



**MARK YOUR
CALENDARS
FOR A DOWNTOWN GALLUP**

**HOLIDAY SHOPPING
EXTRAVAGANZA**

Gallup BID does not hold Arts Crawl events during the cold winter months of December - March.

There will not be an Arts Crawl event this Saturday, December 11.

gallupARTS is teaming up with the Gallup Business Improvement District to produce the

Downtown Holiday Art Market
Sunday, December 12 from 10am - 3pm at the El Morro Events Center.

ART123 will be open on Sunday, December 12 from 11-3

- + Pop-up Holiday Art Market
- + gallupARTS Member Artist Group Show
- + Downtown Holiday Art Market

=50+ artists will be featured in a one-block radius in Downtown Gallup





Driver-safety campaign rolls into Gallup

*By Rachelle Nones
Sun Correspondent*

The New Mexico Department of Transportation has launched an ENDWI Fall /Winter "My Story" driver-safety campaign to focus on the consequences of drunk and distracted driving.

within that realm. It's not only when you are drinking alcohol."

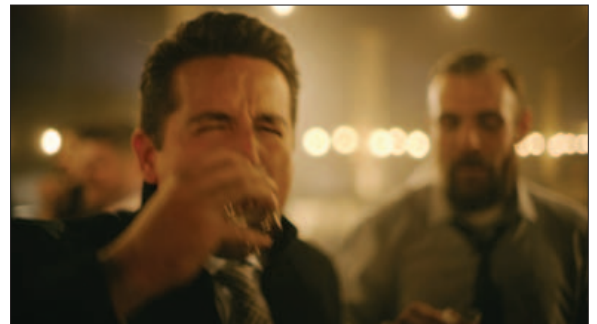
The ENDWI media campaign launched in Gallup before Thanksgiving and will last through Jan. 1.

"The major campaigns are geared around the holidays," Kuhn said.

There are currently seven radio stations running commer-



ENDWI campaign billboard designed by RK Venture for the ENDWI Fall/Winter campaign against Driving While Intoxicated. **Photo Credit:** Courtesy RK Venture



A still shot of someone drinking from the "My Story" video created for the ENDWI Fall/Winter campaign to put a stop to drunk driving. **Photo Credit:** Courtesy RK Venture

Richard Kuhn, owner, and executive director of Albuquerque-based RK Venture, created the media campaign, which runs across the state of New Mexico, and will be seen in Gallup.

The current campaign uses the acronym DWI exclusively,

"Out here we call it DWI, not DUI," Kuhn said. "The drive here is to end DWI."

With recreational marijuana use legal in the state as of June 29, Gallup Police Department Capt. Erin Toadlena-Pablo said DWI has a broader definition.

"When you talk about driving while intoxicated, it's impairment from any type of substance, as far as any medication that you shouldn't be driving with," she said. "They all fall

cial and three billboards featuring ENDWI campaign ads in the Gallup area. Kuhn said the campaign also runs extensively on broadcast television. But, since there aren't any broadcast stations in Gallup they pick up the feed from Albuquerque.

Additionally, special versions of televised spots on drunk driving, distracted driving, and underage drinking targeted to specific geographic locations are featured on YouTube, TikTok, Facebook, Instagram, and other social media platforms.

"Anywhere where we are seeing high numbers

**DRIVER SAFETY
CAMPAIGN
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CITY COUNCIL | FROM PAGE 4

7 to discuss the new Parks and Recreation fees.

The department's fees and policies had been reviewed or adjusted since May 2006, so Director Vincent Alonzo

appeared before the board to present the new proposed fees and policies. The proposed fees and policies can be found at <https://www.gallupnm.gov/AgendaCenter/ViewFile/Item/2649?fileID=12350>

During Alonzo's presentation, Palochak voiced her

concern about the lack of staff at the Harold Runnels Athletic Complex. Alonzo had explained that the complex only has one full-time recreational coordinator and three part-time workers.

"I kind of don't like that you don't have two people at the

same time, because that's a safety thing," Palochak pointed out. "I would like to see two [people] working at that facility when they're open."

City Manager Maryann Ustick said city staff would have to look into the budget to see if having two people on

duty at the same time would be possible.

Alonzo noted that he would like to implement the new fees and policies beginning on Jan. 1.

He asked the councilors to put the item on the Dec. 14 meeting agenda. The council agreed.

SCHOOLS ENGAGE PARENTS | FROM PAGE 6

academically and gives them a chance to schedule separate meetings with the teachers to discuss any issues in more depth.

GMCS Superintendent Mike

Hyatt showed his support for the program during a meeting on Nov. 15.

