



DYING WHILE WALKING

INTERROGATING MEDIA COVERAGE OF PEDESTRIAN DEATHS IN THE UNITED STATES

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BACKGROUND

- Increased risk of *Dying While Walking*
 - From 2012 to 2016, in the United States, the risk of dying as a pedestrian due to a traffic crash has outpaced the risk of dying as a driver or a passenger.
- Defining “Pedestrian”
 - Despite the fact that multiple public agencies keep records on pedestrian deaths, there is no consistent definition of what constitutes a “pedestrian” when a traffic crash has occurred.
- Situating the “Victim”
 - Pedestrian safety campaigns have drawn criticism as being guilty of “pedestrian-blaming” and some groups have argued that coverage of pedestrian deaths is a form of “victim shaming.”
- Given the importance of media coverage for shaping public opinion and informing solutions to public policy problems, this research was guided by one single research question: ***How does the media portray pedestrian deaths in the United States?***

INCREASED RISK OF *DYING WHILE WALKING*

- Pedestrian fatalities, as a percentage of total traffic-related fatalities, has risen from 14.26% to 15.98%
 - 2012 - 4,818 pedestrian fatalities out of 33,782 total traffic-related fatalities (14.26%)
 - 2016 - 5,987 pedestrian fatalities out of 37,461 total traffic-related fatalities (15.98%)
 - Average of 13.2 pedestrian fatalities per day to 16.4 per day
- 24.3% increase in pedestrian fatalities from 2012 to 2016
 - 8.7% increase in non-pedestrian fatalities
- Cause?
 - Increased urban population, outdated roadway designs, and pedestrian behavior, but that's not what we're investigating.

DEFINING “PEDESTRIAN” & SITUATING THE “VICTIM”

- The definition of “pedestrian” and the role of the pedestrian have changed over time.
 - The definition of “pedestrian” has a high degree of variation (Methorst et al, 2017; Noland et al., 2017), which results in variegated assessments of pedestrian fatalities by public agencies (NHTSA, USDOT, coroner’s/medical examiner’s offices), public safety organizations, and news media organizations.
 - In the 1920’s, the current definition of “traffic crash” emerged (Norman, 1962).
 - Historian Peter D. Norton (2007) argues that as motor vehicle usage rose, and the physical reconstruction of roadways lagged, it was necessary to socially reconstruct the roadway – determining who belonged and didn’t belong in the roadway.
 - Motor Vehicle-Centric Conceptualization of the road, results in the erosion of the road as a shared space.
 - Becomes institutionalized and normalized over time.
- Situating the “Victim” and Assigning Blame
 - Historically, ridicule was seen as an effective socializing force to control pedestrian behavior (Norton, 2007).
 - Sordid history of “jaywalking”
 - More recently, “distracted while walking” or “petexting.”
 - Is this occurring? If so, what might be the public policy impact?

DATA COLLECTION & METHODS

- Randomly selected five cities and one county in the United States. Only qualification was that they were in the Top 100 populated cities/counties, and we wanted a degree of geographic distribution.
 1. Baton Rouge, Louisiana
 2. Fort Wayne, Indiana
 3. Milwaukee, Wisconsin
 4. Orlando, Florida
 5. Tucson, Arizona
 6. St. Louis County, Missouri
- Contacted coroner's and medical examiner's offices, and requested the names of individuals whose death was classified as a "pedestrian death" from January 1, 2012 to December 31, 2016.
 - Revealed variations in how "pedestrian deaths" are categorized, which necessitated much cleaning and re-coding.

DATA COLLECTION & METHODS

Municipality	Pedestrian Deaths (2012-2016)	Pedestrian Death News Stories	News Story Location Rate
Baton Rouge, LA	38	19	50%
Ft. Wayne, IN	19	10	52.6%
Milwaukee, WI	64	40	62.5%
Orlando, FL	180	89	49.4%
Tucson, AZ	105	60	57.1%
St. Louis County, MO	84	51	60.7%
	490	269	54.9%

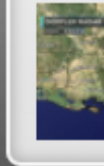
METHODOLOGY

Why does media coverage matter?

- The media, specifically the news media, directly shape cultural logics, social institutions, and public discourse surrounding social meanings.
 - These social meanings impact what is perceived as appropriate and legitimate public policy regarding social issues.

Ethnographic Content Analysis (ECA)

- Key Strengths:
 - Emphasis on discovery and description
 - Beneficial when there is an absence or shortage of pre-existing research
- Key Procedure:
 - A focus on interpretation of meaning within content and culture

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Pedestrian hit and killed on Greenwell Springs Rd.

By Amber Stegall, Digital Content Manager [CONNECT](#)



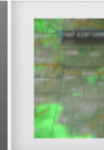
BATON ROUGE, LA (WAFB) - An investigation continues into a fatal crash that killed a pedestrian on Greenwell Springs Road just before 10 p.m. Sunday.

According to Baton Rouge Police, Reginald Davis, 24, was wearing dark clothing while walking in the 9800 block of Greenwell Springs Road. The driver of the vehicle was traveling in the west bound lane when he struck Davis.

Investigators believe Davis was picking something up from the roadway when he was struck by the vehicle. Davis was pronounced dead at the scene.

The driver was not injured and was wearing a seatbelt at the time of the crash. Police say alcohol does not appear to be a factor for the driver. It is unknown if alcohol or drugs are factors for the pedestrian.

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Pedestrian dies after being struck by car on Tiger Bend Rd.

By Amber Stegall, Digital C

Ryan Waits, Producer [CONNECT](#)



BATON ROUGE, LA (WAFB) - The Baton Rouge Sheriff's Office says a woman has died from injuries she sustained when she was hit by a vehicle Friday evening. The accident happened in the 16300 block of Tiger Bend Road just before 8:30 p.m.

According to the East Baton Rouge Sheriff's Office, the pedestrian, Pamela Walton, 57, was standing a few feet away from the roadway and was struck by a passing vehicle. She was taken to a local hospital in critical condition and died early Saturday morning as a result of her injuries.

According to the EBR Sheriff's Office, Walton was hit by the vehicle of a pizza delivery driver. Investigators say that he was looking down at his GPS when the incident happened.

