Agencies form

ad campaign,

targets drunks

Armed with a terse new slogan and TV and radio commercials, the same agencies that created the "Don't Mess with Texas" anti-litter campaign have teamed up to tackle the more serious problem of traffic

fatalities and accidents.

The State Department of Highways and Public Transportation and Austin's GSD&M Advertising have

launched a public awareness campaign meant to inform Texans about safety on the state's highways.

The safety slogan is "Drive safely.

The new one-year advertising program, which started during La-bor Day weekend, will target men aged 16 to 30. This group has been determined by state research as most responsible for traffic fatalities and

By SEAN FRERKING Of The Battalion Staff

We asked and here's what you said...

Do you support President Bush's decision to send troops to aid in the

Persian Gulf crisis?



Assistant to director of Texas Ag-

ricultural Extension Service "Absolutely. I think we have a lot of things at stake as far as supporting not only our country, but the world as far as the energy supply goes. The main thing I am concerned about is, here's a case of a leader from a country invading another country and taking over and that can happen anywhere We need to prevent that sort of thing from happening.

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Mark Hattan

Hot Springs, Ark.

need to protect.



Chad Engelgau Junior — History

Urbana, Ill. "Yes, I think they need to be there to aid other nations, sanctions and finish the conflict.



Richard Helmick Professor — Environmental De-

University of Missouri

"I support his decision to send troops to the Middle East for de-fensive purposes only. What I'm worried about is his sending offensive units — I question whether that's appropriate."



Suzie Sewalt

Senior — Marketing Fort Worth

"Yes, because the United States needs to exert a presence in the Middle East. Sometimes when people get caught up in the emotional issues of what is going on, they are not so aware of the eco-



Michael Modisette

"I do, because we have to defend Saudi Arabia because they are an important ally and we have important economic interests in the Middle East.



Junior — Business Management Corpus Christi

The campaign is using three TV commercials to try to educate the One of the three commercials starts with a teen-aged boy hitting

Don't wreck your life."

"What we are trying to do is to get people, and especially young men, to think."

the winning run of a softball game.

— Karen LeFevre. Highways and public transportation department

His team celebrates the victory with beer. The game's hero gets in his car and then swerves and drives off the

The TV screen switches to black with the following message in white, 'It was a time to celebrate. So Matt

"It only takes a second for an accident to happen. Be a safe driver. Don't wreck your life," an off-screen

announcer warns.

Karen LeFevre, special programs director for the highways and public transportation department, said the new campaign is meant to shock the target audience into thinking about the consequences of reckless driving.

"Yes, they are shocking commercials," LeFevre said. "What we are trying to do is to get people, and especially young men, to think."

See Highways/Page 12



Lenny Supnet
Junior — Biology Corpus Christi

"Yes I do because we have interests in the Middle East that we I do because I don't think it is right what Iraq is doing to Kuwait — like they don't even have an identity. I think America could really help out in the situation."



Shanta Chambers Freshman — Business

"Personally, I don't think we should be involved. We are too involved with foreigners - some times we should just leave them



Brad Wilson Senior — Finance

'Yes, I think he is protecting



David Bilbo

Professor — Construction Science "I support it primarily because our economy and well being is dependent on petroleum products being available at a reasonable pri-

Editor's note: "We asked and here's what you said" is a feature in which a reporter and a photographer randomly choose 10 people from around campus

Levis

and asked them a question chosen by the editor. The responses do not necessarily reflect the opinions of The Battalion.

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CAMP SHIRTS

Save to 31%

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