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Secretary  
U.S. Department of Homeland Security  
Washington, DC 20528



# Homeland Security

November 15, 2007

The Honorable Harold Rogers  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Representative Rogers:

Thank you for your October 16, 2007 letter regarding the use of digital billboards for emergency-alerting purposes. Digital billboards have been effective in supplementing existing emergency-information systems and, as you recognize, have the potential to further improve our ability to inform citizens in times of disaster.

More specifically, the value of the digital billboard alert can be enhanced by the application of advanced technology by the Federal Emergency Management Agency (FEMA) to warn individuals and communities of potential danger. FEMA is leading the Department of Homeland Security's effort to implement Executive Order 13407, *Public Alert and Warning System*, which establishes the policy for an effective, reliable, integrated, flexible, and comprehensive system to alert and warn the American people in situations of war, terrorist attack, natural disaster, or other hazards to public safety and well being. FEMA has a longstanding history of leadership in the direction of the Emergency Alert System.

I have directed FEMA to follow up with our systems integrator, Sandia National Laboratories, to explore other ways digital billboards might be employed as an effective enhancement to our Nation's disaster response efforts. I expect that this effort will include discussions with the digital billboard industry, at an appropriate time.

I appreciate your interest in this key communications initiative, and look forward to working with you on future homeland security issues. If we may be of further assistance, please contact Donald H. Kent, Assistant Secretary for Legislative Affairs, at (202) 447-5890.

Sincerely,

Michael Chertoff



# **FBI PRESS RELEASE**

## **Seattle Field Office**

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FBI ♦ 1110 3rd Avenue, Seattle, WA 98101 ♦

**For Immediate Release**  
June 1, 2009

Contact Robbie Burroughs  
206 262-2509

### **NEW DIGITAL BILLBOARDS TO ASSIST SEATTLE FBI**

The Seattle FBI will soon have a new tool to help solve cases, catch fugitives, find missing children, provide security notifications, and advertise jobs. Clear Channel Outdoor (CCO) will launch its newest digital billboards in the Kent area on June 1<sup>st</sup> and will provide billboard space to the FBI as a public service. This partnership in Washington State is part of an expanding national initiative that was established in Philadelphia in December 2007 when a CCO executive, who was attending the FBI Citizen's Academy, offered to provide free billboard space to the Philadelphia FBI. That collaboration was soon taken to a national level and in the first few months of operation, a number of fugitives from multiple cities across the country were apprehended as a direct result of tips received from the billboards. Following that early success, other digital billboard companies joined the effort and today the FBI has access to more than 1000 billboards in 40 states, all at no cost to the American taxpayer.

Law Enforcement has long been aware of the value of enlisting the help of the news media and the public in identifying bank robbers, locating fugitives, and solving missing person cases. Digital billboards, which are located in high traffic areas, are uniquely effective in this effort because the information displayed can be changed at a moments notice providing the FBI with an opportunity to rapidly communicate with the traveling public.

The first local FBI case to be featured on the Clear Channel Outdoor digital billboards will be the unsolved homicide of Assistant United States Attorney Thomas Wales who was killed on October 11, 2001. A reward of up to \$1 Million has been offered for information leading to the identification of the person(s) responsible. Go to [www.wales.fbi.gov](http://www.wales.fbi.gov) for more information about the case. Anyone with information is asked to call the FBI at 206 622-0460.



**CENTER FOR CAREER ALTERNATIVES**

13111 SE 274TH ST • KENT, WASHINGTON 98030

(253) 639-1162 • FAX (253) 630-0135 • TTY (206) 322-6044 • E-MAIL: [KentCCA@CCAWA.org](mailto:KentCCA@CCAWA.org)

October 30, 2009

Clear Channel Outdoor  
Attn. Elaine Kitamura  
Director of Public Affairs  
3601 6<sup>th</sup> Avenue S.  
Seattle, WA 98134

Hi Elaine,

I would like to take this opportunity to thank you and Clear Channel for the digital advertisement for Center for Career Alternatives (CCA) in Kent. Our participants, both youth and adults, commented on how great it looks. Staff and I drove past both boards several times. We had an influx of calls asking for information about our services. In addition, many made appointments to come in to meet with our case manager. While working with staff, they were able to see that our youth programs would be advantageous to their children also. As a result, we were able to enroll more youth too.

Once again thank you and Clear Channel for this wonderful opportunity.