Investigators report the driver heard a thud and thought he hit a mailbox at first, but he stopped once he realized what happened.

Deputies are continuing to investigate the incident. The driver was cooperative, and blood was taken for toxicology tests. Charges may still be filed.

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Investigators believe Davis was the driver. Davis was pro

The driver was not injured and does not appear to be a familiar pedestrian.

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Ryan Waits, Producer



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Investigators report the
once he realized what h

Deputies are continuing
taken for toxicology test

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Pedestrian hit by vehicle, killed on Florida Boulevard Saturday morning

ADVOCATE STAFF REPORT NOV 16, 2015 - 5:31 PM (0)



A 25-year-old pedestrian died Saturday morning after being hit by a vehicle, officials said.

Ivory P. Robinson, 123 Live Oak Blvd., was struck by a vehicle while attempting to cross the street in the 8200 block of Florida Boulevard at around 7:20 a.m. Saturday, Baton Rouge Police spokesman Cpl. L'Jean McKneely said.

Robinson died at the scene.

No information about the vehicle or the driver was provided.

The crash is still under investigation, McKneely said, though no citations had been issued or arrests made as of Sunday.

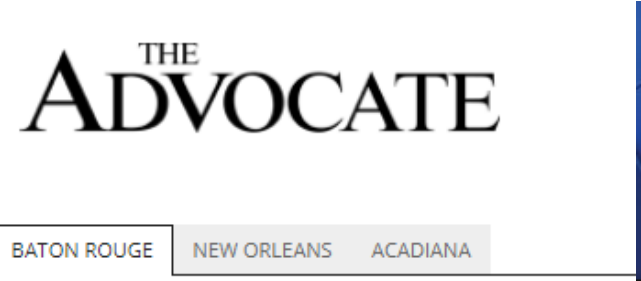
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WINTER Virtual



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Ryan Waits, Producer



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made as of Sunday.



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Woman killed after being struck by motorcycle

Posted: May 23, 2016 4:28 PM CDT
Updated: May 23, 2016 4:28 PM CDT

By WAFB Staff [CONNECT](#)

BATON ROUGE, LA (WAFB) - Louisiana State Police are investigating
a motorcycle crash that claimed the life of pedestrian Sunday night.

The accident happened just before 9 p.m. on LA 42 in Baton Rouge.

According to State Police, an initial investigation revealed that the
victim, 53-year-old Karen Tullier of Baton Rouge, was walking in the
westbound lane of LA 42 when she was struck by a 1998 Kawasaki
motorcycle.

Tullier received serious injuries in the crash. She was taken to Our Lady of the Lake Regional Medical
Center where she was later pronounced dead by doctors.

The driver of the motorcycle, 23-year-old Devin Alleman of Plaquemine, received moderate injuries in
the crash and was transported to OLOL.

It is currently unknown if impairment played a factor in the crash. Toxicology tests were taken from
both Tullier and Alleman and submitted to the Louisiana State Police Crime Lab for analysis.

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(Source: Raycommedia)

TOTAL NUMBER OF VEHICLES INVOLVED		
-----------------------------------	--	--

WRITE APPROPRIATE LETTER IN BLOCK		CONTRIBUTING FACTORS AND CONDITIONS			
ROAD SURFACE (ONE PER COLUMN)	ROADWAY CONDITIONS	TYPE OF ROADWAY	ALIGNMENT	PRIMARY FACTOR	SECONDARY FACTOR
A. DRY B. WET C. SNOW/SLOSH D. ICE E. CONTAMINANT (SAND, MUD, DIRT, OIL, ETC.) Y. UNKNOWN Z. OTHER	A. NO ABNORMALITIES B. SHOULDER ABNORMALITY C. HOLES D. DEEP RUTS E. BUMPS F. LOOSE SURFACE MATERIAL G. CONSTRUCTION, REPAIR H. OVERHEAD CLEARANCE LIMITED I. CONSTRUCTION - NO WARNING J. PREVIOUS CRASH K. WATER ON ROADWAY L. ANIMAL IN ROADWAY M. OBJECT IN ROADWAY Z. OTHER	A. ONE-WAY ROAD B. TWO-WAY ROAD WITH NO PHYSICAL SEPARATION C. TWO-WAY ROAD WITH A PHYSICAL SEPARATION D. TWO-WAY ROAD WITH A PHYSICAL BARRIER Y. UNKNOWN Z. OTHER	A. STRAIGHT-LEVEL B. STRAIGHT-LEVEL ELEVATED C. CURVE-LEVEL D. CURVE-LEVEL ELEVATED E. ON GRADE STRAIGHT F. ON GRADE CURVE G. HILL-CREST STRAIGHT H. HILL-CREST CURVE I. DIP HUMP STRAIGHT J. DIP HUMP CURVE Y. UNKNOWN Z. OTHER	A. VIOLATIONS B. MOVEMENT PRIOR TO CRASH C. VISION OBSCUREMENTS D. CONDITION OF DRIVER E. VEHICLE CONDITIONS F. ROAD SURFACE G. ROADWAY CONDITION H. LIGHTING I. WEATHER J. TRAFFIC CONTROL K. KIND OF LOCATION L. CONDITION OF PEDESTRIAN M. PEDESTRIAN ACTING	A. DAYLIGHT B. DARK - NO STREET LIGHTS C. RAIN D. FOG/SMOKE E. SLEET/HAIL F. SNOW G. SEVERE CROSSWIND H. BLOWING SAND, SOIL, DIRT, SNOW Y. UNKNOWN Z. OTHER
WEATHER	KIND OF LOCATION	RELATION TO ROADWAY	ACCESS CONTROL	LIGHTING	
A. CLEAR B. CLOUDY C. RAIN D. FOG/SMOKE E. SLEET/HAIL F. SNOW G. SEVERE CROSSWIND H. BLOWING SAND, SOIL, DIRT, SNOW Y. UNKNOWN Z. OTHER	A. MANUFACTURING OR INDUSTRIAL B. BUSINESS CONTINUOUS C. BUSINESS, MIXED RESIDENTIAL D. RESIDENTIAL DISTRICT E. RESIDENTIAL SCATTERED F. SCHOOL OR PLAYGROUND G. OPEN COUNTRY Z. OTHER	A. ON ROADWAY B. SHOULDER C. MEDIAN D. BEYOND SHOULDER - LEFT E. BEYOND SHOULDER - RIGHT F. BEYOND RIGHT OF WAY G. GORE Y. UNKNOWN Z. OTHER	A. NO CONTROL (UNLIMITED ACCESS TO ROADWAY) B. PARTIAL CONTROL (LIMITED ACCESS TO ROADWAY) C. FULL CONTROL (ONLY RAMP ENTRANCE & EXIT) Y. UNKNOWN Z. OTHER	A. DAYLIGHT B. DARK - NO STREET LIGHTS C. RAIN D. FOG/SMOKE E. SLEET/HAIL F. SNOW G. SEVERE CROSSWIND H. BLOWING SAND, SOIL, DIRT, SNOW Y. UNKNOWN Z. OTHER	

