

GO DIGITAL.



ESPOT

LAMAR
EMERGENCY
ALERT
SYSTEM
PROGRAM

LAMAR

GO DIGITAL.



As you know, you all have three extra slots allotted to each of your digitals. They are listed as EAS1, EAS2 and EAS3. This document will train you on what each of these slots are and how and when each of them can be used.



Message from Sean Sean Reilly, COO

As Lamar expands further into digital in 2008, we need to establish this medium as a key component of all of our local communities. The potential uses for digital are limitless.

Our NOC is now available 24 hours, and has given you tools such as Auto Scaling, Standard Emergency Art and local emergency slots to make working with your local law enforcement as easy as possible. This kit has been designed to help you understand how to make use of the alert systems available, and to use them in a manner that puts Lamar Digital Displays in the role of a vital community component.

I strongly encourage you to approach your local emergency contacts and ask them how our media can be of service to the community in emergency situations.

GM GUIDELINES

- 1 STEP 1:**
Meet with the right authorities for Emergency and Community alerts.
- 2 STEP 2:**
Show them the template artwork to make sure they know what local Lamar alerts will look like.
- 3 STEP 3:**
Identify who will create the alert in the Lamar office or with your local authority.
- 4 STEP 4:**
Determine who will schedule and remove the alert.
- 5 STEP 5:**
Establish who will be the primary and backup contacts at the local Lamar level and convey to local police, Crimestoppers, etc..
- 6 STEP 6:**
Complete the alert profile worksheet and fax to the NOC.

WHAT WE DEVELOPED

1 EAS	LOCAL REACH	ALERT TYPE: AMBER Alerts and Emergency Alerts
2 EAS	STATE WIDE REACH	ALERT TYPE: AMBER Alerts and Emergency Alerts
3 EAS	NATIONAL REACH	ALERT TYPE: AMBER Alerts and Emergency Alerts
SPACE AVAILABLE	BASED ON AVAILABILITY	ALERT TYPE: Community Alerts



EAS 1

LOCAL



EAS 2

STATE



EAS 3

NATIONAL



MARKET ADMIN **LOCAL POLICE**

WARNING
Severe Thunderstorms in Baton Rouge
CRIME STOPPERS
The Denako Duheart aka Mutt
Black Male | 22 yr
Wanted for First Degree Murder
Contact: 984-3708

NCMEC **STATE POLICE** **NOC**

AMBER ALERT
Jane Doe
Female | Age 13 | Brown Hair | Braids
2002 Green Jeep - Lic. # ABL368
Any Info Call: 389-4000

EMERGENCY ALERT
Hurricane Dean Update
CONTRAFLOW NOW IN AFFECT:
1-10 East & Westbound are being used as Westbound lanes.

EAS | HOW IT WORKS

THERE ARE **TWO KEY COMPONENTS** TO UNDERSTANDING HOW THE LDD EMERGENCY ALERT SYSTEM WORKS.

The **first** thing to do is determine the audience the alert needs to reach. Every Lamar Digital Display is set up with three EAS slots. Each of the three are pre-configured with the capability to reach different geographic areas.

- The **EAS 1** slot has the strength to reach all displays operated by the local Lamar plant.
- The **EAS 2** slot has the strength to reach all displays in a particular state.
- The **EAS 3** slot has the strength to send an emergency message to every display in the national network.

By inserting different types of alert messages into these slots we can ensure that the messages are administered and seen by the correct audience.

The **second** key is to classify the alerts correctly. Doing so will help determine specific details about the alert such as where to play it, how long to play it and who will be responsible for approving the alert. These classifications currently include: Amber Alerts, Emergency Alerts and Community Alerts. Each category has its own specific guidelines which you will learn more about on the pages to follow.



AMBER ALERTS

GUIDELINES

Work with your local and state law enforcement agencies to develop a plan for AMBER ALERTS in your area.

Complete LOCAL ALERT Profile worksheet and return to NOC. (see attached)

AMBER ALERTS are to run exclusively for one hour and added to the loop in the appropriate EAS slot for up to one hour subsequently.