Sincerely,

Claire Cortez  
Site Director  
Center for Career Alternatives  
Birch Creek Office  
13111 SE 274<sup>th</sup> St.  
Kent, WA 98030  
(253) 630-1162  
Fax (253) 630-0135  
[ccortez@ccawa.org](mailto:ccortez@ccawa.org)



Thursday, January 07, 2010

Governor Chris Gregoire  
Office of the Governor  
P.O. Box 40002  
Olympia, WA 98504-0002

**RE: Digital Messaging for Law Enforcement**

Honorable Chris Gregoire:

I just wanted to take a couple minutes of your valuable time to thank you for your continued support of Crime Stoppers. I also would like you to be aware of a very unique partnership we have with Clear Channel Outdoor and in particular Elaine Kitamura, the Director of Public Affairs for Clear Channel.

Clear Channel Outdoor approached us about a new technology using "Digital Imagery" for our Crime Stopper program here in the Puget Sound area, which covers King, Snohomish, Kitsap and Island counties.

We used their new digital network to get information to the public about the shooting death of Seattle Police Officer Timothy Brenton in hopes of receiving some new information to help solve that horrific homicide. In just one week we received over 700 tips on this investigation. Some of this valuable information came from the public who viewed the digital messaging that we ran on just 4 digital boards in the Kent network. One could only imagine what tips we might have generated if we had digital boards throughout all 4 counties that we cover.

The bottom line is this...I would really appreciate your support of future digital boards to help get the word out on fugitives, "Amber Alerts", and other pertinent public safety points. Clear Channel Outdoor has been a tremendous help to our program and we really hope you'll get behind them to increase digital advertising in the State of Washington.

Sincerely,

Myrle L. Carner  
Director of Law Enforcement Services  
Crime Stoppers of Puget Sound



U.S. Department of Justice

Federal Bureau of Investigation

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1110 Third Avenue  
Seattle, Washington 98101

January 25, 2010

Olivia Voigts Lippens  
President/ GM  
Clear Channel Outdoor Seattle  
3601 6th Avenue South  
Seattle, Washington 98134

Dear Ms. Voigts Lippens:


The Seattle FBI would like to thank Clear Channel Outdoor (CCO) for our recent collaboration in publicizing two significant FBI investigations as part of the national digital billboard initiative with CCO. The first local case featured was the disappearance of a child from McCleary, Washington, and the second case was the unsolved homicide of Assistant United States Attorney Thomas Wales, who was killed on October 11, 2001. The FBI views the use of digital billboards as a valuable investigative tool to help publicize unsolved cases and provide security notifications.

We appreciate CCO's interest in helping us highlight cases such as these to engage the assistance of the public in locating missing persons and solving crimes. This community outreach initiative helps us do a better job of protecting communities by encouraging people to report suspicious activities and crime.

Once again, we appreciate all your support and look forward to working with you again in the future.

Sincerely,

Laura M. Laughlin  
Special Agent-in-Charge

By:   
Ronald Twersky  
Assistant Special Agent-in-Charge



**POLICE ADMINISTRATION**

Steve Strachan  
Chief of Police  
220 4<sup>th</sup> Avenue South  
Kent, WA 98032-5895  
Fax: 253-856-6802

**PHONE: 253-856-5800**

January 29, 2010

Governor Chris Gregoire  
Office of the Governor  
PO Box 40002  
Olympia, WA 98504-0002

To Governor Gregoire:

The City of Kent Police Department would like to thank Clear Channel Outdoor for the partnership and use of digital bulletins. The Kent Police Department always looks for new and creative ways to educate and inform the public. Since digital bulletins are updated in real time and provide images and information it allowed us to get our messages to the community in ways no other media can. It also allows us to change our messages as the crime trends change or as emergency issues arise.

The Kent Police Department is able to reach a larger population with the digital bulletins because it not only reaches those that live within the City, but also those that work and play here as well. When the alert went out regarding the search for vehicle and suspect in Seattle Police Officer Brenton's shooting, Kent Police was able to partner with Clear Channel Outdoor to get the suspect and vehicle description on the digital bulletins, with little time delay. In addition, the Kent Police Department Community Education Unit utilizes the billboards to educate the public on protecting their homes, vehicles and other crime prevention messages.

The Kent Police Department is fortunate to have the opportunity to take advantage of the outdoor digital bulletins, allowing us a powerful and persuasive tool for public awareness and community crime prevention.