EMERGENCY SERVICES	TIME CALLED	ARRIVED SCENE	DEPARTED SCENE	ARRIVED HOSPITAL	RESCUE UNIT	TIME CALLED	ARRIVED SCENE
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AMBUANCE SERVICE	FIRE DEPARTMENT						

INVESTIGATING OFFICER'S NAME (PRINT)	SIGNATURE	BADGE #	SUPERVISOR'S INITIALS OR BADGE #
DPSP 3106 (REV. JAN. 2006)			

STATE OF LOUISIANA
UNIFORM MOTOR VEHICLE TRAFFIC CRASH REPORT
VEHICLE/PEDESTRIAN

COMPUTER NUMBER _____ PAGE # _____

VEH # _____ OR PEDESTRIAN _____

CONF CARGO BODY TYPE YEAR MAKE MODEL # DOORS # AXLES # TRES

VEHICLE TOWED A YES B NO C LEFT AT SCENE REMOVED BY _____

LICENSE PLATE _____

TRAILER DESCRIPTION _____

VEHICLE CLASSIFICATION _____

CARRIER NAME _____

STREET ADDRESS _____

INTERSTATE CARRIER Y/N _____

NAME (LAST, FIRST, MI) OF DRIVER/PEDESTRIAN _____

STREET ADDRESS _____

STATE _____

PEDESTRIAN ONLY _____

OWNER'S NAME (LAST, FIRST, MI OR COMPANY NAME) _____

STREET ADDRESS _____

INSURANCE CO. NAME _____

AGENT'S NAME/ADDRESS _____

OCCUPANT'S NAME (LAST, FIRST, MI) _____

STREET ADDRESS _____

OCCUPANT'S NAME (LAST, FIRST, MI) _____

STREET ADDRESS _____

SEATING POSITION	EJECTION	TRAPPED OR EXTRICATED	AIRBAG	OCCUPANT PROTECTION SYSTEM USED	INJURY
A. FRONT SEAT LEFT SIDE (MOTORCYCLE PASSENGER)	J. SLEEPER SECTION OF CAR TRUCKS	A. NOT EJECTED	A. DEPLOYED	A. NONE USED-VEHICLE	A. FATAL
B. FRONT SEAT RIGHT SIDE	K. PASSENGER IN OTHER ENCLOSED	B. TOTALLY EJECTED	B. NON-DEPLOYED	B. SHOULD BELT ONLY USED	B. NON-FATAL
C. FRONT SEAT RIGHT SIDE (MOTORCYCLE PASSENGER)	L. PASSENGER IN OTHER UNENCLOSED	C. PARTIALLY EJECTED	C. NON-DEPLOYED	C. LAP BELT ONLY USED	C. NON-FATAL
D. SECOND SEAT LEFT SIDE (MOTORCYCLE PASSENGER)	M. PASSENGER ON TRAILING UNIT	D. NOT EJECTED	D. NOT APPLICABLE	D. CHILD SAFETY SEAT USED	D. POSSIBLE/COMPLAINT
E. SECOND SEAT RIGHT SIDE	N. TRAILING UNIT	E. NOT EJECTED	E. NOT APPLICABLE	E. CHILD SAFETY SEAT USED	E. NO INJURY
F. THIRD ROW LEFT SIDE (MOTORCYCLE PASSENGER)	O. SEAT ON VEHICLE EXTERIOR (NON-TRAILING UNIT)	F. NOT EJECTED	F. NOT APPLICABLE	F. CHILD SAFETY SEAT USED	F. NO INJURY
G. THIRD ROW RIGHT SIDE	P. SEAT ON VEHICLE EXTERIOR (NON-TRAILING UNIT)	G. NOT EJECTED	G. NOT APPLICABLE	G. HELMET USED	G. NO INJURY
H. THIRD ROW MIDDLE	Q. SEAT ON VEHICLE EXTERIOR (NON-TRAILING UNIT)	H. NOT EJECTED	H. NOT APPLICABLE	H. HELMET USED	H. NO INJURY
I. THIRD ROW RIGHT SIDE	R. SEAT ON VEHICLE EXTERIOR (NON-TRAILING UNIT)	I. NOT EJECTED	I. NOT APPLICABLE	I. HELMET USED	I. NO INJURY

DPSSP 3106

NAME (LAST, FIRST, MI) OF DRIVER/PEDESTRIAN _____

STREET ADDRESS _____

STATE _____

PEDESTRIAN ONLY _____

WRITE APPROPRIATE LETTER IN BLOCK

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Pedestrian hit and killed on Greenwell Springs Rd.

By Amber Stegall, Digital Content Manager [CONNECT](#)



BATON ROUGE, LA (WAFB) - An investigation continues into a fatal crash that killed a pedestrian on Greenwell Springs Road just before 10 p.m. Sunday.

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Investigators believe Davis was picking something up from the roadway when he was struck by the vehicle. Davis was pronounced dead at the scene.

The driver was not injured and was wearing a seatbelt at the time of the crash. Police say alcohol does not appear to be a factor for the driver. It is unknown if alcohol or drugs are factors for the pedestrian.