AMBER ALERTS can ONLY be issued by local, regional, state or National Law Enforcement agencies.

Contact the NOC any time an AMBER ALERT is posted in your Area.

When an AMBER ALERT is "cancelled" responsible parties should display the "CANCELLED" design for a short period as part of the loop in the appropriate EAS slot as soon as possible.

AMBER ALERT

Jane Doe

Female | Age 13 | Brown Hair | Braces

2002 Green Jeep - Lic. # ABL368

Any Info Call: 389-4000

AMBER ALERT

Jane Doe

Female | Age 13 | Brown Hair | Braces

2002 Green Jeep - Lic. # ABL368

Any Info Call: 389-4000

SUSPECT

MISSING

AMBER ALERT

Jane Doe

Female | Age 13 | Brown Hair | Braces

2002 Green Jeep - Lic. # ABL368

Any Info Call: 389-4000

CANCELLED

Download Amber Alert Templates: Lamar must use industry standard templates for AMBER ALERTS. Auto-Scale Bulletin and Poster templates are available through Lamar Graphics. These approved designs are available for download at: <http://www.lamargraphics.com/lqweb/CreativeCorner/dda/Sample%20LDDs/alerts/amberalert.html>. NOTE: There are 3 variations of the designs that are to be used when photos of the missing child and/or suspect are not available.

ALERT POSTED TO	ALERT REACH	ALERT TYPE	ALERTS ISSUED BY	ALERTS MANAGED BY
EAS1 Slot	LOCAL PLANT ONLY	AMBER Alerts, Emergency Alerts	Local Law Enforcement or Agency NCMEC	Plant and Co-Supported by the NOC
EAS2 Slot	STATE WIDE or less	AMBER Alerts, Emergency Alerts	State Police of Office Emergency of Preparedness, NCMEC	NOC and Co-Supported by the plants
EAS3 Slot	NATIONALLY or less	AMBER Alerts, Emergency Alerts	Department of Justice, FEMA and NCMEC	NOC and Co-Supported by the plants
SPACE Available	Discretionary	Community Alerts	Plant's Discretion	Plant



EMERGENCY ALERTS

GUIDELINES

EMERGENCY ALERTS are categorized specifically as URGENT messages that need to reach the general public other than AMBER ALERTS.

Examples of these alerts might include:

- Emergency Evacuations
- Extreme Weather Warnings
- Terrorist Attacks
- Urgent Missing Person
- Urgent Wanted Criminal

You should work with your local and state law enforcement agencies to develop a plan for these types of alerts.

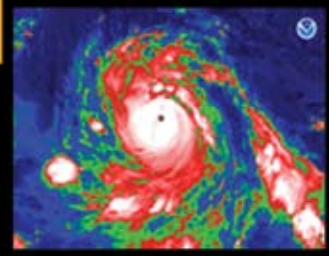
Be sure and complete Alert Profile worksheet and return to NOC. (see attached)

Guidelines for length and duration of EMERGENCY ALERTS are discretionary based on the situation and managing party's evaluation at the time of the ALERT.

EMERGENCY ALERT

Hurricane Dean Update

CONTRAFLOW NOW IN AFFECT:
1-10 East & Westbound are being used as Westbound lanes.



EMERGENCY ALERT

Tornado Warning for Norman, OK

Tornado just spotted downtown.
Seek shelter as soon as possible.

EMERGENCY ALERT

Chemical Spill in Geismer

Avoid I-10 Geismer Exit
Highway 22 East bound is SHUT DOWN

Download Emergency Alert Templates: Auto-Scale Bulletin and Poster templates are available through Lamar Graphics. These approved designs are available for download at: <http://www.lamargraphics.com/lqweb/CreativeCorner/dda/Sample%20LDDs/alerts/amberalert.html>.

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SPACE Available	Discretionary	Community Alerts	Plant's Discretion	Plant



COMMUNITY ALERTS

GUIDELINES

COMMUNITY ALERTS can be used to raise awareness or notify the public of specific events or messages that are not considered URGENT emergencies.

