosecutor Fellow

The Enforcement and Justice Services Division, along with the National Association of Prosecutor Coordinators are pleased to announce the first prosecutor fellow, Herb Tanner, Jr. from Michigan. During the course of his fellowship with NHTSA, Herb will be traveling to NHTSA and other venues explaining the role of the prosecutor and how they are beneficial to our traffic safety programs.

A 1986 graduate of the University of Notre Dame Law School, Mr. Tanner began his career in private practice where he successfully defended felony and misdemeanor cases. He joined the Prosecutor's Office in Montcalm County, Michigan, 1994 and was made Chief Assistant in 1999. He is primarily responsible for prosecuting felony cases.

While still in private practice Mr. Tanner was named 1990 Outstanding Young Lawyer of the Year by the State Bar of Michigan. In 1996 he was recognized by the Michigan State Police Fire Marshal for excellence in prosecution of a serial arsonist.

He is an active member of the Prosecuting Attorney's Association of Michigan, where he is a member of the Associations DNA Committee. He is a frequent lecturer and instructor for the Prosecuting Attorneys Association of Michigan (PAAM), where he has presented on basic trial advocacy, presentation of expert testimony, cross examination of experts, presentation of demonstrative evidence and the visual trial, DNA evidence, effective opening statements, and defense tactics in the drunk/drugged driving case. He is the author of the chapter "Common Defense Tactics" in the PAAM *Operating Under the Influence Law* manual. He has also served as faculty for the National District Attorney's Association at the National Advocacy Center, lecturing on defense tactics in the drugged driver case. Mr. Tanner is also an adjunct faculty member of the Thomas M. Cooley Law School, teaching Family Violence Practice.

As with our judicial fellows, we will announce when Herb will be in Washington and provide opportunities for you to meet with him. Should you have any questions, please contact Brian Chodrow in the Enforcement and Justice Services Division at 202/366-9765. ■

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry
Editor

Contributors: Kathy Demeter, ODI; Gene Luke, ODI; Donna Burke, R-I; Brian Chodrow, NTS; Joey Syner, NTS; Mary McCue, NTS; Danica Tarry, OCCI; Bill Naff, R-III; Rae Tyson, OCCI.

If you would like to submit articles or photographs, please address them to NHTSA/OPACA, attention Kathryn Henry, NOA-42, 400 7th Street, SW, Room 5232, Washington DC 20590. (202) 366-9550. FAX: (202) 366-5962. Internet address: khenry@nhtsa.dot.gov

QUOTE OF THE MONTH

Leadership is a combination of strategy and character. If you must be without one, be without the strategy."

—Gen. H. Norman Schwarzkopf