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STATE OF LOUISIANA
UNIFORM MOTOR VEHICLE TRAFFIC CRASH REPORT
VEHICLE/PEDESTRIAN

COMPUTER NUMBER _____ PAGE # _____

VEH # _____ OR PEDESTRIAN _____

CONF CARGO BODY TYPE YEAR MAKE MODEL # DOORS # AXLES # TRES

V.I.N. _____ VEHICLE TOWED ☐ A YES ☐ B NO ☐ C LEFT AT SCENE REMOVED BY _____

LICENSE PLATE _____ YEAR MAKE TYPE YEAR MAKE TYPE YEAR MAKE TYPE

TRAILER DESCRIPTION _____ LICENSE PLATE _____ YEAR MAKE TYPE

VEHICLE CLASSIFICATION COMMERCIAL/BUSINESS VEHICLE GOVERNMENT VEHICLE PERSONAL VEHICLE

COMPLETE INFORMATION BELOW IF THIS VEHICLE IS BEING USED FOR COMMERCIAL/BUSINESS, IS HAS A GVWR/GVOR IN EXCESS OF 15,000 LBS., OR HAS A HAZMAT PLACARD, OR IS A BUS WITH SEATING FOR NINE OR MORE INCLUDING THE DRIVER.

US DOT # _____

CARRIER NAME _____ MC/MX ("IC") # _____

STREET ADDRESS _____ CITY _____ STATE _____ ZIP _____

INTERSTATE CARRIER ☐ TRANSPORTING HAZARDOUS MATERIAL ☐ CLASS # _____ ID# _____ PLACARDS DISPLAYED ☐ HAZ MAT RELEASED ☐

NAME (LAST, FIRST, MI) OF ☐ DRIVER ☐ PEDESTRIAN

DATE OF BIRTH _____

STREET ADDRESS _____ TELEPHONE # _____

CITY _____ STATE _____ ZIP _____

STATE CLASS ENDORSEMENTS DRIVER'S LICENSE NUMBER

INSTRUCTED TO EXCHANGE INFORMATION? ☐ Y ☐ N NAME OF FACILITY _____

TRANSPORTED TO MEDICAL FACILITY ☐ A YES ☐ B NO ☐ C REFUSED ☐ D UNKNOWN

PEDESTRIAN ONLY UPPER BODY CLOTHING LIGHT ☐ DARK ☐ LOWER BODY CLOTHING LIGHT ☐ DARK ☐ SEX _____ RACE _____ AGE _____ INJURY CODE _____

OWNER'S NAME (LAST, FIRST, MI OR COMPANY NAME) _____ TELEPHONE # _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

INSURANCE CO. NAME (NOT AGENCY NAME) _____ POLICY NUMBER _____ EXPIRATION DATE _____

AGENT'S NAME/ADDRESS _____ PHONE # _____

OCCUPANT'S NAME (LAST, FIRST, MI) _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

OCCUPANT'S NAME (LAST, FIRST, MI) _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

SEATING POSITION	EJECTION	TRAPPED OR EXTRICATED	AIRBAG	OCCUPANT PROTECTION SYSTEM USED	INJURY
A - FRONT SEAT LEFT SIDE (MOTORCYCLE PASSENGER)	J - SLEEPER SECTION OF CAB (TRUCK)	A - NOT EJECTED	A - DEPLOYED	A - FATAL	
B - FRONT SEAT RIGHT SIDE	K - PASSENGER IN OTHER ENCLOSED PASSENGER OR CARGO AREA (NON-TRAILING UNIT)	B - TOTALLY EJECTED	B - NON-DEPLOYED	B - NON-FATAL	
C - FRONT SEAT RIGHT SIDE (MOTORCYCLE PASSENGER)	L - PASSENGER IN OTHER UNENCLOSED PASSENGER OR CARGO AREA (NON-TRAILING UNIT)	C - PARTIALLY EJECTED	C - NON-DEPLOYED	C - NON-FATAL	
D - SECOND SEAT LEFT SIDE (MOTORCYCLE PASSENGER)	M - PASSENGER ON TRAIN OR STREETCAR	D - NOT EJECTED	D - NOT APPLICABLE	D - MODERATE	
E - SECOND SEAT RIGHT SIDE (MOTORCYCLE PASSENGER)	N - TRAILING UNIT	E - TRAPPED/NOT EXTRICATED	E - NOT APPLICABLE	E - COMPLAINT	
F - SECOND SEAT LEFT SIDE (MOTORCYCLE PASSENGER)	O - SEEN ON VEHICLE EXTERIOR (NON-TRAILING UNIT)	F - TRAPPED/NOT EXTRICATED	F - NOT APPLICABLE	F - NO INJURY	
G - THIRD ROW LEFT SIDE (MOTORCYCLE PASSENGER)	P - UNKNOWN	G - TRAPPED/NOT EXTRICATED	G - NOT APPLICABLE		
H - THIRD ROW RIGHT SIDE	Y - UNKNOWN	H - TRAPPED/NOT EXTRICATED	H - NOT APPLICABLE		
I - THIRD ROW MIDDLE		I - TRAPPED/NOT EXTRICATED	I - NOT APPLICABLE		
J - THIRD ROW RIGHT SIDE		J - TRAPPED/NOT EXTRICATED	J - NOT APPLICABLE		

DPSSP 3106

NAME (LAST, FIRST, MI) OF ☐ DRIVER ☐ PEDESTRIAN

DATE OF BIRTH _____

STREET ADDRESS _____ TELEPHONE # _____

CITY _____ STATE _____ ZIP _____

STATE CLASS ENDORSEMENTS DRIVER'S LICENSE NUMBER

INSTRUCTED TO EXCHANGE INFORMATION? ☐ Y ☐ N NAME OF FACILITY _____

TRANSPORTED TO MEDICAL FACILITY ☐ A YES ☐ B NO ☐ C REFUSED ☐ D UNKNOWN

PEDESTRIAN ONLY UPPER BODY CLOTHING LIGHT ☐ DARK ☐ LOWER BODY CLOTHING LIGHT ☐ DARK ☐ SEX _____ RACE _____ AGE _____ INJURY CODE _____



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Police say alcohol does not appear to be a factor for the driver. It is unknown if alcohol or drugs are factors for the pedestrian.

