

FBI - Houston Division

Background

On Friday, April 28, 2023, San Jacinto County deputies got a call about an incident at a nearby home. Local law enforcement reported that Francisco Oropeza was shooting guns on his property. That activity led to a confrontation with his neighbors who were concerned about their safety. They implored him to stop shooting. In response to their pleas, Oropeza unleashed a shooting rampage that left five of his neighbors dead. After his deadly assault, Oropeza was on the run from authorities, igniting a nearly four-day massive FBI fugitive hunt. Working with the FBI, Clear Channel Outdoor (CCO) activated its digital billboard network to alert the community of the manhunt, and to provide directions on how to help if they had information pertinent to the case. Ultimately, a tip to the FBI led to Oropeza's arrest.

Objective

Acting on a core mission to support the communities in which we operate, CCO has an ongoing partnership with the FBI-Houston Division, and with other local law enforcement entities. On an "as-needed basis," we deploy our digital media to assist with various cases and with other emergencies throughout the year.

The objective of this campaign was to build awareness of the emergency and to provide a call-to-action, imploring the community to come forward with information.



Strategy

Because this emergency event required immediate action, CCO moved with speed and put their unique capabilities into high gear. Activating our digital network was the obvious solution, providing strong reach and frequency, with the ability to change content in real time. In an effort to always be prepared for an emergency, we designed a customizable advertising template that enables us to move quickly when our partners have to deliver important messages to their communities.

Plan Details

Due to the unpredictable nature of emergency situations, plans were kept fluid to meet the needs of the FBI. This campaign was launched on May 1, 2023, and included Houston and other markets in Texas. For maximum coverage and prominence, CCO deployed their highly visible 14x48 digital units.

Results

When the FBI and other law enforcement agencies launched a massive manhunt across Southeast Texas, Clear Channel Outdoor immediately reached out to offer assistance. Within 24 hours, a photo of the suspect, a reward offer of \$80,000, and a phone number to call with information was displayed across twenty-one of our digital billboards in the Houston market. In just a few days, the FBI captured the suspect, crediting the phone number on digital billboards as the source of the tip that led to an arrest.