

SOUTH JERSEY TRAFFIC SAFETY ALLIANCE
SERVING ATLANTIC, CAPE MAY, CUMBERLAND AND SALEM COUNTIES
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PRESS RELEASE



Lt Ernest Macomber of the Lower Township Police Department tapes his Traffic Enforcement Bulletin.

JULY 9, 2008 – The **SOUTH JERSEY TRAFFIC SAFETY ALLIANCE (SJTSA)** has partnered local police departments and Atlantic Broadcasting to air **THINK SAFETY** Traffic Enforcement Bulletins on 103.7 THE SHARK and 102.7 THE ACE.

Teresa Thomas, Program Manager for the **SJTSA** said “Traffic Enforcement Bulletins are the newest component of the **THINK SAFETY** Campaign that allows us to address both the educational and enforcement aspect.” She went on to say that enforcement activities while not always popular, are a necessary tool for police departments.

The 30 second radio spots highlight a particular enforcement activity for that day. They are designed as a tip for motorists. Officers from various departments around the region participated by taping their own spots. Some of the spots alert motorists to look for additional police patrols monitoring speed, aggressive driving and yielding to pedestrian laws. Other spots alert pedestrians to cross at intersections and bicyclists to obey signs and signals as if they were a vehicle and that both can cited and fined for violations.

Thomas said “Many of the enforcement activities are linked to various traffic grants that many of the police departments have such as speeding, aggressive driving and seat belt enforcement.” She went on to say that the tag line at the end of each spot was an attempt to remind motorists that although the Traffic Enforcement Bulletin was for a specific activity in a specific municipality there are similar enforcement activities in effect throughout the region.

Traffic Enforcement Bulletins will begin airing on Friday, July 11 and run twice a day Monday through Saturday continuously during the summer months and ending on September 7.

The following police departments are presently participating in the enforcement bulletin program: Egg Harbor Township, Hamilton Township, Galloway Township, Pleasantville, Atlantic City, Margate, Longport, and Linwood, New Jersey.

A listing of Traffic Enforcement Bulletins are currently available on our website www.SJTSA.org along with other important traffic safety information. The actual Traffic Enforcement Bulletins can be heard on wmgm1037.com or wjse.com.