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Sheriff Launches Traffic Safety Radio Campaign

Sarasota County Sheriff Tom Knight is using local radio to reach drivers with important traffic safety messages.

"Traffic issues are the number one complaint coming into the Sheriff's Office," said Sheriff Knight, "so we want to remind motorists of the rules of the road while they're behind the wheel."

The three public service announcements include "Back to Basics," which tells drivers to slow down, stop for red lights, and avoid being distracted by electronics and other devices; "Move Over," which explains the law requiring drivers to move over or slow down when emergency vehicles with flashing lights are on the side of the road; and "365-TAGS," which is a non-emergency hotline that allows motorists to report dangerous drivers.

There have been nearly 6,000 traffic crashes in Sarasota County so far this year and 40 fatalities. While the total number of crashes is down, the number of deaths is higher than for all of last year.

The public service announcements, created by Community Service Media, can be heard now through the end of the year.