



U.S. Department of Justice
Federal Bureau of Investigation
Washington, D.C. 20535-0001

January 4, 2021

Mr. Kenneth Klein
Executive Vice President, Government Relations
Out of Home Advertising Association of America
1850 M Street, NW, Suite 1040
Washington, DC 20036

Mr. Klein,

As we begin a new year and reflect on the one that has passed, the FBI would like to take this opportunity to extend our sincere appreciation to the Out of Home Advertising Association of America for your unwavering support for law enforcement. Your advocacy for and willingness to assist in advertising public safety messaging—bringing criminals to justice and missing persons home—is a tribute to your organization.

Your collaboration and the speed with which your digital members can publicize crucial fugitive and other crime-related information were key to the success of numerous investigative efforts in 2020. For example, outdoor advertising helped nab the “Travelling Bandit” and shined a light on Jose Rodolfo Villarreal-Hernandez when he was added to the FBI’s “Ten Most Wanted Fugitives” list. Your continued efforts to help publicize our efforts to stop human trafficking, sextortion, and hoax threats paid untold dividends. These and countless other examples of publicity surrounding violent crimes have helped us prevent criminals from further victimizing the public. The FBI captured 58 individuals as a direct result of billboard publicity, proving the effectiveness of our collaboration.

The billboard initiative is an excellent example of how law enforcement, the private sector, and the public can work collectively to bring criminals to justice in today’s digital age. The use of digital billboards will continue to increase our successes exponentially. By enlisting the support of organizations such as yours, the FBI can more effectively carry out its mission. And, although the FBI tracks every possible lead in the search for dangerous fugitives and missing persons, we would not have been nearly as successful without individuals reporting tips to us. Please know and understand that the use of digital billboards has become a significant part of these efforts. Digital billboards are also a key component in getting information from the public in a crisis when investigative speed and accuracy are critical.

Some recent accomplishments and successes include:

- On Oct. 13, the FBI announced Jose Rodolfo Villarreal-Hernandez as the 524th addition to the FBI’s “Ten Most Wanted Fugitives” list. This fugitive is allegedly responsible for stalking and orchestrating the murder-for-hire of a 43-year-old male victim in Southlake, Texas. The FBI’s billboard partners supported the campaign via electronic billboard publicity.



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- Operation LeGend, a federal police operation aimed at reducing violent crime in America's cities, was named after 4-year-old LeGend Taliferro, who was shot and killed in Kansas City, Missouri, on June 29. FBI Kansas City and 10 other field offices led successful campaigns highlighting Operation LeGend violent crime cases.
- Capture #58: The "Traveling Bandit" was wanted for a string of bank robberies in six states across the country in 2018 and 2019. Due to a tipster's identification, law enforcement authorities were notified. The fugitive was arrested on Jan. 24, 2019, in Fruita, Colorado, by agents from the FBI Denver Office. This capture was a direct result of billboard publicity.
- In Louisiana, during Mardi Gras, a "See Something – Say Something" statewide campaign was initiated to help generate tips. Digital billboards promoted the campaign in Baton Rouge, Lafayette, Lake Charles, New Orleans, and Shreveport.
- FBI Portland signed an MOU with Pacific Outdoor several years ago. The field office used the billboards to support the 2018 #Think Before You Post campaign and the 2020 #STOPSEXTORTION campaign. Both campaigns were translated into Spanish.
- FBI San Diego signed an MOU with Westcore Media in early 2020. The field office used the transient shelters billboards to support the 2018 #Think Before You Post and the 2020 #STOPSEXTORTION campaigns. Both campaigns were translated into Spanish.

We recognize that information technology is rapidly changing, as are our means for disseminating information. As the FBI has evolved from using magazines and newspapers, to television, the Internet, and now to social media and digital billboards, we welcome your input on how we can more effectively accomplish our communication goals as well as how we might improve and expand our partnership.

I am truly appreciative of this partnership and look forward to our continued successes in the future.

Sincerely,

/s/ Brian Hale

Brian Hale
Assistant Director
FBI Office of Public Affairs