

# OAAA/NCMEC AMBER Alert Initiative

## Opportunity:

To use digital billboards to help communities in their moment of greatest need, namely, when a child has been abducted.

## BACKGROUND:

Outdoor Advertising Association of America (OAAA) and National Center for Missing & Exploited Children (NCMEC) worked closely together for almost a year to develop a system of protocols whereby AMBER Alerts could be posted on digital billboards within minutes of an Alert being activated. The two organizations also developed a set of best practices, regulating how long the Alerts should be posted, how they should look, and what information should be contained within the message. The partnership was announced at a press conference in Times Square.

## PARTICIPATION:

OAAA member and non-member companies signed on to the system quickly and with no reservations. All of them agreed to provide the service free of charge.





## NATIONAL TEST:

On June 3, 2008, every participating outdoor advertising company agreed to test the AMBER Alert creative template by placing it on their boards at the same time in all of their markets. More than 900 digital billboards (representing the vast majority of digital billboards in the United State) flipped to the same content at 11:45 a.m. EDT and displayed the creative for at least five minutes. The test showed the ability of the system to show AMBER Alerts virtually anywhere in the country at any time.

## COMMUNITY EDUCATION:

Dozens of local media outlets covered the test and the Initiative. In doing so, hundreds of thousands of people were exposed to the new creative (in addition to the millions who saw the boards on the road), alerting them to the possible presence of AMBER Alerts on digital billboards in their communities.

### Press Coverage by State

Publication	City	State
KARK	Little Rock	AR
Phoenix Business Journal	Phoenix	AZ
Bakersfield Now.com	Bakersfield	CA
KGET	Bakersfield	CA
KRDO	Colorado Springs	CO
WBBH	Lee County	FL
WFTV	Orlando	FL
KCAU	Sioux City	IA
KMEG	Sioux City	IA
KPTH	Sioux City	IA
KBCI	Boise	ID
KTVB	Boise	ID
Evansville Courier & Press	Evansville	IN
Fort Wayne Journal Gazette	Fort Wayne	IN
News Sentinel	Fort Wayne	IN
WANE	Fort Wayne and Kalamazoo	IN and MI
KSNT	Topeka	KS
Topeka Capital Journal	Topeka	KS
Kansas City Star	Kansas City	KS and MO
WNEM	Bay City and Saginaw	MI
Grand Island Independent	Grand Island	MI
WKZO	Kalamazoo	MI
WOOD TV	Kalamazoo	MI
KOAM	Joplin	MO
Mohave Daily News	Statewide	NV
Business Courier of Cincinnati	Cincinnati	OH
Kentucky Post and WCPO	Cincinnati	OH
WTVG	Toledo	OH
WYTV	Youngstown	OH
KOCO	Oklahoma City	OK
KSBI	Oklahoma City	OK
WSIL	Harrisburg	PA
WFMZ	Lehigh Valley	PA
WTAE	Pittsburgh	PA
KELO	Sioux Falls	SD
Clarksville Leaf Chronicle	Clarksville	TN
Jackson Sun	Jackson	TN
KXII	Denison	TX
Victoria Advocate	Victoria	TX
KSL	Statewide	UT
WDBJ	Roanoke	VA
WSLS	Roanoke	VA
State Journal	Wheeling	WV
Media Daily News	National	
Mediaweek	National	



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