



Monitoring Report

[CC]=Derived from Closed Captioning; I=Interview; GR=Graphic; PC=Press Conference; R=Reader; SI=Studio Interview; T=Teaser; TZ=Teased Segment; V=Visual

John Pastovic PR - Needless Deaths on Our Roadways 06/27 to 06/28

1. KRQE News 13 This Morning

KRQE-TV CH 13 (CBS) Albuquerque/Santa Fe

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 13,779

DMA: 47

Media Value: \$49

[CC] 00:30:42 Nationwide, young **drivers** 16 to 20 years old make up 6-percent of the driving population, but they are involved in about 20-percent of fatal crashes. Now, the group End Needless Deaths on the Roadways and the National **Safety Council** have teamed up to help save lives. They created a Family Guide for **Driver Safety** and hope parents make their **teens** follow it.

2. KRQE News 13 This Morning

KRQE-TV CH 13 (CBS) Albuquerque/Santa Fe

06/28/2005

05:00 AM - 06:00 AM

Estimated Audience: 3,534

DMA: 47

Media Value: \$20

[CC] 00:30:11 Nationwide, young **drivers** 16 to 20 years old make up 6-percent of the driving population, but they are involved in about 20-percent of fatal crashes. Now, the group End Needless Deaths on the Roadways and the National **Safety Council** have teamed up to help save lives. They created a Family Guide for **Driver Safety** and hope parents make their **teens** follow it.

3. Action 7 News Live At 10

KOAT-TV CH 7 (ABC) Albuquerque/Santa Fe

06/27/2005

10:00 PM - 10:35 PM

Estimated Audience: 68,018

DMA: 47

Media Value: \$524

[CC] 00:30:03 Nationwide, young **drivers** 16 to 20 years old make up 6-percent of the driving population, but they are involved in about 20-percent of fatal crashes. Now, the group End Needless Deaths on the Roadways and the National **Safety Council** have teamed up to help save lives. They created a Family Guide for **Driver Safety** and hope parents make their **teens** follow it.

4. The Evening News With Brenda Wood

WXIA-TV CH 11 (NBC) Atlanta

06/27/2005

07:00 PM - 07:30 PM

Estimated Audience: 125,158

DMA: 9

Media Value: \$1,099

00:09:18 **Teen Drivers**: Two **safety** advocacy groups reports that Georgia is the 11th worst state in the nation for **teen** driving deaths. V; wreckage from fatal accidents. 00:09:52

5. CBS 46 News At 6:00

WGCL-TV CH 46 (CBS) Atlanta

06/27/2005

06:00 PM - 06:30 PM

Estimated Audience: 32,619

DMA: 9

Media Value: \$235

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[CC] 00:17:55 New statistics show just how dangerous the roads are for young **drivers** . The group called End Needless Deaths on Roadways and the National **Safety Council** rate the states with the best and worst teen **drivers**.

6. Fox 5 News At 5:00

WAGA-TV CH 5 (FOX) Atlanta **DMA: 9**
06/27/2005 05:00 PM - 06:00 PM Estimated Audience: 182,288 Media Value: \$1,131

00:37:38 Fatal Crash Statistics: End **Needless Death** On Our Roadways and the National **Safety Council** to rank states according to the number of **teen**-involved fatal crashes. V; wreckage from deadly accidents. PC; Dr. Thomas Esposito, Co-Chairman, END, talks about thousands of **teenagers** being killed and injured in car accidents. GR; **teen driver** recommendations. PC; **John Ulczykcki**, National **Safety Council**, talks about the family guide helping parents to manage **teen** driving experience. Julie Vallese reporting. 00:39:37

7. Good Morning Augusta

WJBF-TV CH 6 (ABC) Augusta **DMA: 115**
06/28/2005 06:00 AM - 07:00 AM Estimated Audience: 25,910 Media Value: \$122

[CC] 00:01:52 A new study brings a strong message for parents and their **teenagers**. The CSRA is part of a deadly trend when it comes to young **drivers**. WJBF Newschannel 6's Kimberly Scott has the story. It's a right of passage every 16 year old looks forward to, getting their **drivers** license. But for many the joy of that special day is short-lived. Every year millions of **teenagers** die on the roadways. The sad statistics are felt right here at home.

8. Good Morning Augusta

WJBF-TV CH 6 (ABC) Augusta **DMA: 115**
06/28/2005 05:00 AM - 06:00 AM Estimated Audience: 12,096 Media Value: \$31

[CC] 00:02:45 A new study brings a strong message for parents and their **teenagers**. The CSRA is part of a deadly trend when it comes to young **drivers**. WJBF Newschannel 6's Kimberly Scott has the story. It's a right of passage every 16 year old looks forward to, getting their **drivers** license. But for many the joy of that special day is short-lived. Every year millions of **teenagers** die on the roadways. The sad statistics are felt right here at home.

9. Newschannel 6 At 11

WJBF-TV CH 6 (ABC) Augusta **DMA: 115**
06/27/2005 11:00 PM - 11:35 PM Estimated Audience: 20,261 Media Value: \$217

[CC] 00:09:02 It's a right of passage every 16 year old looks forward to, getting their **drivers** license. But for many the joy of that special day is short-lived. Every year millions of **teenagers** die on the roadways. The sad statistics are felt right here at home.

10. Fox 45 News At Ten

WBFF-TV CH 45 (FOX) Baltimore **DMA: 23**
06/27/2005 10:00 PM - 11:00 PM Estimated Audience: 71,032 Media Value: \$1,440

[CC] 00:44:48 End Needless Death on Roadways and the National Safety Council have looked at the states with the most fatalities.

11. 11 News At Six

WBAL-TV CH 11 (NBC) Baltimore **DMA: 23**
06/27/2005 06:00 PM - 06:30 PM Estimated Audience: 168,945 Media Value: \$1,328

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[CC] 00:17:45 In 2003, young **drivers** were involved in more than 88,000 fatal crashes. That's really just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the National **Safety Council** have looked at the states with the most fatalities.

12. ABC2 News @ 6:00

WMAR-TV CH 2 (ABC) Baltimore

06/27/2005

06:00 PM - 06:30 PM

Estimated Audience: 60,974

DMA: 23

Media Value: \$464

[CC] 00:14:58 In 2003, young **drivers** were involved in more than 88,000 fatal crashes. That's really just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the National **Safety Council** have looked at the states with the most fatalities.

13. Fox 6 News At 9:30

WBRC-TV CH 6 (FOX) Birmingham/Anniston

06/27/2005

09:30 PM - 10:00 PM

DMA: 40

Media Value: \$0

[CC] 00:03:05 Young **drivers** make up 6% of the national driving population, yet they are involved in almost 20% of the fatal crashes. Now two groups are getting together to rank the states according to the number high **teen** involved crash fatalities.