Sincerely,

Chief Steve Strachan  
Chief of Police  
Kent Police Department



## Communities In Schools

Washington

Elaine Kitamura  
Director of Community Affairs  
Clear Channel Outdoor  
3601 Sixth Avenue South  
Seattle, WA 98134

July 28, 2010

Dear Elaine,

I want to thank you for Clear Channel's continued support of Communities In Schools. Your in-kind donation for 2009-2010 valued at \$42,000 means a great deal to our network of 12 Washington affiliates.

Over the past few years your donated outdoor placements have driven a broader awareness of the needs of students in need and the schools that educate them, and have resulted in increased interest in the work of Communities In Schools. Website traffic, volunteer interest and donations are all on the upswing due in no small part to our partnership.

In particular I want to thank you for including us in your digital program. The digital boards in Kent have provided a great boost to our efforts there with the promotion of career fairs and other timely events. Because digital boards offer the flexibility to promote specific messages in a timely manner we see them as particularly suited to groups like Communities In Schools who have various calls to action – whether it be a call to volunteer, donate, attend an event or advocate, digital boards carry the message without the cost of printing. They create new opportunities to tell our story, while saving costs.

Our region is fortunate to have Clear Channel as the primary outdoor media provider. Your strong commitment to giving back to the community is a gift not just to nonprofit groups like Communities In Schools but to the community as a whole. Thank you for your partnership.

Sincerely,

Dennis Montgomery  
Director of Communications  
Communities In Schools of Washington

1010 South 336th Street  
Suite 205  
Federal Way, WA 98003

253.248.1991  
www.cisw.org



**American Red Cross**

Serving King & Kitsap Counties

<b>Seattle Office</b>	<b>Bremerton Office</b>
1900 25th Avenue South	811 Pacific Avenue
PO Box 3097	PO Box 499
Seattle, WA 98114	Bremerton, WA 98337
Tel: 206.323.2345	Tel: 360.377.3761
Fax: 206.325.8211	Fax: 360.792.0498

TTY: 206.720.5392  
seattleredcross.org

January 28, 2011

Chairman Jeremy C. Doty  
Tacoma Planning Commission  
City of Tacoma  
747 Market Street  
Tacoma, WA 98402

Dear Chairman Doty:

The ClearChannel Outdoor digital advertising program has greatly benefited the American Red Cross. Over the past year and a half, ClearChannel has generously provided pro bono space on its digital billboards throughout the Seattle area enabling us to recruit volunteers, prepare the community for disasters and raise critical funds for disaster relief.

Locally, the Red Cross responds to a disaster nearly every other day, and when disaster strikes, time is of the essence. Through ClearChannel's digital program, we are able to provide critical messages to the public within minutes. Because everything is handled electronically, there are no set-up or production costs.

For example, in winter 2009-10, residents and businesses below the Howard Hanson Dam in the Green River Valley were at a higher risk for flooding. Government reports estimated that nearly 30,000 people could be impacted. We immediately reached out to ClearChannel for help, and within a very short period of time, we were able to provide flood preparedness messaging via the digital billboards – all free of charge.

The American Red Cross greatly appreciates ClearChannel's support and its commitment to our local community. Time and again, ClearChannel has proven itself to be a dedicated, community partner.

Sincerely,

Stephanie Schoo  
Director, Marketing & Communications



**Board Chair** Deborah G. Haug **Vice Chair** Jon-De M.C. Johnson **Secretary** Ann L. Sabal **Treasurer** Scott M. Edwards  
**Chief Executive Officer** Randy Hutson

*The mission of the American Red Cross is to provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.*



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FOR IMMEDIATE RELEASE

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February 11, 2011

Attorney General Rob McKenna will join Crime Stoppers of Puget Sound, Pierce County Crime Stoppers, local law enforcement and others at a news conference Monday morning to unveil a new effort to fight crimes against seniors.



**When:**

10:30 am, Monday February 14, 2011

**Where:**

Burger King parking lot, 2909 South 38th St., Tacoma (just west of Pine St.)

**Who:**

- Crime Stoppers of Puget Sound
- Pierce County Crime Stoppers Program
- Area Law Enforcement Agencies
- Seattle University Executive Leadership MBA Program
- Clear Channel Advertising
- Prosecutors
- Attorney General Rob McKenna

**What:**

The group will unveil the first of many billboards launching the Crimes Against Seniors program.

