

Government is using digital billboards to engage citizens and advance public safety by fighting driver distraction, finding fugitives and abducted children, and delivering emergency messages.

## National Highway Traffic Safety Administration (NHTSA)

Safety is a core mission at the US Department of Transportation. Secretary Ray LaHood launched demonstration programs to test the effectiveness of high-visibility enforcement against texting/phoning while driving. In one of two test markets (Hartford, CT), the government's media mix included digital billboards that displayed anti-distraction messages along Interstate highways.



Results in Hartford were significant, according to NHTSA, which reported big declines in texting and hand-held cell phone use.



*"There is no question that high-visibility enforcement combined with effective public advertising works."*

- David Strickland, NHTSA Administrator

*Anti-distracted driver billboard in Hartford*

## Federal Bureau of Investigation (FBI)

The FBI says tips generated by "wanted" information displayed on digital billboards led to the arrest of 47 fugitives sought by the FBI.



*"Those billboards are the greatest thing since sliced bread and have resulted in so many captures for us. They have been a godsend."*

- Special Agent in Charge Rick Lambert, FBI Knoxville Field Office

*FBI Director Robert Mueller presents award to Harry Coghlan of Clear Channel Outdoor*

## National Center for Missing & Exploited Children (NCMEC)

NCMEC – an arm of the Department of Justice – has transmitted more than 700 AMBER Alerts to digital billboards since June of 2008.



*“The hours immediately following an abduction is critical to law enforcement efforts. The speed and flexibility of digital billboards make the outdoor advertising medium a vital component of the AMBER Alert network.”*

- Robert Hoever, NCMEC  
Missing Children’s Division



Active AMBER Alert in South Carolina

## Federal Emergency Management Agency (FEMA)

FEMA uses digital billboards for emergency messages. During a 10-day period in Florida after Tropical Storm Fay, 37 different emergency messages were displayed on 75 digital billboards in 11 counties. After tornadoes and flooding in the spring of 2011, FEMA quickly displayed its help line number on digital billboards in multiple states.



*“Emergency officials use high-tech billboards to communicate targeted messages on weather warning, evacuations, shelter locations, and road detours.”*

- Craig Fugate,  
FEMA Administrator

A digital billboard in Tuscaloosa, AL, displays help assistance information following a string of destructive tornadoes.