14. Newscenter 5 Tonight

WCVB-TV CH 5 (ABC) Boston

06/27/2005

11:00 PM - 11:35 PM

Estimated Audience: 230,496

DMA: 5

Media Value: \$3,738

00:13:37 TZ; **Teen Safety**: For the second time in two days, **teenagers** have been at the wheel of deadly accidents. I; Sandy Stevens, Advanced **Driver** Training, speaks about teaching **teens** . GR; State Farm Insurance statistics, One in three drive SUV's. GR; Rollover statistics, University of Michigan Transportation Research Institute. Mary Saladna reporting. 00:16:12

15. News

WBZ-AM 1030 (CBS) Boston

06/27/2005

07:00 AM - 08:00 AM

Estimated Audience: 85,400

DMA: 5

Media Value: \$799

00:30:31 Crash. New study says MA young drivers are involved in 1/5 of all traffic fatalities, according to End **Needless Death** on Our Roadways. MA has second lowest rate of teens involved in deaths. SB: Dr Tom Espisito says they represent 6% of driving population, but are involved in 20% of fatal crashes. DC is most dangerous place for teen drivers. 00:31:22

16. News

WBZ-AM 1030 (CBS) Boston

06/27/2005

05:55 AM - 07:00 AM

Estimated Audience: 69,100

DMA: 5

Media Value: \$512

00:35:56 Crash. New study says MA young drivers are involved in 1/5 of all traffic fatalities, according to End **Needless Death** on Our Roadways. MA has second lowest rate of teens involved in deaths. SB: Dr Tom Espisito says they represent 6% of driving population, but are involved in 20% of fatal crashes. DC is most dangerous place for teen drivers. 00:36:44

17. Today In Iowa

KWWL-TV CH 7 (NBC) Cedar Rapids/Waterloo

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 24,841

DMA: 88

Media Value: \$105

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[CC] 00:50:42 **Teen** age **drivers** are involved in one out of every five deadly crashes. Now two **safety** groups say more can be done to protect them, and everyone else, on the road.

18. Channel 3 News

WCIA-TV CH 3 (CBS) Champaign/Decatur/Springfield **DMA: 82**
06/27/2005 05:00 PM - 05:30 PM Estimated Audience: 40,578 Media Value: \$179

[CC] 00:14:31 A new study finds the state ranks 41st in the number of fatalities among drivers under 21. The **National Safety Council** says Illinois had slightly more than 55 fatalities per thousand drivers under 21.

19. First News At 5

WICD-TV CH 15 (NBC) Champaign/Decatur/Springfield **DMA: 82**
06/27/2005 05:00 PM - 05:30 PM Media Value: \$0

[CC] 00:11:09 There's good news when it comes to young drivers in Illinois. Illinois ranks 41st in the number of fatalities among drivers under 21.

20. Late Morning Live

WAND-TV CH 17 (ABC) Champaign/Decatur/Springfield **DMA: 82**
06/27/2005 11:00 AM - 11:30 AM Estimated Audience: 4,533 Media Value: \$20

[CC] 00:08:45 The **National Safety Council** and a group called End **Needless Death** on our Roadways put together the numbers.

21. ChicagoLand News At 11

CLTV (IND) Chicago **DMA: 3**
06/27/2005 11:00 PM - 12:00 AM Media Value: \$0

00:27:59 **Teen** fatalities: Natl. **Safety** Council ranks IL 41st in fatalities among **drivers** under 21. V; traffic.
00:28:25

22. WGN News At Nine

WGN-TV CH 9 (WB) Chicago **DMA: 3**
06/27/2005 09:00 PM - 10:00 PM Estimated Audience: 356,175 Media Value: \$7,740

00:27:11 **Teen** Fatalities: The National **Safety Council** ranks Illinois 41st in fatalities among **drivers** under 21. GR; **Teen Driver** Fatalities. V; **Teenagers** driving. 00:27:37

23. NBC 5 Chicago News At 5:00

WMAQ-TV CH 5 (NBC) Chicago **DMA: 3**
06/27/2005 05:00 PM - 05:30 PM Estimated Audience: 152,654 Media Value: \$1,137

00:17:01 TZ; Young **Drivers**: New statistics released today show that **teens** comprise 6% of all **drivers** but are in 23% of fatal crashes. V; Cars on road. A new traffic **safety** advocacy group called End **Needless Death** On Our Roadways released new recommendations. V; Magazine says **Teen Driver**. SB; Dr. Tom Esposito, Loyola University Medical Center, says these are predictable and controllable events. GR; Recommendations for **teen drivers** . 00:18:37

24. ABC7 News

WLS-TV CH 7 (ABC) Chicago **DMA: 3**
06/27/2005 04:00 PM - 05:00 PM Estimated Audience: 317,164 Media Value: \$2,364

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00:41:12 TZ; **Teen Drivers: Teen drivers** in Illinois are among the best in the country. GR; Young Drivers. PC; Dr. Thomas Esposito, Co-Chair, END, talks about **teen driver** stats. END stands for End **Needless Death**. V; **Teen Driver** publication. GR; USA Map, stats. PC; Dr. **Andrea Barthwell**, Co-Chair, END, recommended training. GR; Suggested Legislation, details. PC; Il. Sen. John Cullerton, D, Chicago, talks about law restricting use of cell phones while driving. National **Safety Council** has information available to parents. Roz Varon reporting. 00:43:24

25. ABC7 News

WLS-TV CH 7 (ABC) Chicago

06/27/2005

11:00 AM - 12:00 PM

Estimated Audience: 146,476

DMA: 3

Media Value: \$855

00:05:51 Young Drivers: R; Young drivers in Illinois are among the safest in the country, according to the **National Safety Council**. 00:06:18

26. Newsradio 780

WBBM-AM 780 (CBS) Chicago

06/27/2005

07:00 AM - 08:00 AM

Estimated Audience: 114,700

DMA: 3

Media Value: \$619

00:05:30 News Radio 780 Surprising findings in the porch accident that killed several people. Stan Kaderback has announced that he is putting together a new team to investigate porches that are deemed dangerous. 13 people died two years ago when the Lincoln Park porch collapse.06.15 06.16 Boy falls from second story to his death. 06.30 06.31 Patrick Cooper of Lois Lane was struck by lightning and was pronounced dead. 06.40 06.41 **National Safety Council** says that Illinois is 11 among teenage road fatalities. PC: Mr. Oshevsky, stating that their fatal crash risk increases five times. 07.30 07.31 Chicago police are beefing up patrols after there was a gun fight outside of the Taste of Chicago.8.00