Crime Stoppers solicits anonymous tips through a secure tip line and website for information relating to possible abuse/theft/neglect against the elderly. If the tip is criminal in nature, it will be forwarded to law enforcement. If the tip is not criminal, the tip is sent to the appropriate social/advocacy agency for assistance.

"Crime Stoppers working with law enforcement, citizens and the media will be a valuable tool to combat Crime Against Seniors" - Ed Hauge, President of Pierce County Crime Stoppers.

"Crime Stoppers of Puget Sound is proud to be joining forces with Pierce County Crime Stoppers to form an alliance against those who would cause harm to our senior citizens and to strengthen our ability to help

communities protect those who are often most vulnerable." - Cynthia Tobias, President of Crime Stoppers of Puget Sound.

"We are proud to support the meaningful work of Crime Stoppers in important campaigns like elder abuse and will continue to champion Crime Stoppers' important efforts to improve public safety in our communities" - Olivia Lippens, President of Clear Channel Seattle.

"The abuse of vulnerable adults continues to be a serious and growing problem in this state and across the country," McKenna said. "The state's adult protection services received nearly 15,000 reported concerns about suspected abuse, financial exploitation and abandonment of vulnerable adults. I'm proud to support Crime Stoppers in its efforts to fight this problem."

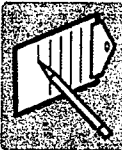
For more information on Crime Stoppers: [www.crimestoppersnow.com](http://www.crimestoppersnow.com)

**Contacts:**

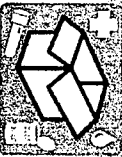
- Detective Ed Troyer, 253-377-9055, [etroyer@co.pierce.wa.us](mailto:etroyer@co.pierce.wa.us)
- Janelle Guthrie, 360-586-0725, [janelleg@atg.wa.gov](mailto:janelleg@atg.wa.gov)

# Examples of Emergency Messaging Capabilities

DISASTERS HAPPEN - ARE YOU READY?



Make a Plan



Build a Kit



Get Involved

[www.3Days5Ways.org](http://www.3Days5Ways.org)

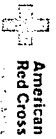
**1** GET A KIT

**2** MAKE A PLAN

**3** BE INFORMED

**Be Red Cross Ready**  
FLOOD SEASON IS COMING

[SeattleRedCross.org](http://SeattleRedCross.org)



GET READY FOR FLOODING...

KNOW YOUR EVACUATION ROUTE

[www.kingcounty.gov/floodplans](http://www.kingcounty.gov/floodplans)



Drive Carefully



Think of the Impact  
You Could Make



# Who Killed Me? \$60,000 REWARD

**ClearChannel** **Beats** **Stoppers** **253.591.5959** **Adre'anna Jackson**  
REMAIN ANONYMOUS A reward of up to \$60,000 is offered through Clear Channel and the FBI for information leading to identification, arrest, and conviction.



**LOOKING FOR LINDSEY BAUM**  
JIM MCGLEARY, WA  
011 5/25, 3-12 PM  
**CALL 866-915-8299**

**THANK YOU!**  
The Lakewood Police Department would like to thank everyone for their support during our difficult times.



# Solve the murder of SPD Officer Timothy Brenton



**Homicide Tipline: 206-233-5000**

**Anonymous & Confidential Tips: 1-800-222-TIPS  
or Text TIP486 + Message to 274637 (CRIMES)**



## CRIME STOPPERS™

Of Puget Sound

**CALL 24 HRS 1-800-222-TIPS**

**Cash Rewards up to \$1,000.00**

*All Calls Anonymous and Confidential*



### A Job Like No Other

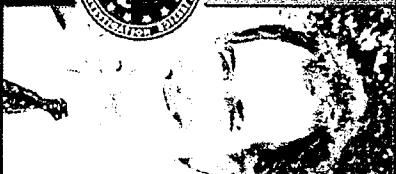
[SeattlePoliceJobs.com](http://SeattlePoliceJobs.com)

Equal Opportunity Employer



**\$1 Million**  
**FBI \*REWARD**

**Murdered Federal Prosecutor**  
**Thomas C. Wales**  
**206-622-0460**



**FBI TOP TEN FUGITIVE**

**Joe Luis Saenz**

**Hispanic Male: 6'0" - 180 lbs**

**Wanted for Murder, Kidnapping, Rape**  
**Call 1-888-GANT HIDE Reward up to \$100,000**

