



DIGITAL OUTDOOR NETWORK EMERGENCY SERVICES

AMBER ALERTS

In 10 years, the AMBER Alert Plan has helped bring about the safe return of more than 300 abducted children nationwide.

In a joint partnership between the Wisconsin Clearinghouse for Missing & Exploited Children and Clear Channel Outdoor, AMBER Alert Announcements will be broadcast on all 7 digital billboards across the Milwaukee metropolitan area.

Each AMBER Alert announcement will override existing commercial schedules for the first full hour after issuance. After the first hour, each AMBER Alert will be put into the concurrent commercial rotation until the announcement has been expired by state & local authorities.



BREAKING NEWS

Clear Channel Outdoor is committed to the overall public safety of the Milwaukee community. As such, major breaking news involving public safety or emergency situations will be broadcast on the all units of the Digital Outdoor Network upon eventful happenstance.

Breaking news alerts will be inserted into the rotation on all 7 digital billboards for the first full hour after issuance. Continued broadcasts will be at Clear Channel Outdoor's discretion.



DRIVER SAFETY

As an invested member of the Milwaukee community, Clear Channel Outdoor is committed to keeping Wisconsin commuters safe. Issues that may affect driver safety such as severe weather may be broadcast on the Digital Outdoor Network.

Clear Channel Outdoor has also agreed to a partnership with the Milwaukee County Sheriff's Department to promote awareness of the law to "Slow Down or Move Over" for police officers on the side of the road.

These unique digital messages will be entered into the existing commercial rotation on all 7 digital billboards at the discretion of Clear Channel Outdoor.





DIGITAL OUTDOOR NETWORK EMERGENCY SAMPLES

