

ROCHESTER

Minnesota



ROGER PETERSON
Chief of Police
Rochester Police Department
101 4th St. S.E.
Rochester, MN 55904-3761
www.rochestermn.gov

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To Whom It May Concern,

Approximately one year ago, Magic Media offered to incorporate the national Amber Alert System into their digital billboards in Rochester, MN. If the need arises, the Rochester Police Department can immediately take over all of the digital billboards letting the public know that an incident exists. Not only is this program being provided at no expense to the taxpayers, but Magic Media also had a technician train me on its operation without a fee. Time is of the essence in the case of a child abduction, and this system is unsurpassed in getting the name and photograph in front of the public.

To the best of my recollection, Magic Media installed its first digital display about two years ago. They placed them on city streets where the vehicle speed is slow and some traffic signals exist. In fact, one location is at two main intersecting streets, Broadway and Civic Center Drive. Despite being placed on heavily traveled city streets, there has not been one accident attributed to a driver being distracted by the billboard.

Magic Media has been generous and law abiding in working with the public safety agencies in Rochester, MN and I have no reason to believe that the new digital billboards are unsafe to motorists.

Sincerely,


Gary Mulleneaux, Communications Manager
Rochester Police Department
101 4th Street SE
Rochester, MN 55904
Phone: (507) 328-6908
Fax: (507) 287-2672
E-Mail: gmulleneaux@rochestermn.gov