00:31:00 News Radio 780 Air quality could be a problem with heat with people with pulmonary problems. 31.35 31.36 For the third year in the row for Lemonade Stands. PC: Anna Berkowski, Lemonade saleswoman, talking about saving up for some sandals.32.00 32.01 Oil on the rise. PC: Truby Lundberg, Industry Analyst, stating that crude oil prices moved up twice as much as gasoline prices did but they may not go up all the way.33.00 33.01 Anatomy of a drug bust. PC: Officer, talking about the drug bust. 34.00 34.01 Sheriff office says that sometimes inmates have to be released without posting bonds. Some are released without posting bonds. Three released did commit murder after they were released. 35.00 35.01 The **National Safety Council** study says that keep cell phones out of teens cars is the best way to keep teens safe. PC: Mr. Ochefsky, **National Safety Council**, stating that when they are 16 no other passengers in the car and then when they are 16.5 then they can add passengers into the car.36.00

27. Newsradio 780

WBBM-AM 780 (CBS) Chicago

06/27/2005

06:00 AM - 07:00 AM

Estimated Audience: 114,700

DMA: 3

Media Value: \$619

00:05:00 News Radio 780 surprising findings in the porch accident that killed several people. Stan Kaderback has announced that he is putting together a new team to investigate porches that are deemed dangerous. 13 people died two years ago when the Lincoln Park porch collapse.06.15 06.16 Boy falls from second story to his death. 06.30 06.31 Patrick Cooper of Lois Lane was struck by lightning and was pronounced dead. 06.40 06.41 **National Safety Council** says that Illinois is 11 among teenage road fatalities. PC: Mr. Oshevsky, stating that their fatal crash risk increases five times. 07.30 07.31 Chicago police are beefing up patrols after there was a gun fight outside of the Taste of Chicago.8.00

28. CBS 2 News At 5:30 AM

WBBM-TV CH 2 (CBS) Chicago

06/27/2005

05:30 AM - 06:00 AM

Estimated Audience: 22,049

DMA: 3

Media Value: \$60

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00:04:06 New Study: IL **Teen drivers** are less likely to be involved in fatal crashes than **drivers** in other states. V; **teens** driving. V; traffic. National **Safety Council** did the study. 00:04:25

29. Fox19 Morning News

WXIX-TV CH 19 (FOX) Cincinnati

06/28/2005

08:00 AM - 09:00 AM

Estimated Audience: 40,917

DMA: 33

Media Value: \$157

[CC] 00:42:43 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young drivers involved in fatal wrecks, is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

30. Good Morning Cincinnati At 7:00

WKRC-TV CH 12 (CBS) Cincinnati

06/28/2005

07:00 AM - 08:00 AM

Estimated Audience: 41,238

DMA: 33

Media Value: \$158

[CC] 00:35:11 We all know that young people can make for inexperienced **drivers**, but some startling new statistics show just how dangerous that inexperience can prove to be.

31. Good Morning Cincinnati At 6:00

WKRC-TV CH 12 (CBS) Cincinnati

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 45,479

DMA: 33

Media Value: \$175

[CC] 00:36:29 Young drivers, 16 to 20 years old, make up six percent of all drivers. But they are involved in nearly 20 percent of all fatal accidents. A national group is teaming with the **National Safety Council** to rank the most dangerous states for young drivers. Local 12 anchor Anna Townsend is in the newsroom with some startling statistics for the tri-state area.

32. Fox19 Morning News At Six

WXIX-TV CH 19 (FOX) Cincinnati

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 37,448

DMA: 33

Media Value: \$144

[CC] 00:20:53 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young drivers involved in fatal wrecks, is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

33. Ten O'Clock News

WXIX-TV CH 19 (FOX) Cincinnati

06/27/2005

10:00 PM - 11:00 PM

Estimated Audience: 88,887

DMA: 33

Media Value: \$1,353

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[CC] 00:43:57 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young drivers involved in fatal wrecks, is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

34. News 3 Live This Morning

WRBL-TV CH 3 (CBS) Columbus, GA

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 7,033

DMA: 125

Media Value: \$40

[CC] 00:23:51 PRIDE, or Parents Reducing Incidents of **Driver** Error, will hold a free two-hour course designed to help parents and their new **teen drivers**. The seminar will be in the community room of the Public **Safety** Building from 6 til 8 tonight.

35. WTVM News Leader 9 At 5:30

WTVM-TV CH 9 (ABC) Columbus, GA

06/27/2005

05:30 PM - 06:00 PM

Estimated Audience: 18,751

DMA: 125

Media Value: \$127

[CC] 00:27:06 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young drivers involved in fatal wrecks, is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

36. Newscenter At 10

WTTE-TV CH 28 (FOX) Columbus, OH

06/27/2005

10:00 PM - 11:00 PM

Estimated Audience: 82,630

DMA: 34

Media Value: \$1,758

[CC] 00:28:14 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young drivers involved in fatal wrecks, is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

37. Newschannel 8

WQAD-TV CH 8 (ABC) Davenport/Rock Island/Moline

06/27/2005

05:00 PM - 05:30 PM

Estimated Audience: 32,750

DMA: 94

Media Value: \$202

[CC] 00:16:06 Illinois' **teenage drivers** continue to make the grade when it comes to **safety** on the roads. A new report from the National **Safety Council** says Illinois **teens** rank near the bottom of the list for the number of deadly crashes. The state ranks 41st out of 50. Illinois reports about 55 fatalities per 100-thousand **drivers** under age 21. That's below the national average of 68 **teens** involved in deadly crashes.

38. 2 News At 5:30

WDTN-TV CH 2 (NBC) Dayton

06/27/2005

05:30 PM - 06:00 PM

Estimated Audience: 43,181

DMA: 56

Media Value: \$265

[CC] 00:07:21 A new study gives Ohio good marks for **teen drivers**. The study is from a group called End Needless Deaths on the Roadways and from the National **Safety Council**. It lists fatalities for **teen** divers

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across the country, and ranked Ohio 40th.

39. WB2Day

KWGN-TV CH 2 (WB) Denver

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 22,133

DMA: 18

Media Value: \$168

[CC] 00:36:52 Colorado ranks 22nd in the nation, for the most **teenage** driving deaths. **Teens** only make up six-percent of **drivers**, but they're responsible for 20 percent of all deadly crashes. The group known as End Needless Deaths on the Roadways has now teamed up with the National **Safety Council** to rank states. The District of Columbia has the most deadly **teen** crashes.

40. 9 News Daybreak

KUSA-TV CH 9 (NBC) Denver

06/28/2005

05:00 AM - 06:00 AM

Estimated Audience: 51,389

DMA: 18

Media Value: \$208

[CC] 00:07:02 Although **teens** make up only 7 percent of the driving population, they account for 14 percent of all fatalities. That makes car accidents the leading cause of death for people between the ages of 15 and 19, according to the National Highway Traffic **Safety** Administraton. And today, 16 year old girls are just as likely to crash as 16 year old boys.

