



MINNEAPOLIS 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.

As of January 31st, 2007, in a joint partnership with the Minnesota Department of Public Safety and Clear Channel Outdoor, AMBER Alert Announcements will be broadcast on all 8 digital billboards across the Twin Cities 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 Twin Cities community. As such, major breaking news involving public safety or emergency situations will be broadcast on all 8 digital billboards upon eventful happenstance.

Breaking news alerts will override existing commercial schedules on all 8 digital billboards for the first full hour after issuance. Continued broadcasts will be at Clear Channel Outdoor's discretion.



■ SEVERE WEATHER

Minnesota weather, especially in the winter months, is an unpredictable force to be reckoned with. As an invested member of the Twin Cities community, Clear Channel Outdoor is committed to keeping Minnesota commuters safe during times of extreme severe weather.

As of January 2007, Clear Channel Outdoor has agreed to an exclusive partnership with the Minnesota Department of Transportation (MNDOT) to promote driver safety during acknowledged snow emergencies.

These unique digital messages will be entered into the existing commercial rotation on all 8 digital billboards at the discretion of Clear Channel Outdoor.



All Emergency and Community Service Announcements broadcast on the Digital Outdoor Network are at the discretion of Clear Channel Outdoor.

visit our website: msp.ccodigital.com