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VISION OBSCUREMENTS 115 A. RAIN, SNOW, ETC. ON WINDSHIELD B. WINDSHIELD OTHERWISE OBSCURED C. VISION OBSCURED BY LOAD D. TREES, BUSHES, ETC. E. BUILDING F. EMBANKMENT G. SIGN BOARDS H. HILLCREST I. PARKED VEHICLES J. MOVING VEHICLES K. BLINDED BY HEADLIGHTS L. BLINDED BY SUNGLARE M. DISTRACTED BY NEON LIGHTS IN FIELD OF VIEW N. NO OBSCUREMENTS Y. UNKNOWN Z. OTHER	CONDITION OF DRIVER/PEDESTRIAN 116 A. NORMAL B. INATTENTIVE C. DISTRACTED D. ILLNESS E. FATIGUED F. APPARENTLY ASLEEP/BLACKOUT G. DRINKING ALCOHOL - IMPAIRED H. DRINKING ALCOHOL - NOT IMPAIRED I. DRUG USE - IMPAIRED J. DRUG USE - NOT IMPAIRED K. PHYSICAL IMPAIRMENT (EYES, EAR, LIMB) Y. UNKNOWN Z. OTHER	SEQUENCE OF EVENTS/HARMFUL EVENTS NON COLLISION 117 A. OVERTURN/ROLLOVER B. FIRE/EXPLOSION C. IMMERSED D. JACKKNIFE E. CARGO/EQUIPMENT LOSS OR SHIFT F. TELLJUMPED FROM MOTOR VEHICLE G. THROWN OR FALLING OBJECT H. EQUIPMENT FAILURE (BLOWN TIRE, BRAKE FAILURE, ETC.) I. SEPARATION OF UNITS IN TRANSPORT J. RAN OFF ROAD RIGHT K. RAN OFF ROAD LEFT L. CROSSED MEDIAN/CENTERLINE M. DOWNHILL RUNAWAY N. OTHER NON-COLLISION COLLISION WITH PERSON, MOTOR VEHICLE, OR NON-FIXED OBJECT O. PEDESTRIAN P. PEDALCYCLE Q. RAILWAY VEHICLE (TRAIN, ENGINE) R. ANIMAL SEQUENCE OF EVENTS/HARMFUL EVENTS S. MOTOR VEHICLE IN TRANSPORT T. PARKED MOTOR VEHICLE U. STRUCK BY FALLING, SHIFTING CARGO OR ANYTHING SET IN MOTION BY MOTOR VEHICLE V. WORK ZONE/MAINTENANCE EQUIPMENT W. OTHER NON-FIXED OBJECT COLLISION WITH FIXED OBJECT X. IMPACT ATTENUATOR/CRASH CUSHION Y. BRIDGE OVERHEAD STRUCTURE Z. BRIDGE PIER OR SUPPORT AA. BRIDGE RAIL BB. CULVERT CC. CURB DD. DITCH EE. EMBANKMENT FF. GUARDRAIL FACE GG. GUARDRAIL END HH. CONCRETE TRAFFIC BARRIER II. OTHER TRAFFIC BARRIER JJ. TREE (STANDING) KK. UTILITY POLE/LIGHT SUPPORT LL. TRAFFIC SIGN SUPPORT MM. TRAFFIC SIGNAL SUPPORT NN. OTHER POST, POLE, OR SUPPORT OO. FENCE PP. MAILBOX QQ. OTHER FIXED OBJECT (WALL, BUILDING, TUNNEL, ETC.) YY. UNKNOWN
VIOLATION 118 A. EXCEEDING STATED SPEED LIMIT B. EXCEEDING SAFE SPEED LIMIT C. FAILURE TO YIELD D. FOLLOWING TOO CLOSELY E. DRIVING LEFT OF CENTER F. CUTTING IN, IMPROPER PASSING G. FAILURE TO SIGNAL H. MADE WIDE RIGHT TURN I. CUT CORNER ON LEFT TURN J. TURNED FROM WRONG LANE K. OTHER IMPROPER TURNING L. DISREGARDED TRAFFIC CONTROL M. IMPROPER STARTING N. IMPROPER PARKING O. FAILED TO SET OUT FLAGS, FLARES P. FAILED TO DIM HEADLIGHTS Q. VEHICLE CONDITION R. DRIVER CONDITION S. CARELESS OPERATION T. IMPROPER BACKING U. NO VIOLATIONS Y. UNKNOWN Z. OTHER	DRIVER DISTRACTION 119 A. CELL PHONE B. OTHER ELECTRONIC DEVICE (PAGER, PALM PILOT, NAVIGATION DEVICE, ETC.) C. OTHER INSIDE THE VEHICLE D. OTHER OUTSIDE THE VEHICLE E. NOT DISTRACTED Y. UNKNOWN REASON FOR MOVEMENT 121 A. TO AVOID OTHER VEHICLE B. TO AVOID PEDESTRIAN C. TO AVOID ANIMAL D. TO AVOID OTHER OBJECT E. PASSING F. VEHICLE OUT OF CONTROL, NOT PASSING G. VEHICLE OUT OF CONTROL, PASSING H. FOR TRAFFIC CONTROL I. DUE TO CONGESTION J. DUE TO PRIOR CRASH (COLLISION) K. DUE TO DRIVER CONDITION L. DUE TO DRIVER VIOLATION M. DUE TO VEHICLE CONDITION (FAILURE) N. DUE TO PAVEMENT CONDITION O. HIGH WIND P. NORMAL MOVEMENT Y. UNKNOWN Z. OTHER	MOVEMENT PRIOR TO CRASH 120 A. STOPPED B. PROCEEDING STRAIGHT AHEAD C. TRAVELING WRONG WAY D. BACKING E. CROSSED MEDIAN INTO OPPOSING LANE F. CROSSED CENTER LINE INTO OPPOSING LANE G. RAN OFF ROAD (NOT WHILE MAKING TURN AT INTERSECTION) H. CHANGING LANES ON MULTI-LANE ROAD I. MAKING LEFT TURN J. MAKING RIGHT TURN K. STOPPED PREPARING TO OR MAKING U-TURN L. MAKING TURN, DIRECTION UNKNOWN M. STOPPED, PREPARING TO TURN LEFT N. STOPPED, PREPARING TO TURN RIGHT O. SLOWING TO MAKE LEFT TURN P. SLOWING TO MAKE RIGHT TURN Q. SLOWING TO STOP R. PROPERLY PARKED S. PARKING MANEUVER T. ENTERING TRAFFIC FROM SHOULDER U. ENTERING TRAFFIC FROM MEDIAN V. ENTERING TRAFFIC FROM PARKING LANE W. ENTERING TRAFFIC FROM PRIVATE LANE OR DRIVEWAY X. ENTERING FREEWAY FROM ON RAMP Y. LEAVING FREEWAY VIA OFF RAMP Z. OTHER OR UNKNOWN
TRAFFIC CONTROL 122 A. STOP SIGN B. YIELD SIGN C. RED SIGNAL ON D. YELLOW SIGNAL ON E. GREEN SIGNAL ON F. GREEN TURN ARROW ON G. RIGHT TURN ON RED H. LIGHT PHASE UNKNOWN I. FLASHING YELLOW J. FLASHING RED K. OFFICER, FLAGMAN L. RR CROSSING, SIGNAL M. RR CROSSING, SIGNAL N. RR CROSSING, NO CONTROL O. WARNING SIGN (SCHOOL, ETC.) P. SCHOOL FLASHING SPEED SIGN Q. YELLOW NO PASSING LINE R. WHITE DASHED LINE S. YELLOW DASHED LINE T. BIKE LANE U. CROSSWALK V. NO CONTROL Y. UNKNOWN Z. OTHER	VEHICLE CONDITION 124 A. DEFECTIVE BRAKES B. DEFECTIVE HEADLIGHTS C. DEFECTIVE REAR LIGHTS D. DEFECTIVE SIGNAL LIGHTS E. ALL LIGHTS OUT F. DEFECTIVE STEERING G. TIRE FAILURE H. WORN OR SMOOTH TIRES I. ENGINE FAILURE J. DEFECTIVE SUSPENSION K. NO DEFECTS OBSERVED Y. UNKNOWN Z. OTHER VEHICLE LIGHTING 125 A. HEADLIGHTS ON B. HEADLIGHTS OFF C. DAYTIME RUNNING LIGHTS Y. UNKNOWN TRAFFIC CONTROL CONDITIONS 126 A. CONTROLS FUNCTIONING B. CONTROLS NOT FUNCTIONING C. CONTROLS OBSCURED D. LANE MARKING UNCLEAR OR DEFECTIVE E. NO CONTROLS Y. UNKNOWN	