41. WB2 News At Nine

KWGN-TV CH 2 (WB) Denver

06/27/2005

09:00 PM - 10:00 PM

Estimated Audience: 68,758

DMA: 18

Media Value: \$1,212

[CC] 00:43:10 Which state has the most **teenage** driving deaths? **Teens** only make up six-percent of **drivers**, but they're responsible for 20-percent of all deadly crashes. The group known as End Needless Deaths on the Roadways has now teamed up with the National **Safety Council** to rank states. The District of Columbia, not a state, has the most deadly **teen** crashes.

42. Fox 31 News At Nine O'Clock

KDVR-TV CH 31 (FOX) Denver

06/27/2005

09:00 PM - 10:00 PM

Estimated Audience: 100,311

DMA: 18

Media Value: \$1,791

00:30:07 TZ; Accidents: New laws aimed at saving young **drivers**. 43,000 traffic related fatalities on US roads. 1 in 5 involved **drivers** between 16 and 20. V; accident scenes. PC; Dr. Thomas Esposito, MD, co-chairperson of E.N.D., talks about accidents. V; young **driver**. E.N.D. and national **safety council** ranks states for **teen** involved fatalities. Washington, DC has fewer 16-20 year old **drivers** than any state. GR; **teen driver** recommendations. PC; **John Ulczycki**, national **safety council**, talks bout V; family guide. V; family; website. Julie Vallese reporting. 00:32:16

43. News Channel 8's First News At Five

KCCI-TV CH 8 (CBS) Des Moines/Ames

06/27/2005

05:00 PM - 05:30 PM

Estimated Audience: 71,120

DMA: 73

Media Value: \$361

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[CC] 00:25:56 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

44. Fox 2 News Morning

WJBK-TV CH 2 (FOX) Detroit

06/28/2005

08:00 AM - 09:00 AM

Estimated Audience: 124,105

DMA: 10

Media Value: \$427

[CC] 00:38:59 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

45. Fox 2 Prime News

WJBK-TV CH 2 (FOX) Detroit

06/27/2005

10:00 PM - 11:00 PM

Estimated Audience: 198,502

DMA: 10

Media Value: \$2,865

00:25:41 **Teen Drivers:** Nationwide, 16 to 20 year olds make up only 6 percent of the driving population, but **teen drivers** are involved in nearly 20 percent of all fatal V; crashes, so the group End Needless Deaths on the Roadways and the National **Safety Council** ranked all 50 states for **teen**-involved fatalities. SB; Dr. Thomas Esposito, advocate, talks about **teen** fatalities. V; Hospital scene. 00:26:27

46. Fox 2 News At 5:30 PM

WJBK-TV CH 2 (FOX) Detroit

06/27/2005

05:30 PM - 06:00 PM

Estimated Audience: 98,787

DMA: 10

Media Value: \$535

[CC] 00:15:30 If your **teen's** driving makes you a little nervous, you are probably not alone. Nationwide, 16-to-20-year-olds make up 6% of the driving pop laying. They are involved in nearly 20% of all fatal crashes. Now the National **Safety Council** have put together a **Prescription for Teen Drivers**. They say it will help lower the risk for all **drivers** on the road.

47. KFOX News At Nine

KFOX-TV CH 14 (FOX) El Paso

06/27/2005

09:00 PM - 10:00 PM

Estimated Audience: 26,172

DMA: 100

Media Value: \$495

[CC] 00:20:40 The statistics are out, and they paint a grim picture of teen deaths in Texas and New Mexico. The **National Safety Council** say Texas and New Mexico rank 13th and 14th on the country's most deadly driving rates for teens. The study was conducted to pinpoint what makes 16 to 20 year olds in certain states more at risk of dying in a traffic crash, in hopes of helping states trim back on the nearly eight thousand deaths enforcement agents see every year.

48. Northwest News

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KVAL-TV CH 13 (CBS) Eugene **DMA: 120**
06/27/2005 05:00 PM - 05:30 PM Estimated Audience: 31,812 Media Value: \$249

[CC] 00:03:12 In 1998, Oregon adopted the graduated **driver** licensing program. There were nearly 12 hundred fatal **teen** crashes that year. In 2003 there were only 750. According to the National **Safety Council**, Oregon ranks 26th in deadly **teen** accidents. The District of Columbia and North Carolina have the most fatal crashes.

49. WINK News At 5:30 **DMA: 68**
WINK-TV CH 11 (CBS) Fort Myers/Naples **Media Value: \$394**
06/27/2005 05:30 PM - 06:00 PM Estimated Audience: 59,632

[CC] 00:27:01 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

50. 21Alive Newsroom: Live **DMA: 104**
WPTA-TV CH 21 (ABC) Fort Wayne **Media Value: \$95**
06/28/2005 12:00 PM - 12:30 PM Estimated Audience: 19,299

[CC] 00:24:16 Nationwide, **drivers** 16-20 years old make up six percent of the driving population, yet they are involved in nearly twenty percent of all fatal motor vehicle crashes. Now the group End Needless Deaths on the Roadways and the National **Safety Council** have come together to rank states according to the number of **teen**-involved fatalities.

51. Action News AM Live **DMA: 58**
KFSN-TV CH 30 (ABC) Fresno/Visalia **Media Value: \$243**
06/28/2005 06:00 AM - 07:00 AM Estimated Audience: 46,393

[CC] 00:45:01 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

52. Action News AM Live **DMA: 58**
KFSN-TV CH 30 (ABC) Fresno/Visalia **Media Value: \$61**
06/28/2005 05:00 AM - 06:00 AM Estimated Audience: 22,533

[CC] 00:45:49 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A

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minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

53. TV 20 News At 6:00

WCJB-TV CH 20 (ABC) Gainesville

06/27/2005

06:00 PM - 06:30 PM

Estimated Audience: 50,770

DMA: 162

Media Value: \$701

[CC] 00:08:18 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

54. NBC 26 News At 10

WGBA-TV CH 26 (NBC) Green Bay/Appleton

06/27/2005

10:00 PM - 10:35 PM

Estimated Audience: 29,105

DMA: 69

Media Value: \$223

[CC] 00:17:08 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

55. Good Evening Wisconsin

WLUK-TV CH 11 (FOX) Green Bay/Appleton

06/27/2005

05:00 PM - 06:00 PM

Estimated Audience: 36,854

DMA: 69

Media Value: \$202

[CC] 00:47:58 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

56. Fox 8 6:00 News

WGHP-TV CH 8 (FOX) Greensboro/Winston-Salem/High Point

06/27/2005

06:00 PM - 06:30 PM

Estimated Audience: 69,086

DMA: 48

Media Value: \$311

[CC] 00:20:37 The traffic **safety** group END and the the National **Safety Council** have ranked the states

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for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

57. Fox Carolina: The 10 O'Clock News

WHNS-TV CH 21 (FOX) Greenville-Spartanburg SC/Asheville NC **DMA: 35**
06/27/2005 **10:00 PM - 11:00 PM** **Estimated Audience: 53,685** **Media Value: \$596**

[CC] 00:19:34 Two **safety** groups are working together to rank states on **teenage** crash fatalities. Nationwide, young **drivers** sixteen to twenty years old make up six percent of the driving population, yet they are involved in nearly 20-percent of all fatal crashes. The group End Needless Deaths on the Roadways and the National **Safety Council** released a special guide for parents.

