



GEORGIA BUREAU OF INVESTIGATION

3121 Panthersville Road
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Vernon M. Keenan
Director

December 16, 2008

Conner A. Poe
Executive Director
Outdoor Advertising Association of Georgia
P. O. Box 631
Cumming, GA 30028

Dear Mr. Poe: /Conner

On behalf of the Georgia Bureau of Investigation (GBI) I thank Outdoor Advertising Association of Georgia (OAAG) for its commitment to the safety of our Georgia Citizens, in particular, the most vulnerable, our children and elderly.

The utilization of electronic billboards in Georgia to broadcast emergencies such as Levi's Call (abducted child), Mattie's Call (disabled person), Kimberly's Call (dangerous felon) in Georgia, weather issues, and other important public service matters, provides citizens and travelers throughout the state with important information that may very well save a life. The importance of relaying critical information in a timely manner cannot be overstated, and the use of electronic billboards is an excellent medium in the dissemination of information.

In furtherance of the state's protection of its citizens, the GBI has entered into a partnership with OAAG for the purpose of ensuring that Georgians are sufficiently informed during emergency situations. During an emergency, electronic billboards will alert the public of inclement weather, the abduction of a child, a missing elderly person, or other critical situations. The use of digital billboards in an emergency allows the State of Georgia to reach thousands of motorists traveling on Georgia's primary roads and highways.

The Georgia emergency alert system is a major step in a promising future for advancements in billboard technology and collaborations between OAAG and governmental agencies. However, to maximize the success of the partnership, the GBI is hopeful that the digital billboard inventory will expand in communities throughout Georgia, and that new digital billboards will become part of the Georgia alert system. In any emergency situation, the dissemination of information is one of government's most important tools in protecting its citizens.

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