



STATE OF NEW MEXICO  
GOVERNOR BILL RICHARDSON



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## **Governor Bill Richardson Releases New DWI Commercials**

*New commercial spoofs successful Governor's Presidential campaign ads*

SANTA FE – Governor Bill Richardson today released two new DWI ads, entitled “Jobs” and “Carpool.” The Governor stars in the “Jobs” ad, a spoof of his highly successful Presidential campaign ads. “Carpool” hits the radio and TV airwaves today and “Jobs” will begin running on May 6. Both ads will run in both English and Spanish.

“My Presidential campaign Job Interview ads were very popular and received national attention,” said Governor Richardson. “I think people across the state will learn something from these new ads – in addition to the extreme dangers of driving drunk, a DWI arrest can ruin future job prospects.”

“Jobs” is a spinoff of the Governor’s Presidential campaign ads. It features a seemingly talented young man interviewing for a job with a hiring manager, played by Governor Richardson. The young man is oblivious to the fact that he has on handcuffs and shackles -representing his DWI arrest record – and the Governor is not impressed. The TV ads will air May 6 to May 18 across the state.

“Carpool” features a young man, who is obviously impaired leaving a bar. As he starts his car, a group of people, representing various individuals a DWI offender will face, climb into the vehicle with him. Included in the scene are the enforcement officer, the driver’s expecting wife who must bail him out of jail, a photographer who takes his picture for the newspaper, a judge who will sentence him to jail, and a potential cell mate. “Carpool,” will air statewide in conjunction with the Cinco de Mayo Superblitz from May 1 to May 5.

The new two ads were developed as part of the State’s You Drink You Drive You Lose multi-agency DWI reduction initiative. The spots are aimed at deterring drunk driving by reminding potential offenders of the many consequences associated with a DWI arrest.

Funding for the State’s impaired driving prevention media messaging is provided by a federal grant from the National Highway Traffic Safety Administration to the New Mexico Department of Transportation. The ads were produced for the Department of

Transportation by VaughnWedeen Creative, Inc. They were shot and edited by Southwest Productions, based in New Mexico as well.

To view the new ads, go to: [www.stopdwinm.com](http://www.stopdwinm.com) and click on Video Gallery.  
For an email copy of the ad, contact [Caitlin.Kelleher@state.nm.us](mailto:Caitlin.Kelleher@state.nm.us) for a wave file.

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