58. News Channel 7 At 5:30

WSPA-TV CH 7 (CBS) Greenville-Spartanburg SC/Asheville NC **DMA: 35**
06/27/2005 **05:30 PM - 06:00 PM** **Estimated Audience: 65,636** **Media Value: \$303**

[CC] 00:23:29 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

59. First News At 5:30

WLOS-TV CH 13 (ABC) Greenville-Spartanburg SC/Asheville NC **DMA: 35**
06/27/2005 **05:30 PM - 06:00 PM** **Estimated Audience: 87,594** **Media Value: \$405**

[CC] 00:23:53 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

60. WHP CBS 21 Morning News

WHP-TV CH 21 (CBS) Harrisburg/Lancaster/Lebanon/York **DMA: 42**
06/28/2005 **06:00 AM - 07:00 AM** **Estimated Audience: 6,579** **Media Value: \$38**

[CC] 00:16:16 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents

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minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

61. WHP CBS 21 News At 11 PM

WHP-TV CH 21 (CBS) Harrisburg/Lancaster/Lebanon/York **DMA: 42**
06/27/2005 11:00 PM - 11:35 PM Estimated Audience: 16,882 Media Value: \$175

[CC] 00:12:20 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**. A minimum of 30-50 practice hours, a learners permit for at least 6 months, no driving between 10 pm and 5 am, restrictions on the number of passengers, and zero tolerance for drinking and driving. The family guide is a document that every parent can use with their **teen** to manage their **teen's** driving experience. Some states already have **teen** driving laws similar to the guide, but **safety** groups say parents shouldn't wait for legislation. They have the power to lay down a little law of their own.

62. Fox 61 News At 10

WTIC-TV CH 61 (FOX) Hartford/New Haven **DMA: 27**
06/27/2005 10:00 PM - 11:00 PM Estimated Audience: 83,684 Media Value: \$1,464

00:37:34 **Teen drivers:** A new study from End **Needless Death** on Our Roadways looked at **teen drivers** and ranked the state in numbers of **teen** deaths. CT is number 48. V; Accident site. PC; Dr Thomas Esposito, END, the deaths are predictable. GR; **Driver safety**. 00:38:25

63. Eyewitness News

WFSB-TV CH 3 (CBS) Hartford/New Haven **DMA: 27**
06/27/2005 05:00 PM - 06:00 PM Estimated Audience: 172,099 Media Value: \$1,209

00:57:36 TZ; Road: Traffic **Safety** group END, joins National **Safety Council** to rank states according to **teen** fatalities. PC; Dr. Thomas Esposito, MD, Co-Chair of END, talked about stopping **teen** traffic deaths. V; **Teen Driver** family guide. GR; Recommendations. PC; **John Ulczykcki** , National **Safety Council** , talked about V; Family Guide. Julie Valise reports. 00:59:47

64. Channel 2 News World Report

KHON-TV CH 2 (FOX) Honolulu **DMA: 71**
06/27/2005 05:30 PM - 06:00 PM Estimated Audience: 48,233 Media Value: \$320

[CC] 00:24:32 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

65. WAFF 48 News - 5 PM

WAFF-TV CH 48 (NBC) Huntsville/Decatur **DMA: 84**
06/27/2005 05:00 PM - 05:30 PM Estimated Audience: 58,600 Media Value: \$382

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[CC] 00:26:48 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

66. 16 WAPT News

WAPT-TV CH 16 (ABC) Jackson, MS **DMA: 91**
06/27/2005 **05:00 PM - 05:30 PM** **Estimated Audience: 21,050** **Media Value: \$124**

[CC] 00:25:19 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

67. First News At 5:30

KMBC-TV CH 9 (ABC) Kansas City **DMA: 31**
06/28/2005 **05:30 AM - 06:00 AM** **Estimated Audience: 50,812** **Media Value: \$102**

[CC] 00:29:44 This morning, a traffic **safety** group is trying to keep kids from killing themselves in cars. In 2003 young **drivers** were involved in more than eight thousand deadly crashes. New guidelines for **teen drivers** call for 30 to 50 practice hours, a learners permit for at least 6 months, and no driving between 10 at night and 5 in the morning. They hope lawmakers will pass those measures.

68. Eyewitness News This Morning

KLAS-TV CH 8 (CBS) Las Vegas **DMA: 51**
06/28/2005 **07:00 AM - 08:00 AM** **Estimated Audience: 40,137** **Media Value: \$323**

[CC] 00:31:22 According to the **National Safety Council** and the group "End Needless Deaths on our Roadways", many drivers between the ages of 16 and 20 aren't prepared to hit the open road.

69. Eyewitness News This Morning

KLAS-TV CH 8 (CBS) Las Vegas **DMA: 51**
06/28/2005 **06:00 AM - 07:00 AM** **Estimated Audience: 42,137** **Media Value: \$339**

[CC] 00:33:39 According to the **National Safety Council** and the group "End Needless Deaths on our Roadways", many drivers between the ages of 16 and 20 aren't prepared to hit the open road.

70. Eyewitness News This Morning

KLAS-TV CH 8 (CBS) Las Vegas **DMA: 51**
06/28/2005 **05:00 AM - 06:00 AM** **Estimated Audience: 25,901** **Media Value: \$109**

[CC] 00:33:44 According to the **National Safety Council** and the group "End Needless Deaths on our Roadways", many drivers between the ages of 16 and 20 aren't prepared to hit the open road.

71. Eyewitness News At 11 PM

KLAS-TV CH 8 (CBS) Las Vegas **DMA: 51**
06/27/2005 **11:00 PM - 11:35 PM** **Estimated Audience: 67,820** **Media Value: \$1,123**

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[CC] 00:02:01 The Silver State has one of the highest death rates in the country for **teen drivers**. That's according to a new study released today. Many say the results are not surprising. Nevada the sixth most dangerous state for young people behind the wheel.

