



TESTIMONIAL

Sheriff Office Has The Right To Remain With Outdoor

"Outdoor Gives Support To Sheriff's Campaign!"

THE PROBLEM:

In 1995, the Anne Arundel County Sheriff's Office established a Domestic Relations Unit in order to meet two objectives. First, the unit oversees court summonses for those individuals involved in child support cases. Second, the unit pursues and detains individuals that neglect to appear in court after being summoned. In order to help facilitate the apprehension of child support violators, the unit established a tip line for the public to report absent parents. By 2002, many residents of Anne Arundel County were still unaware of the Tip Line.

THE PLAN:

The A.A. Co Sheriff's Office approached Clear Channel Outdoor because of Outdoor's low cost per thousand and targeted coverage. Using Outdoor, in conjunction with print media, enabled the Sheriff's Office to fully saturate Anne Arundel County. The four-week program began in April 2002 and consisted of (5) Transit Shelters in Annapolis and (4) Premiere Panels throughout A.A. County.

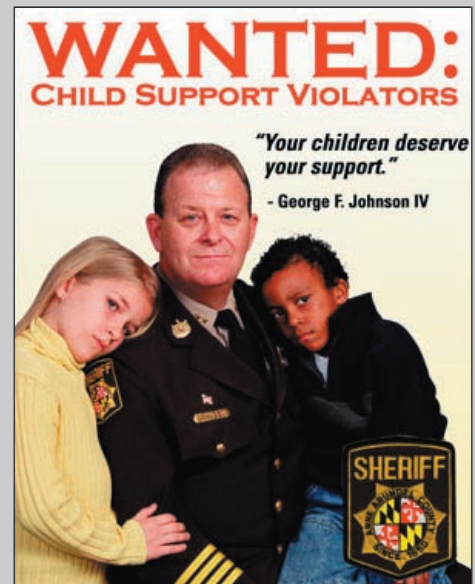
THE RESULTS:

The Sheriff's Office was thrilled with the public's response to the Outdoor campaign. Outdoor delivered exactly what the sheriff's department requested - (1) Outdoor created social awareness within A.A. County of the Domestic Relations Unit and the Tip Line and (2) Outdoor facilitated calls to the Tip Line.

CUSTOMER SAID:

"We received excellent response from the public during our Outdoor campaign. We were able to locate some parents who had neglected their child support applications from the calls we received from the Tip Line. We will continue to use Outdoor and will recommend Outdoor to other sheriff offices."

*Wm. Smith
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Anne Arundel County Sheriff's Office
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Visit our web site: clearchanneloutdoor.com

"The Choice is Clear!"

