

Billboards across Rez contain wealth of information



The final touches were completed on eight new billboards located throughout White Earth Reservation. “This project has been in the works for awhile, we were unable to locate any open billboard locations on the reservation,” said Dave McArthur, White Earth Meth Prevention. “We wanted to get the message about the meth program and police department out to the communities here on White Earth so we initiated a plan to do just that.” McArthur was granted permission from the land department, biology, community councils, and the tribal council to place the billboards on tribal land within the communities. He contacted the roads department who found the highest traffic locations for the best possible viewing. “The roads department constructed the billboards (two sided), and leased them to us indefinitely for our department to use,” said McArthur. The lease of these billboards was paid for through a meth grant the police department was awarded through the Department of Justice.

The Grant Advisory Council for the White Earth DOVE program received funds for a media campaign about domestic abuse. “We partnered with DOVE on one side of the billboard to get their message out to the communities. This side is shared with the meth campaign. The other side of the billboards have a message about the police department with contact information along with Crime Stoppers,” said McArthur. Crime Stoppers is an organization you can call or text message and they keep your information anonymous and will report the information to the police department. They also offer an award for the arrest and conviction stemming from the tip.

Rod and Jill Felt from Lake Signs and Graphics designed the billboards. “They matched the designed used on our meth awareness DVD’s to the design of the billboards. They also designed the police department, and Crime Stoppers side of the billboards,” said McArthur.

