

# **CC Outdoor to Assist in AMBER Alerts**

## **The new initiative was organized by the OAAA and the National Center for Missing & Exploited Children**

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-By Katy Bachman

The Outdoor Advertising Association of America and several of its members, such as Clear Channel Outdoor, CBS Outdoor, Lamar Advertising and Titan Outdoor, have agreed to deploy their digital billboard networks to help find abducted children through AMBER alerts.

The new initiative, announced Tuesday (June 3) was organized by the OAAA, and the National Center for Missing & Exploited Children to make the digital boards a secondary AMBER Alert distributor.

The AMBER Alert Program is operated by the U.S. Department of Justice. It is a voluntary partnership between law-enforcement agencies, media outlets and transportation agencies to activate bulletins in the most serious child abduction cases.

More than 800 digital billboards will be part of the network. The Alerts will be posted to the digital boards via a central computer server to OAAA members participating in the program and whose boards fall within the specific targeted areas for the Alert.

"Digital billboards are on the cutting edge of outdoor advertising technology and are uniquely suited to purposes like AMBER Alerts," said Nancy Fletcher, president and CEO for OAAA.

"Because they can be updated by computer, AMBER Alerts on digital billboards can reach thousands of drivers within minutes of the Alert being issued."