72. Eyewitness News At 4:30 PM

KLAS-TV CH 8 (CBS) Las Vegas

06/27/2005

04:30 PM - 05:00 PM

Estimated Audience: 37,728

DMA: 51

Media Value: \$355

[CC] 00:14:45 The traffic **safety** group END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

73. Action News Team

KCBS-TV CH 2 (CBS) Los Angeles

06/28/2005

05:00 AM - 06:00 AM

Estimated Audience: 39,160

DMA: 2

Media Value: \$128

00:42:19 Deadly states: A new report claims fatal accidents involving young **drivers** are reaching epidemic proportions. A group called End Needless Deaths and the National **Safety Council** did the study. V; accident scene. GR; **Teen** Driving/Fatal Crashes:Washington DC:worst, California:4th. 00:42:59

74. Eyewitness News At 5

WPTY-TV CH 24 (ABC) Memphis

06/27/2005

05:00 PM - 05:30 PM

Estimated Audience: 33,964

DMA: 44

Media Value: \$176

[CC] 00:08:49 There are also changes for **teens** who drive. No cell phone use is allowed for **drivers** with a learner's permit or **drivers** using an intermediate **driver's** license. Tennessee state transportation leaders say this is an effort to reduce distractions and encourage new and young **drivers** to pay attention to the road.

75. WB18 News At Nine

WTVV-TV CH 18 (WB) Milwaukee

06/27/2005

09:00 PM - 10:00 PM

Estimated Audience: 8,760

DMA: 32

Media Value: \$119

00:48:51 Deadly **Drivers**: 2 unnamed highway **safety** groups have a plan to cut down on deadly driving by **teens**. V; accident scenes. 00:49:21

76. 9 News Daybreak

KMSP-TV CH 9 (FOX) Minneapolis/St. Paul

06/28/2005

05:00 AM - 06:00 AM

Estimated Audience: 23,992

DMA: 14

Media Value: \$62

[CC] 00:59:07 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

77. UPN 29 News At 10

WFTC-TV CH 29 (UPN) Minneapolis/St. Paul

06/27/2005

10:00 PM - 10:30 PM

Estimated Audience: 30,722

DMA: 14

Media Value: \$402

00:16:12 TZ; Road Dangers: A look at curbing **teen** driving deaths. V; Accident Scenes. SB; Dr Thomas

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Esposito MD, Co-Chairperson of END, talks of controllable events. The National **Safety Council** has ranked states. GR; **Teen Driver Safety**. SB; **John Ulczycki** , National **Safety Council**, talks of a family guide. Julie Valeese reporting. 00:18:10

78. Fox 9 News At 9

KMSP-TV CH 9 (FOX) Minneapolis/St. Paul

06/27/2005

09:00 PM - 10:00 PM

Estimated Audience: 131,509

DMA: 14

Media Value: \$2,127

[CC] 00:41:48 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

79. Action News At 5 AM

KSBW-TV CH 8 (NBC) Monterey/Salinas

06/28/2005

05:00 AM - 05:30 AM

Estimated Audience: 3,104

DMA: 124

Media Value: \$20

[CC] 00:28:29 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

80. Morning Report

WTVF-TV CH 5 (CBS) Nashville

06/28/2005

06:00 AM - 07:00 AM

Estimated Audience: 129,247

DMA: 30

Media Value: \$366

[CC] 00:59:56 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

81. Fox News Live

Fox News Channel (---) National

06/28/2005

12:00 PM - 01:00 PM

Estimated Audience: 762,000

DMA: 0

Media Value: \$2,339

[CC] 00:54:24 Should **teen drivers** be treated any differently than the rest of us? Yes, they should. **Teen drivers** are 6.4% of all licensed **drivers**, but they're involved in 18.4% of all motorcycle crashes that result in 13% of all fatalities. So let's get the stats in there and see how Alex responds to that. How do you respond to statistics like that? Those statistics don't really talk about the issue here, which is cell phones. And cell phone use is distracting for all **drivers**, whether you're 30 or 40 or 50 years old. Or whether you're 16.

82. The Daily Buzz

Syndicated TV (---) National

06/27/2005

08:00 AM - 09:00 AM

DMA: 0

Media Value: \$0

00:33:22 TZ; Cell Phones: Many states are banning **teen** use of cell phones while driving. V; **teen** driving.

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According to the Institute for Highway **Safety**, **teens** have more auto accidents than any other age group; GR; Young **Drivers**; 00:35:21

83. The Daily Buzz

Syndicated TV (---) National

06/27/2005 06:00 AM - 07:00 AM

DMA: 0

Media Value: \$0

00:33:34 TZ; **Teen Drivers**: Many states are banning them from using cell phones while driving. V; **Teen driver**. GR; Young **Drivers**, Insurance Institute Of Highway **Safety**. 00:35:45

84. Fox 8 News At 9

WVUE-TV CH 8 (FOX) New Orleans

06/27/2005 09:00 PM - 10:00 PM Estimated Audience: 94,824

DMA: 43

Media Value: \$952

[CC] 00:55:23 In tonight's the rest of the stories, **teenagers** make up six percent of all **drivers**, but they're involved in three times as many fatalities.

85. Primetime News At 9

KOKH-TV CH 25 (FOX) Oklahoma City

06/27/2005 09:00 PM - 10:00 PM Estimated Audience: 28,545

DMA: 45

Media Value: \$265

[CC] 00:49:12 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

86. Eyewitness News 5

KOCO-TV CH 5 (ABC) Oklahoma City

06/27/2005 05:00 PM - 05:30 PM Estimated Audience: 73,882

DMA: 45

Media Value: \$338

[CC] 00:16:31 Nationwide, drivers 16-to-20 years old make up six percent of the driving population, but they are involved in nearly twenty percent of all fatal motor vehicle crashes. Now the group called End Needless Deaths on the Roadways and the **National Safety Council** have come together on a comprehensive guide for parents. The groups suggest a minimum of 30-50 practice hours for young drivers and a learners permit for at least 6 months.

87. News 25 Today

WEEK-TV CH 25 (NBC) Peoria/Bloomington

06/28/2005 05:00 AM - 06:00 AM Estimated Audience: 6,461

DMA: 117

Media Value: \$23

[CC] 00:10:16 It appears young drivers in Illinois are doing a fairly decent job behind the wheel. New research from the **National Safety Council** finds that Illinois ranks 41st in the number of deaths among drivers under 21. Figures show the state had slightly more than 55 deaths for every 100-thousand drivers under 21. Washington DC topped the list, with 127 deaths per 100-thousand.

88. News 25 At Six

WEEK-TV CH 25 (NBC) Peoria/Bloomington

06/27/2005 06:00 PM - 06:30 PM Estimated Audience: 35,968

DMA: 117

Media Value: \$344

[CC] 00:20:53 The stats show that Illinois had slightly more than 55 fatalities per 100-thousand **drivers**

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under 21. That ranks 41st in the number of fatalities among young **drivers**. To help parents minimize their **teen's** risk, the traffic **safety** group END has put together what it calls a **Prescription for Teen Driver Safety**.