Examples of these alerts might include:

- Crimestoppers Postings
 - Missing Persons
 - Community Service
 - Moderate Weather Warnings

You should work with your local and state law enforcement agencies along with city officials to develop a plan for these types of messages.

Community Messages should be managed locally and only on a space available basis.

Guidelines for length and duration of COMMUNITY ALERTS are discretionary based on need assuming space available.

EAS Slots are NOT to be used for COMMUNITY ALERTS.

WANTED

John Doe
White Male | 6' tall | 180 lbs | Brown hair
 Last Seen: San Hose County in a green Ford truck
Contact: SHPD 389-4000

CRIME STOPPERS

Denako Duheart aka Mutt
Black Male | 22 yr
 Wanted for First Degree Murder
Contact: 344 - STOP



WARNING

Severe Thunderstorms in Baton Rouge
Avoid I-10 Essen Ln. Exit
 Thunderstorm expected to last from 2pm - 4pm

Download Community Alert Templates: Auto-Scale Bulletin and Poster templates are available through Lamar Graphics. These approved designs are available for download at: <http://www.lamargraphics.com/lqweb/CreativeCorner/dda/Sample%20LDDs/alerts/amberalert.html>.

ALERT POSTED TO	ALERT REACH	ALERT TYPE	ALERTS ISSUED BY	ALERTS MANAGED BY
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LDD EAS ALERT PROFILE WORKSHEET

This worksheet is designed to provide the Lamar Network Operations Center with vital information in order to assist you and your local law enforcement agencies in posting emergency messages to digital displays in your market. Please complete and FAX to the NOC @ 225 - 923 - 0658. Please include any special instructions or helpful information as well.

PLANT: _____ **COMPANY #:** _____

1. PRIMARY EMERGENCY PLANT Contact:

Home Phone #

Cell Phone #

2. PRIMARY EMERGENCY PLANT Contact:

Home Phone #

Cell Phone #

LAW ENFORCEMENT AUTHORIZED EMERGENCY CONTACTS:

The following personnel will be allowed to contact the NOC on your behalf in posting Amber Alerts and Emergency Alerts to the displays in your network. The NOC will notify plant contacts should communications with these individuals occur.

1. AUTHORIZED EMERGENCY ALERT Contact:

Name: _____

Organization: _____

Cell Phone Number: _____

Password: _____

(Password will be used to help verify identity)

Email Address: _____

2. AUTHORIZED EMERGENCY ALERT Contact:

Name: _____

Organization: _____

Cell Phone Number: _____

Password: _____

(Password will be used to help verify identity)

Email Address: _____

General Manager Name

General Manager Signature

Date



GO DIGITAL.



ESPOT

SUCCESS STORIES

Here are some success stories where digitals have been used in emergency situations. We hope we have now given you the ammunition to make an emergency plan and be ready to execute in your market.

GO DIGITAL.



IMMEDIATE RESPONSE: DIGITAL BILLBOARDS ACTIVATED MINUTES AFTER BRIDGE COLLAPSE

Minneapolis, MN - On August 1, a bridge on a major freeway to downtown Minneapolis collapsed at 6:19 PM. Within 15 minutes of the bridge collapse in Minnesota, digital billboards in the Minneapolis market were displaying an emergency message warning the driving public, redirecting traffic and providing a service that only the outdoor industry with the aid of digital displays could accomplish.

The following day, when officials converged on Minneapolis to inspect the damage, they noticed the billboards. Speaking on national TV on August 2, US Senator Amy Klobuchar (D-MN) cited the emergency messages on digital billboards as a positive community response: "There are already billboards up, telling people where to go to get around the scene."

Governments are using digital billboards to deliver information to the public. In Mississippi, the state Department of Transportation (DOT) used digital billboards to help brand a website that provides real-time information about traffic. The city of Albuquerque offers "Green Tips," practical steps on behalf of the environment, such as conserving water. In early 2007, Milwaukee County Deputy Tim Johnson was cleaning up an accident on I-94 when he was hit by an out-of-control vehicle. Law enforcement leaders unveiled a public-service campaign to remind motorists that state law requires them to slow down and move over to avoid emergency vehicles. "Move Over" messages were posted on digital billboards to execute this campaign.