DIRECTION BEFORE CRASH HEADED ON HIGHWAY, STREET OR DRIVE NE SW 129 130	FINAL LOCATION OF VEHICLES 131 132	DISTANCE TRAVELED AFTER IMPACT 133 134	SPEED EST. POSTED 135	SKIDMARK DATA (FEET) FR FL RR RL
DAMAGE TO VEHICLE AREA DAMAGED A. NONE B. VERY MINOR C. MINOR/MODERATE D. MODERATE E. MODERATE/SEVERE F. SEVERE G. VERY SEVERE H. UNKNOWN 1ST 2ND 3RD	EXTENT OF DEFORMITY A. NONE B. VERY MINOR C. MINOR D. MODERATE E. MODERATE/SEVERE F. SEVERE G. VERY SEVERE H. UNKNOWN 1ST 2ND 3RD	CITATION NO. 136	VEH. PED. 137	R.S. OR ORD. NO. 138
NOTICE OF INSURANCE VIOLATION 139				



NEWS

WEATHER

SPORTS

TRAFFIC

INVESTIGATORS

VIDEO

LOUISIANA

Pedestrian hit and killed on Greenwell Springs Rd.

By Amber Stegall, Digital Content Manager [CONNECT](#)



BATON ROUGE, LA (WAFB) - An investigation continues into

According to Baton Rouge Police,

Investigators believe Davis was picking something up from the roadway when he was struck by the vehicle.

OFFICER'S NARRATIVE: DESCRIBE ANY UNUSUAL CIRCUMSTANCES ASSOCIATED WITH CRASH, INCLUDING OFFICER'S OBSERVATIONS AND OPINIONS.
INCLUDE WITNESS NAMES, ADDRESSES, PHONE NUMBERS, ETC.

IF NECESSARY, INDICATE DAMAGE TO PUBLIC OR PRIVATE PROPERTY (WITH OWNER'S NAME & ADDRESS) AT THE END OF THE NARRATIVE.

REFER TO EACH BY VEHICLE NUMBER

[Redacted Narrative Area]