"This is not a replacement for what's going on in the classroom," Hyatt stated. "This is a place we can enhance and get parental buy-in and actually equip parents with skills to help their students."

Hyatt said he saw it as a way for parents who may have thought they couldn't help their students in the past, to step up and be a part of their child's education.

"If a parent may not be able to help with a math problem, through the game they can still reinforce the skills that

the child is learning in school," Hyatt said.

According to McFarland and Bell's presentation, students spend 55 percent of their time away from school, whether that be evenings, weekends, or vacations. Only 12 percent of their time is spent in school, and the other 33 percent is spent

sleeping.

Bell and McFarland argued that the learning and support students receive at home is significant because of the large amount of time they spend outside the classroom.

The next APTT meetings are scheduled for the last week in January.

DRIVER SAFETY CAMPAIGN | FROM PAGE 8

of unfortunate drunk driving fatalities—we are focusing our energy," Kuhn said.

Before the pandemic was declared, RK Venture produced a drunk driving virtual reality project for presentation at schools and organizations. Those events stalled during the COVID-19 lockdown, but will launch again when it is safe to make presentations to public gatherings.

NMDOT uses different strategies to improve driver safety in Gallup during the year.

According to RK Venture, there are three or four times a year when NMDOT escalates DWI enforcement in Gallup with Super Blitz stops. During these periods, LED message boards encourage drivers to quickly report suspected impaired operators by calling 911. Year-round, "Report Drunk Drivers Call #911" road signage is visible on roads in key areas throughout the Gallup area.

"The people who are out on the streets driving are seeing these vehicles weaving in and out of lanes driving too fast," Toadlena-Pablo said. "Those calls come into dispatch and when we get that, we are able

to go and check those areas.

"It's like having extra eyes out there," she said. "I think it's helpful."

Kuhn and Toadlena-Pablo believe that educating the public via social media, newspapers, billboards, and other media outlets is an important component, along with visible enforcement and strong policies, in the ongoing effort to decrease crashes and driving fatalities in Gallup.

"The biggest thing is getting information out to the public as far as 'What are the consequences for me getting stopped for DWI? What are the penalties? How long am I going to be in jail?'" Toadlena-Pablo said. "I

would hope that when people do see that, that it makes them think, 'Is it really worth going out and taking that chance of driving while intoxicated?'"

When RK Venture first started working with NMDOT on campaigns, New Mexico tracked approximately 220 DWI-related fatalities per year. From Jan. 1 to Dec. 1 of 2021, the state tracked approximately 101-alcohol-related DWI fatalities.

"While I'm not happy that there's any death, we have really had an impact, along with enforcement and policies, in terms of reducing that danger," Kuhn said. "We are no longer the worst state by far.

"We're somewhere in the middle of the pack," he said.

During the holiday season Gallup PD will be posting sobriety checkpoint information on its Facebook page.

Quickly report suspected DWI drivers by calling a toll-free hotline number. For more information visit the Drunk Busters page at <https://www.endwi.com/drunk-busters>

To view a representation of RK Venture's drunk driving virtual reality presentation, visit:

https://www.youtube.com/watch?v=oUCQ0_wSmTI

FBI WARNS SHOPPERS | FROM PAGE 9

- Be especially wary if a company asks you to update your password or account

information. Look up the company's phone number on your own and call the company.

- Know who you're buying from or selling to.

- Check each website's URL to make sure it's legitimate and secure. A site you're buying from should have https in the web address. If it doesn't, don't enter your information on that site.

- If you're purchasing from a company for the first time, do your research and check reviews.

- Verify the legitimacy of a buyer or seller before moving forward with a purchase. If

you're using an online marketplace or auction website, check their feedback rating. Be wary of buyers and sellers with mostly unfavorable feedback ratings or no ratings at all.

- Avoid sellers who act as authorized dealers or factory representatives of popular items in countries where there would be no such deals.

- Be wary of sellers who post an auction or advertisement as if they reside in the U.S., then respond to questions by stating they are out of the country on business, family emergency, or similar reasons.

- Avoid buyers who request their purchase be shipped using a certain method to avoid customs or taxes inside another country.

BE CAREFUL HOW YOU PAY

- Never wire money directly to a seller.

- Avoid paying for items with pre-paid gift cards. In these scams, a seller will ask you to send them a gift card number and PIN. Instead of using that gift card for your payment, the scammer will steal the funds, and you'll never receive your item.

- Use a credit card when shopping online and check your statement regularly. If you see a suspicious transaction, contact your credit card company to dispute the charge.

- Monitor the shipping process.

- Always get tracking

**FBI WARNS
SHOPPERS
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