

Government Uses Digital Out of Home Media

Government is using digital out of home (OOH) advertising platforms to engage citizens and advance public safety by helping to fight driver distraction, find fugitives and abducted children, and deliver emergency messages.

National Highway Traffic Safety Administration (NHTSA)

Promoting enforcement and education, the National Highway Traffic Safety Administration (NHTSA) creates templates for multi-media safety campaigns, including printed and digital OOH media. NHTSA sends grant money to states, which have flexibility to shape localized messages and select types of media.



NHTSA safety message on billboard

Billboards designed by award-winning ad agencies

are fundamental to government-sponsored multi-media campaigns to reduce traffic deaths and injuries.

“OOH is incredibly important because the audience is in the car.”

- Richard Kuhn, RK VENTURE creative agency

Federal Bureau of Investigation (FBI)



Digital Billboards helped lead authorities to the East Coast Rapist.

The FBI says tips generated by “wanted” information displayed on digital OOH formats has led to the arrest of 57 fugitives.

“In times of crisis, in times of national emergency, if we’re looking for bad guys or bad gals, we use the billboards’ system in order to get the message out to the public.”

- Assistant Director Stephen Richarson (Criminal Investigative Division)



National Center for Missing & Exploited Children (NCMEC)

NCMEC – an arm of the Department of Justice – has transmitted more than 1,700 AMBER Alerts to digital billboards since June 2008.

“The hours immediately following an abduction are critical to law enforcement efforts. The speed and flexibility of digital billboards make the OOH advertising medium a vital component of the AMBER Alert network.”



Active AMBER Alert in South Carolina



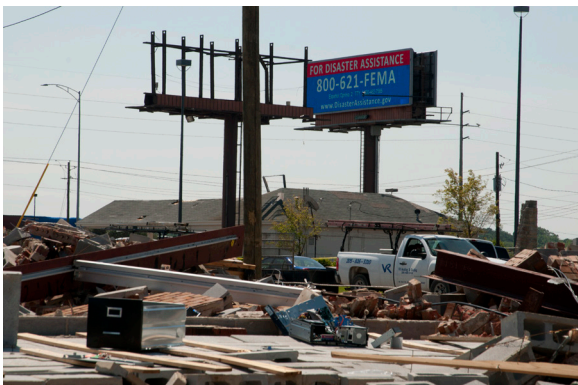
- Robert Lowery, NCMEC Missing Children's Division

Emergency Management Agencies

The Federal Emergency Management Agency (FEMA), as well as state emergency management agencies, use digital OOH to reach the public with emergency messages. In the event of a hurricane, ice storm, or other treacherous weather events, states work directly with OOH media providers to quickly prepare local citizens. Following catastrophic events such as hurricanes and floods, FEMA works with OAAA to spread the word about available federal assistance to those in need.



FEMA



A digital billboard in Tuscaloosa, AL, one of the few structures left standing, displays help assistance information following a string of destructive tornadoes.

Digital billboards, which compliment other media, are “part of the layering and unity of messaging to reach affected communities.”

-William B. Long, Administrator, FEMA