



STATE OF FLORIDA

# DIVISION OF EMERGENCY MANAGEMENT

CHARLIE CRIST  
Governor

W. CRAIG FUGATE  
Director

June 26, 2008

FOAA Members

VIA: Charlotte Brand Audie, President / CEO  
Florida Outdoor Advertising Association, Inc.  
314 N. Gadsden Street, Suite 1  
Tallahassee, FL 32301

Dear FOAA Members,

On behalf of Florida's Division of Emergency Management (DEM), I would like to extend my appreciation to the members of the Florida Outdoor Advertising Association (FOAA) for their support of programs that promote the safety of Floridians.

As you know, electronic billboards have the unique power to simultaneously reach a large number of people, thus maximizing the message at hand. In addition to providing valuable information to consumers, Florida's outdoor advertisers are lending their reach and influence for the public good.

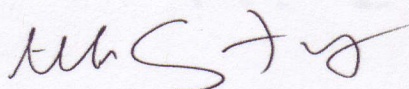
FOAA and DEM are pleased to announce a new partnership to keep Floridians informed during an emergency. DEM will issue emergency alerts via participating outdoor advertisers' digital billboards. During an emergency, the signs will be able to alert drivers of inclement weather, direct them to the nearest shelter, and even provide detours and evacuation routes from dangerous weather conditions or other disasters. In an emergency situation, it is crucial to reach a large number of people as quickly as possible to relay vital safety information. Digital billboards will expand our reach and allow our agency to reach thousands of motorists traveling on Florida's primary roads and highways.

The emergency alert partnership is the next step in a promising future for advancements in billboard technology and collaborations with FOAA and governmental agencies. To further expand this partnership's efforts, DEM is hopeful that the digital billboard inventory can be expanded in communities around the state and encourages members to provide the latitude and longitude points of each new digital billboard location to FOAA. This information can then be incorporated into the DEM's Geographic Information System (GIS). The GIS maps the exact location of the sign relative to its proximity to shelters, evacuation routes, and other resources, helping motorists identify crucial public safety information.

FOAA Members  
VIA: Ms. Charlotte Brand Audie  
June 26, 2008  
Page Two

We thank you once again for your contributions to a safer Florida and for providing a service wholly committed to the public interest. We support the implementation of this technology, where feasible, in communities around the state. We highly recommend you contact your area officials considering digital technology and advise them of this tremendous opportunity to enhance the safety of the citizens of Florida.

Respectfully,

A handwritten signature in black ink, appearing to read 'W. Craig Fugate', written in a cursive style.

W. Craig Fugate, Director  
Florida Division of Emergency Management

WCF/mlh