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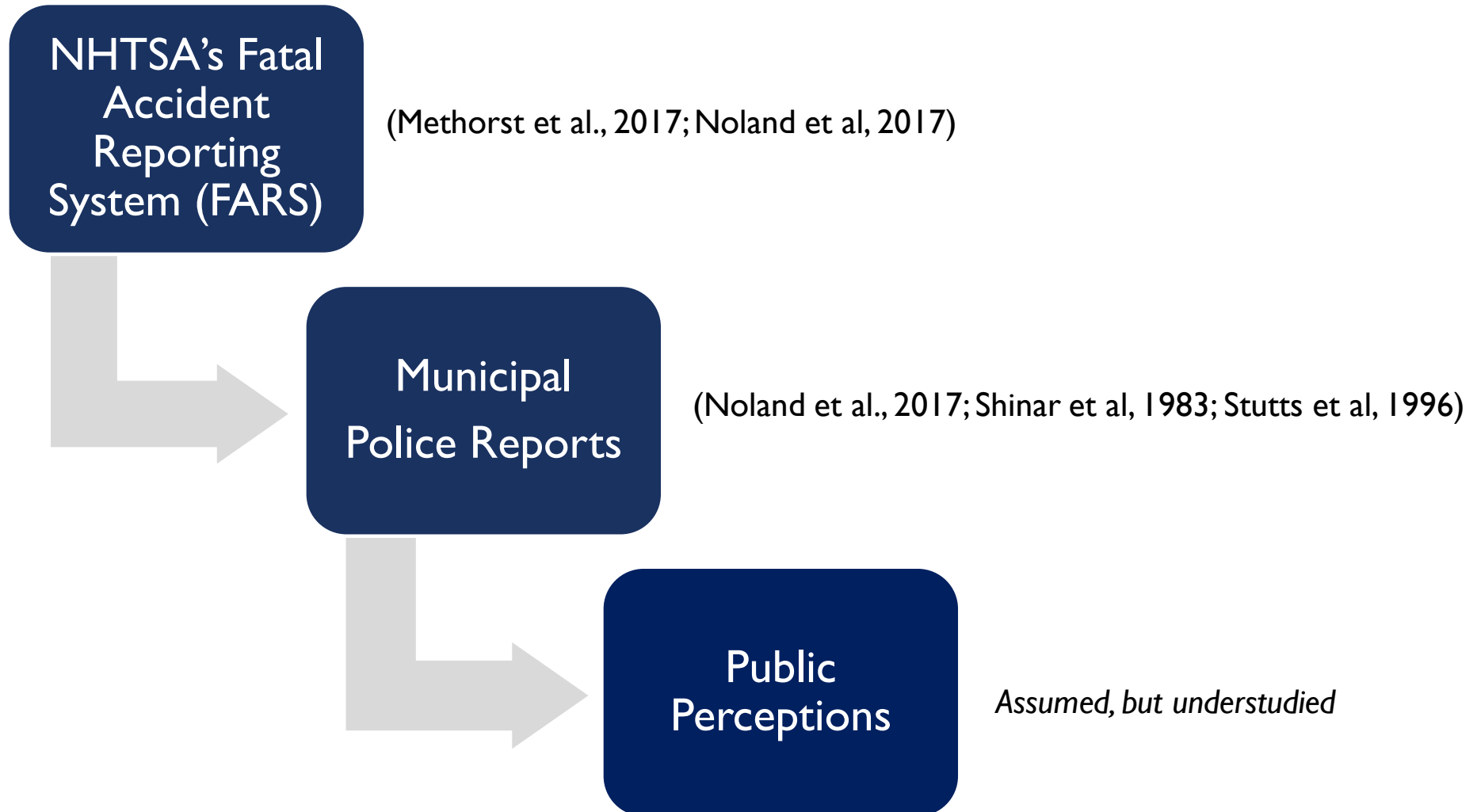


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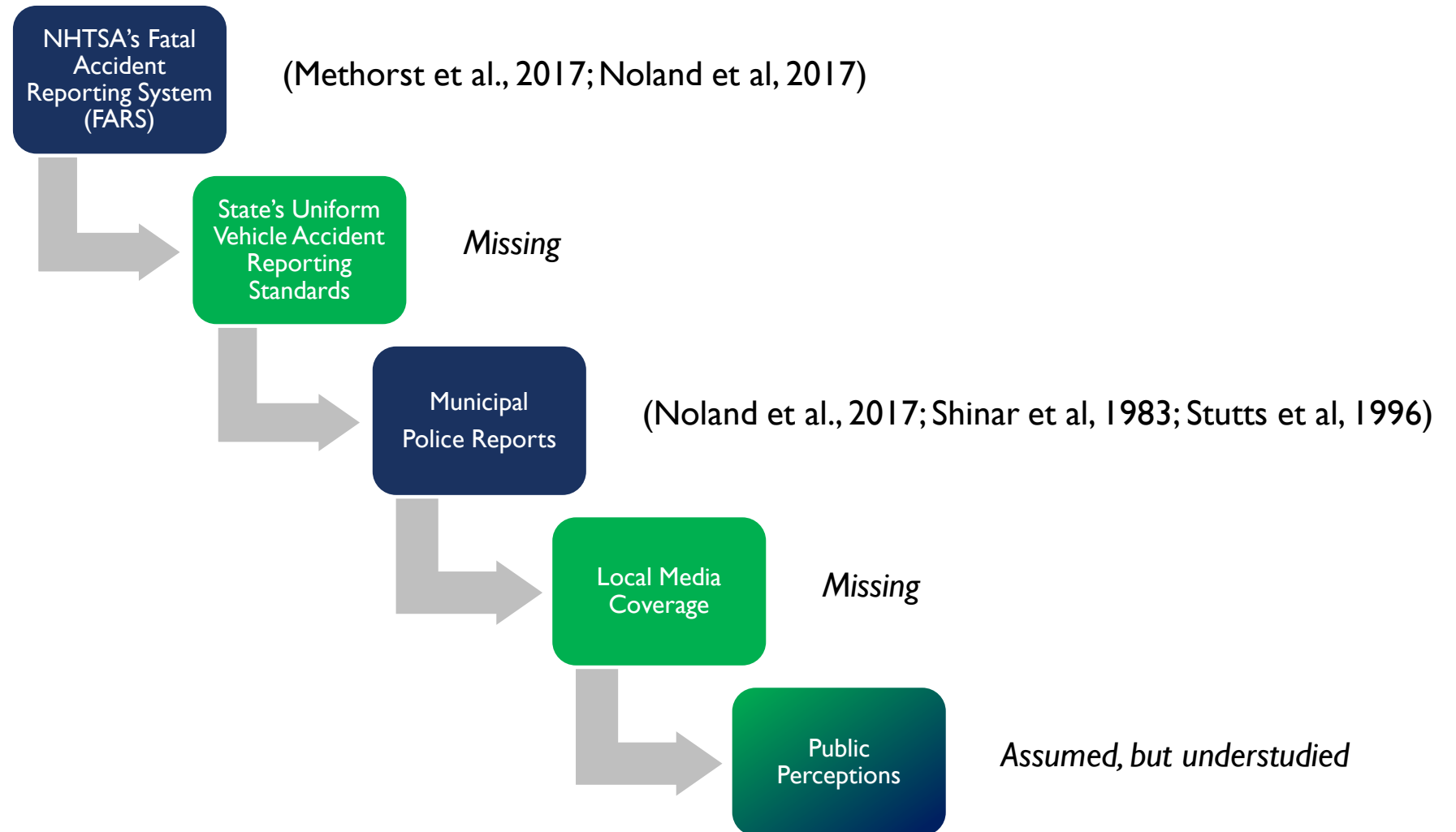
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[Redacted text block]

EXISTING REGULATION-REPORTING RELATIONSHIP



EXPANDED REGULATION-REPORTING RELATIONSHIP



REGULATION-REPORTING RELATIONSHIP

- Exceptions?
 - Hit-and-run pedestrian fatalities
 - Unique victims
- Coverage of Exceptional Cases
 - Initial story's content and structure
 - Follow-up stories (largely absent for other types of pedestrian fatalities)
 - More victim-focused

Police name suspect in deadly hit and run

By Cheryl Mercedes, Anchor [CONNECT](#)



Hunter Louise, victim in deadly hit and run on Greenwell Springs Road on June 1, 2013

BATON ROUGE, LA (WAFB) - Police have named a suspect in a deadly pedestrian crash that happened June 1, 2013 on Greenwell Springs Road. Detectives believe Devante Pugh, 21, of Baker, LA ran a woman down and left her to die.