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BILLBOARD CREATE DIGITAL WANTED POSTERS BY GARRY MITCHELL

MOBILE, Ala. (AP) — Between ads for hamburgers and liposuction, the giant digital billboards flashed an image of Oscar Finch's face taken by a surveillance camera. The young man wasn't selling anything. He was running from police.

Finch, a suspect in a bank robbery, was in custody just a day later, and police say his swift capture is an example of how the eye-catching electronic signs can be used as a 21st century version of the Wild West wanted poster.

"We had been looking for this individual for 10 days and turned it around in 24 hours," said Mobile police spokeswoman Nancy Johnson. "So we're thinking it's going to be highly effective. I think it's a great asset for us."

Authorities across the country are also using the technology to search for missing children and to warn the public in emergencies.

Twelve billboards showed a grainy mugshot of Finch taken during the Nov. 20 heist. The image, which was mixed in with commercial ads, included his name, his alleged offense and a phone number to contact police.

The 21-year-old Finch, who was the first suspect featured on an electronic billboard in Mobile, turned himself in on Dec. 1, just a day after his photo was posted. He apparently surrendered after seeing news coverage of the billboards, Johnson said.

With digital billboards, police can now display a suspect's face to thousands of people, sometimes almost immediately after a crime is reported.

"We can be up in 15 minutes" of getting a suspect's photo, said Troy Tatum, general manager of Lamar Advertising, the Baton Rouge, La.-based company that provided free use of the billboards in Mobile as a public service.

When the electronic boards aren't showing suspects, they display regular advertising in moving, full-color images that stand 14 feet tall and 48 feet wide. They can also be used for AMBER Alerts for missing children and to deliver weather bulletins.

"We have a special slot set up for local emergencies," Tatum said.

Mobile Police Chief Phillip M. Garrett doesn't want to give such prominent display to "every lawnmower thief" wanted by police. He said the billboards will be used only in high-profile cases or in searches for missing people.

Only a fraction of U.S. billboards are digital — 500-plus out of an estimated 450,000 total signs, according to the industry. But production of electronic boards is expected to grow.

Police in other parts of the country are also beginning to use the billboards.

In September, Florida authorities arrested a drug suspect two weeks after his photo was displayed on a billboard in Daytona Beach. A tipster who saw the suspect's picture found him sitting in a McDonald's.

The billboards have also been useful in disasters. When an interstate bridge collapsed in August in Minneapolis, billboards displayed an emergency message within 15 minutes.

Ken Klein, vice president of the Outdoor Advertising Association of America Inc., in Washington, D.C., said billboard wanted posters became more common after a young woman was slain in 2002 in Leawood, Kan.

The victim's father, Roger Kemp, approached Lamar Advertising for help, and the company posted a composite sketch of the suspect on a conventional billboard. A tipster who saw the sketch led authorities to Benjamin Appleby, 31.

Appleby was convicted in 2006 and sentenced to life in prison for killing 19-year-old Ali Kemp.





GO DIGITAL.

Lamar in Waterloo, IA Contacted their local police about the availability for local emergency alerts. The chief of police received 24 hour contact information, which he in turn sent out to all Waterloo offices. Here's what happened:

- The Lamar emergency contact received a call at home at 3am on November 4th.
- The police watch commander told her that a man with dementia was missing, having been spotted at a local casino
- Police e-mailed her a photo of the missing man to run on a emergency alert.
- The Lamar contact edited and uploaded the emergency artwork with the man's information, getting it out on the streets quickly.
- Lamar posted it on a digital billboard thanks to our Lamar emergency representative in Waterloo.
- The missing man was safely found later that morning.

The potential uses for digital are limitless to better our communities. Lamar's Network Operating Center in Baton Rouge, LA is available 24 hours to make getting out emergency spot alerts efficient and dependable, regardless of time of day. Ask your Lamar emergency contact how our digital billboard media can be of service to the community in emergency situations.