89. Live At Five

WEEK-TV CH 25 (NBC) Peoria/Bloomington

06/27/2005

05:00 PM - 05:30 PM

Estimated Audience: 33,496

DMA: 117

Media Value: \$223

[CC] 00:09:43 New research from the **National Safety Council** finds that Illinois ranks 41st, in the number of deaths among drivers under 21. Figures show the state had slightly more than 55 deaths for every 100-thousand drivers under 21. Washington DC topped the list, with 127 deaths per 100-thousand.

90. CN8 News

CN8 CH 8 (IND) Philadelphia

06/27/2005

07:00 PM - 08:00 PM

Estimated Audience: 2,633

DMA: 4

Media Value: \$0

00:33:02 TZ; **Drivers** License: Statistics say that young **drivers** makes up 20 percent of all fatal crashes. V; Accident. PC; Dr. Thomas Esposito MD, Co Chairman END, states these are controllable events that we can and must stop. GR; **Teen Driver** Recommendation. I; **John Ulczycki**, National **Safety Council**, states it's what they can use with their **teens**. Julie Vales reporting. 00:34:51

91. 69 News

WFMZ-TV CH 69 (IND) Philadelphia

06/27/2005

06:00 PM - 06:30 PM

Estimated Audience: 45,220

DMA: 4

Media Value: \$308

[CC] 00:16:23 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

92. 12 News At Ten

KPNX-TV CH 12 (NBC) Phoenix

06/27/2005

10:00 PM - 10:35 PM

Estimated Audience: 231,654

DMA: 15

Media Value: \$1,884

00:08:12 **Teen Drivers**: A new study shows **teenagers** driving and dying in Arizona as the eighth highest rate in the nation. The study was done by the National **Safety Council** and End Needless Deaths on Roadways. V; Scene of crash. PC; Dr. Thomas Esposito, MD, Co-Chairperson of END, on the deaths. GR; Details on **Teen** Driving Recommendations. 00:08:57

93. Channel 2 News At 5

KATU-TV CH 2 (ABC) Portland, OR

06/27/2005

05:00 PM - 06:00 PM

Estimated Audience: 88,753

DMA: 24

Media Value: \$487

[CC] 00:07:40 Car accidents are the number one cause of death for **teenagers**. Tonight a new national study gives us more insight into the young **drivers** who share these roadways with us.

94. Eyewitness News Nightbeat

WPRI-TV CH 12 (CBS) Providence/New Bedford

06/27/2005

11:00 PM - 11:35 PM

Estimated Audience: 58,943

DMA: 49

Media Value: \$583

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00:08:47 **Teen Drivers: Teen drivers** discussion. GR; **Teen**. V; Crash sites. PC; Thomas Esposito, DR, Co-Chairperson of END, talks about **teen** crashes and deaths. GR; **Teen**. PC; **John Ulczycki**, National **Safety Council**, talks about the issue. Julie Vallese reporting. 00:11:01

95. WGEM News At Sunrise

WGEM-TV CH 10 (NBC) Quincy, Il/Hannibal, Mo/Keokuk **DMA: 167**
06/28/2005 05:30 AM - 06:00 AM Estimated Audience: 3,273 Media Value: \$20

[CC] 00:13:58 There's good news when it comes to young drivers in Illinois. A new study finds that Illinois ranks 41st in the number of fatalities among drivers under 21. The statistics were compiled by the **National Safety Council** and a group called End **Needless Death** on our Roadways. The stats show that Illinois had slightly more than 55 fatalities per 100-thousand drivers under 21.

96. KHQA's Noon News

KHQA-TV CH 7 (CBS) Quincy, Il/Hannibal, Mo/Keokuk **DMA: 167**
06/27/2005 12:00 PM - 12:30 PM Estimated Audience: 12,597 Media Value: \$83

[CC] 00:02:22 There's good news when it comes to young drivers in Illinois. A new study finds that Illinois ranks 41st in the number of fatalities among drivers under 21. The statistics were compiled by the **National Safety Council** and a group called End **Needless Death** on our Roadways. The stats show that Illinois had slightly more than 55 fatalities per 100-thousand drivers under 21.

97. WB 22 10 O'Clock News

WLFL-TV CH 22 (WB) Raleigh/Durham **DMA: 29**
06/27/2005 10:00 PM - 11:00 PM Estimated Audience: 23,678 Media Value: \$424

00:48:39 Deadly **drivers**: Two highway **safety** groups push parents to make **teens** safer **drivers**. V; crash scenes. 00:49:18

98. 13WHAM News This Morning

WHAM-TV CH 13 (ABC) Rochester, NY **DMA: 75**
06/28/2005 06:00 AM - 07:00 AM Estimated Audience: 29,101 Media Value: \$219

[CC] 00:37:25 The **National Safety Council** is part of a study that ranks states according to crashes involving the drivers between the ages of 16 and 20. New York was ranked 47.

99. 13WHAM News This Morning

WHAM-TV CH 13 (ABC) Rochester, NY **DMA: 75**
06/28/2005 05:00 AM - 06:00 AM Estimated Audience: 14,022 Media Value: \$56

[CC] 00:37:09 They're 6% of the driving population, but they factor into 20% of all deadly crashes. The **National Safety Council** is part of a study that ranks states according to crashes involving the drivers between the ages of 16 and 20. New York was ranked 47.

100. News 10 NBC At Five

WHEC-TV CH 10 (NBC) Rochester, NY **DMA: 75**
06/27/2005 05:00 PM - 06:00 PM Estimated Audience: 23,428 Media Value: \$142

[CC] 00:59:03 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal

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wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

101. News 10 Good Morning

KXTV-TV CH 10 (ABC) Sacramento/Stockton/Modesto

06/28/2005

05:00 AM - 06:00 AM

Estimated Audience: 15,916

DMA: 19

Media Value: \$43

[CC] 00:36:08 There are 43,000 traffic fatalities on U.S. roads every year. Nearly one in five involve those between 16 and 20. The **National Safety Council** has put out recommendations that parents should enforce: a minimum of 30 to 50 practice hours behind the wheel, a learner's permit for six months, restrictions on the number of passengers, and zero tolerance for drinking and driving.

102. KCRA 3 Reports At 6:30 PM

KCRA-TV CH 3 (NBC) Sacramento/Stockton/Modesto

06/27/2005

06:30 PM - 07:00 PM

Estimated Audience: 182,996

DMA: 19

Media Value: \$1,624

[CC] 00:12:42 Too young to drive a car? A growing number of auto **safety** experts say yes, and a push to raise the driving age is gaining momentum in legislatures across the country.