Nearby business owners have released surveillance video in an attempt to help police nab their suspect. A witness, who only wished to be identified as "Cindy" said she was sitting on her front porch on Greenwell Springs Road when she saw the unthinkable.

"In my mind I said, oh Lord that car is going mighty fast and all of a sudden I heard a collision," Cindy said.

Baton Rouge Police said Louise Hunter, 47, was killed after she was hit by a car. They believe the driver of a white Dodge Challenger hit Hunter and left the scene.

Surveillance video from a nearby business shows a woman witnesses say is Hunter, walking along the road. Another camera captured the woman before she crossed the street. Moments later, another camera picked up a white car coming to a sudden stop just past the Shed Dran Motel. A dark colored car also slowed down. It turned around on the street. The white car also doubled back, but kept its distance. It is clear the front passenger side of the car is damaged.

"I ran out to go see what happened and I see a white car down the street and I see a body lying."

Cindy said the people in the dark car stopped and even had a conversation with the driver of the white car. "I heard him say, I didn't see it or I didn't see her."

Then suddenly, Cindy said, the man in the white car left. "He never came over to see if the lady was breathing or anything. Whatever they told him he scattered."

Cindy said she and a group of others stayed with the woman until help arrived. Given the number of witnesses and the surveillance video, she is surprised no one has been arrested.

"The things that were told to them, things that were pointed out to them; I am shocked, because I thought by now they would have apprehended that person."

Detectives said Pugh will be charged with felony hit and run, and obstruction of justice. If you know where he is you are asked to call Crime Stoppers at 344-7867.

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Scene of the crime



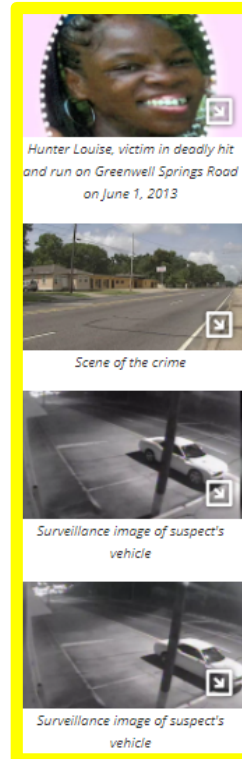
Surveillance image of suspect's vehicle



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FINDINGS

Media Coverage of Pedestrian Fatalities is:

1. Driver/Motor Vehicle-Centric

- State Uniform Crash Reporting Standards are Motorist/Motor Vehicle-Centric
 - Historic institutionalization, normalization, and prioritization of the motor vehicle user over other users of the roadway
 - *Motor Vehicle-Centric Conceptualization of the Road*
 - Relationship with NHTSA's Fatality Accident Reporting System (FARS)
 - Advances the work of Noland et al. (2017), who found, based on national-level data analysis, that the NHTSA's definition of "pedestrian" has a distorting effect on data due to being focused on the location of the motor vehicle and the acts of the motor vehicle operator.

2. Absence of Contextual Detail

- Formulaic News Media Coverage
 - Exceptions: (1) Hit-and-run cases, and (2) unique victim
 - Easily perceived as "pedestrian-blaming" or victim shaming, and perhaps is on a tacit level. However, as is the case with traffic crash data in general, details about non-motorist and non-vehicle issues are secondary and thus prone to lower quality coverage.
 - Omission or Commission?

IMPLICATIONS + RECOMMENDATIONS

- News media need to be less formulaic in their approach to covering pedestrian deaths.
 - Take steps to devote the attention and resources to those who have died while walking.
 - Simply including a google street view of the crash site could go a long way to provide richer context for the public.
- Given how pedestrian deaths are covered by the media, largely devoid of in-depth details, the importance of pedestrian advocacy groups is amplified.
 - American Walks, Nashville Pedestrian Death Registry, Partnership for a Walkable America, and Walk Bike America

IMPLICATIONS + RECOMMENDATIONS

- Given that the likelihood of dying as a pedestrian are outpacing those of dying as a driver, there is an obligation on states to revise their uniform crash report standards to include more data about pedestrians.
 - Simply relying on the officer to write a detailed account of the incident, as it relates to a pedestrian death, is insufficient.
 - USGAO has questioned the quality of safety systems data due to inconsistent police reporting, which they identify as inhibiting progress.
 - Increases the likelihood that media coverage will include more contextual details and shift away from “pedestrian-blaming.”
- Policy Impact
 - Effective public safety policies and strategies cannot be created without an accurate definition of public safety problems (Weiss, 1989).
 - Be it “pedestrian-blaming,” low quality reporting by the police and media, or a combination of the two, all serve to distort the identification of effective policy responses to the increased likelihood that an individual will die while walking.

FUTURE RESEARCH

- More in-depth examination of the relationship between the development of police reports and the coverage of traffic crashes involving a pedestrian fatality; specifically, interviewing police and media participants.
- Investigating why certain pedestrian fatality cases are not covered by the media.
- Expanding research to more cities, and beginning to examine on the statewide level.
- Comparative research, specifically looking at coverage of pedestrian fatalities in other English-speaking countries.
- Investigating individual perceptions of pedestrian fatalities.

DYING WHILE WALKING

INTERROGATING MEDIA COVERAGE OF PEDESTRIAN DEATHS IN THE UNITED STATES

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PEDESTRIAN FATALITIES AND TOTAL FATALITIES IN TRAFFIC CRASHES, 2012 - 2016

