

# SOUTH CAROLINA LAW ENFORCEMENT DIVISION

MARK SANFORD  
Governor



REGINALD I. LLOYD  
Director

September 9, 2009

To: Distinguished Members of the Richland County Council

I wanted to write today to express our appreciation for all that Lamar Outdoor Advertising does for law enforcement, especially as it pertains to the AMBER Alert program in South Carolina. The basic concept for the success of this program is that our citizens remain diligent, keep their eyes open, and report information to law enforcement. When a citizen rides down the road and sees a picture of a child or suspect on a huge billboard, that picture stays with them. Their diligence to help find the child is keen. The suspects are usually on the run, and although television is a great source of information for the public, the suspect is usually on the highways. Lamar Outdoor Advertising is invaluable as a partner. The technology that they provide with digital signs is enormous.

Thankfully, in South Carolina, our Amber Alert abduction numbers are low; however, if we only had one a year, it is too many. Our children are the most valuable resource we have, and we feel it is our jobs -- all of our jobs -- to protect them. Lamar Outdoor Advertising has volunteered to help us. In one of our AMBER Alerts, we called Scott Shockley as he was walking into church on a Sunday morning. He gladly dedicated all of Lamar's displays to run photographs of our suspect and victims exclusively within minutes of our call. Thankfully, we got them back safely, but it was after a 13-hour standoff in Georgia.

Additionally, Lamar Outdoor Advertising has assisted Crimestoppers and our Fugitive Team on numerous occasions, which has resulted in several arrests.

In this time of economic hardships, South Carolina is looking for commerce to benefit our economy and state. Lamar Outdoor Advertising is doing what we hope all commerce coming to our state will do...sharing and working with the community.

Sincerely,

Reginald I. Lloyd, Director  
South Carolina Law Enforcement Division

RIL:gdb



An Accredited Law Enforcement Agency

P.O. Box 21398 / Columbia, South Carolina 29221-1398 / (803) 737-9000 / Fax (803) 896-7041