103. Local 8 At Five

KFMB-TV CH 8 (CBS) San Diego

06/27/2005

05:00 PM - 06:00 PM

Estimated Audience: 75,026

DMA: 26

Media Value: \$746

00:16:55 TZ; Dangerous Driving: A group called END is teaming up with the National **Safety Council** to rank states with high traffic fatalities. Washington DC has the most deadly percentage of young **drivers** killed. V; Accident scene footage. PC; Dr. Thomas Esapposito, Co-Chairperson of END, talks about accidents involving young **drivers** . V; **Teen Driver** magazine. GR; **Teen driver** recommendations. PC; **John Ulczycki** , National **Safety Council** , says the family guide is something every parent can use with their **teens** . V; Family scenes. Julie Vales reporting in Washington DC. 00:18:45

104. 10 News Midday Edition

KGTV-TV CH 10 (ABC) San Diego

06/27/2005

11:00 AM - 12:00 PM

Estimated Audience: 31,235

DMA: 26

Media Value: \$278

00:10:13 TZ; **Drivers**: Young **drivers** are involved in nearly 20 percent of deadly traffic accidents, despite being only 6 percent of the driving population. V; accident scenes. Study by the National **Safety Council** found the largest-risk group was 16- to 20-year-olds. GR; **Teenage** Driving Fatalities, Washington, DC, NC, MS, DE, LA, CA. 00:10:51

105. KEY News At 6:30

KEYT-TV CH 3 (ABC) Santa Barbara/Santa Maria/San Luis Obispo

06/27/2005

06:30 PM - 07:00 PM

Estimated Audience: 15,819

DMA: 121

Media Value: \$214

[CC] 00:05:11 A fatal car accident near Santa Barbara over the weekend is raising concerns about the **safety of teenage drivers**. We'll have the results of a new study just released.

106. KEY News At 5

KEYT-TV CH 3 (ABC) Santa Barbara/Santa Maria/San Luis Obispo

06/27/2005

05:00 PM - 05:30 PM

Estimated Audience: 13,028

DMA: 121

Media Value: \$141

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[CC] 00:05:56 A new study shows nearly one fifth of all fatal car crashes involve **teens** between sixteen and twenty.

107. WSAV News 3: Coastal Sunrise
WSAV-TV CH 3 (NBC) Savannah **DMA: 98**
06/28/2005 06:00 AM - 07:00 AM Estimated Audience: 8,742 Media Value: \$42

[CC] 00:25:51 Georgia and South Carolina did not do so well when it comes to **teen** driving **safety**. Georgia had one of the worst, coming in at number eleven when it comes to **teen** crash fatalities.

108. KING 5 News
KING-TV CH 5 (NBC) Seattle/Tacoma **DMA: 12**
06/27/2005 05:00 PM - 06:00 PM Estimated Audience: 241,078 Media Value: \$1,317

[CC] 00:31:31 Now surprising numbers tonight regarding **teen** driving fatalities in our state. Washington, D.C. ranks the highest in fatal **teen** wrecks. The state of Washington ranks 42nd in a study conducted by the National **Safety Council** and the group END.

109. KELO-Land This Morning
KELO-TV CH 11 (CBS) Sioux Falls/Mitchell **DMA: 116**
06/27/2005 06:00 AM - 07:00 AM Estimated Audience: 36,065 Media Value: \$178

[CC] 00:19:00 A Parker **teen** is dead after losing control of his SUV west of Sioux Falls over the weekend. The highway patrol says 17-year-old Aaron Jans had been drinking and was not wearing his seatbelt when he rolled and was thrown from the vehicle.

110. ABC News 40 At 5:30
WGGB-TV CH 40 (ABC) Springfield/Holyoke, MA **DMA: 106**
06/27/2005 05:30 PM - 06:00 PM Estimated Audience: 23,048 Media Value: \$204

[CC] 00:14:19 In 2003 young **drivers** were involved in more than 8 thousand fatal crashes. That's just the tip of the iceberg. There are thousands more that are hurt or injured. The traffic **safety** group, END, and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's** risk, END has put together what it calls a **Prescription for Teen Driver Safety**.

111. Newschannel 5 At Ten
KSDK-TV CH 5 (NBC) St. Louis **DMA: 21**
06/27/2005 10:00 PM - 10:35 PM Estimated Audience: 305,180 Media Value: \$1,708

00:06:54 Young Driver Fatalities: R; An report by the **National Safety Council** says IL is 41 on the ranking for driver fatalities under 21 and MO is 9th. GR; IL ranking, courtesy of the **National Safety Council**. 00:07:14

112. Action 10 News
WTHI-TV CH 10 (CBS) Terre Haute **DMA: 149**
06/27/2005 11:00 PM - 11:35 PM Estimated Audience: 20,742 Media Value: \$257

[CC] 00:09:24 END and the the National **Safety Council** have ranked the states for **teen** involved fatalities. The nation's capital has fewer 16 to 20 year old **drivers** than any state, but the percentage of young **drivers** involved in fatal wrecks is the highest in the country. To help parents minimize their **teen's**

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risk, END has put together what it calls a **Prescription for Teen Driver Safety**.\

113. Fox5 Morning News

WTTG-TV CH 5 (FOX) Washington, DC

06/28/2005

07:00 AM - 08:00 AM

Estimated Audience: 157,436

DMA: 8

Media Value: \$1,030

00:05:32 Accident: DC ranks first on list of Youth related car crashes. GR; Deadly Crashes, National **Safety Council**. V; **Teen Driver** Magazine. GR; **Teen Driver** Recommendations. Michelle Sigona Reporting. 00:07:13

114. Fox 5 News @ 5

WTTG-TV CH 5 (FOX) Washington, DC

06/27/2005

05:00 PM - 06:00 PM

Estimated Audience: 154,758

DMA: 8

Media Value: \$1,338

00:21:10 Tough Laws: Two tough new VA laws will take aim at underage drinking. the **National Safety Council** ranked Washington at the top of the list for young drivers killed in car accidents. V; Accident scene footage. GR; Deadly crashes courtesy of the **National Safety Council** . 00:21:55

115. News 12 At 5:30

WPEC-TV CH 12 (CBS) West Palm Beach/Fort Pierce

06/27/2005

05:30 PM - 06:00 PM

Estimated Audience: 55,594

DMA: 39

Media Value: \$307

[CC] 00:23:08 Young **drivers** are involved in more deadly crashes than any other age group on the roads. Now a new study by the group called End Needless Deaths on the Roadways ranks the states in crashes involving young **drivers**. Florida is seventh on the list, with nearly 600 crashes involving 16 to 20-year-olds in 2003.

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