January 7, 2021

Dear members, colleagues, and friends,

The Association of National Advertisers announced recently that the 2020 marketing word of the year is “pivot,” followed by “resiliency” and “agility.”

To say that 2020 was the “year of the pivot” is an understatement. Our businesses have been severely impacted. We’ve lost colleagues, clients, friends, even family members. And yet, because the extraordinary people in the OOH industry are agile and entrepreneurial, we’ve been able to pivot, both at work and at home, to find a path forward. Through the worst of it, we have managed, we have survived, and we have risen to the occasion.

From the very first days of the pandemic in March to the approval of two promising vaccines in December, I’ve witnessed first-hand the resilience of OAAA members. When faced with adversity, our industry responded and delivered. OAAA members put the unmatched reach of their assets, the strength of their public-private partnerships, and their ubiquitous presence to work for the public good, and in so doing, the OOH industry became part of the solution. By stepping up, OOH has become an even more valued and essential medium. It has been truly inspiring to see.

Your trade association was forced to pivot as well. Coming off of a record year in 2019, OAAA was poised to build on the momentum with aggressive marketing, membership, and business development plans. But 2020 turned out to be a different kind of year, so we looked at how OAAA could be most helpful to our members and reprioritized our initiatives and spending. We decided the best way to support our industry was to double down on our core mission – protecting OAAA members and advancing OOH in the marketplace. Everything else came second.

Out of home media delivered essential public health messages for government (paid and unpaid). When the pandemic hit, OAAA immediately partnered with the Centers for Disease Control and Prevention (CDC) to communicate with the public in English and Spanish. OAAA educated the Administration and Congress about the capabilities of out of home media; the federal health agency (Health and Human Services) relied on OOH displays in a multi-million-dollar campaign launched in August. We also pushed Congress to expand and improve stimulus help for small business, and we helped guide member companies seeking forgivable loans. On behalf of the industry, OAAA supported legal challenges to targeted billboard taxes in Baltimore and Cincinnati. Throughout 2020, OAAA had our members’ backs.
Our focus on advancing OOH in the marketplace also yielded results. The pandemic forced us to take the initiative, think outside of the box, and find new ways to reach people. Early in March, we decided to immediately shift all of our live events, conferences, award shows, and educational programs to virtual forums. This allowed us to broaden our access and engage thousands more members and media professionals with virtual events than we ever could have reached with live events. We also hired a new Public Relations firm to increase our presence in the press and drive quantifiable increases in awareness of OOH. Ironically, OAAA stayed more connected and more in-touch in 2020 than ever before.

The pandemic has taught me a number of important lessons this year:
• OOH’s grit and can-do spirit is an important part of our industry DNA. We have a history of successfully responding to adversity.
• OOH is an even more ‘essential’ medium than anyone previously thought.
• OOH is a uniquely creative platform and has responded to unique public health challenges with even more unique advertising solutions.
• OOH’s role as a good corporate citizen and a partner in the public space will pay big dividends for years to come.

2020 will be remembered for a lot of things. I’d like to remember it as the year our industry was severely tested, pivoted to confront the challenge, and emerged stronger and more resilient than ever. As our industry always has. And always will.

Thank you for your friendship and support during this trying year. We have learned so much that will set us up well for next year and beyond. Good riddance 2020, and welcome 2021!

Sincerely,

Anna Bager
OAAA Board of Directors

Executive Committee
Sean Reilly – Chair
Lamar Advertising Company
Anna Bager – President & CEO
OAAA
Ari Buchalter - Treasurer
Intersection
Jean-Luc Decaux – Vice-Chair, Marketing
JCDecaux North America
Kevin Gleason – Vice-Chair, Ways & Means
Adams Outdoor Advertising
Jeremy Male - Secretary
OUTFRONT Media
Jim McLaughlin - Membership
JAM Enterprises
Vince Miller – Vice-Chair, Standards, Safety & Technology
DDI Media
Bill Reagan – Ex-Officio Chair
Reagan Outdoor Advertising
Steve Richards, Vice-Chair, Legislative
Mile High Outdoor Advertising
Pacific Outdoor Advertising
Scott Wells – Vice-Chair, Communications
Clear Channel Outdoor

Members At Large
Debra Abdalian-Thompson
Cleveland Outdoor Advertising
John Barrett
Barrett Outdoor Communications
Marc Borzykowski
Vector Media
Paul Cook
Wolverine Sign Works
Andrew Cousin
Circle Graphics
Dawn Del Mastro
City Outdoor
David Feldman
Park Outdoor Advertising
Jeff Gunderman
EYE Corp Media
Drew Katz
Interstate Outdoor Advertising
Scott LaFoy
Link Media Outdoor
Regis Maher
do it outdoors
Sean McCaffrey
GSTV
Jim Moravec
Stott Outdoor Advertising
Ray Moyers
InSite Street Media
Mike Norton
Norton Outdoor Advertising
Pat O'Donnell
YESCO Outdoor Media
Kelly Peppers
Colossal Media
Richard Peterson
Porter Advertising
Pudge Roberts
Costal Outdoor Advertising
Mike Zukin
Meadow Outdoor Advertising
When the Coronavirus pandemic hit full force in March, New York State formally announced in writing something we all know instinctively – that out of home advertising is essential. In government parlance, New York said OOH “is an essential business and/or supports an essential business.”

Essential, indeed.

As America squared off against the deadly virus, OOH was part of the solution:
- Millions of Americans saw public-health messages on OOH displays
- A paid government campaign, launched in August 2020, relied heavily on OOH
- The OOH industry is poised to assist important communication about mass vaccination

OAAA advocated on behalf of the medium — to Congress and the Administration — to educate decision-makers about the effectiveness of out of home media. The federal health agency (Department of Health and Human Services) included out of home media in a multi-media campaign, launched in August, to encourage plasma donations ($2.5 million allocated for out of home out of $8 million total).

In response to the pandemic, OAAA immediately partnered with the Centers for Disease Control and Prevention (CDC) to deliver multi-lingual public-health messages. Congressman Rodney Davis (R-IL) and the US Department of Transportation assisted OAAA in forging this quick partnership.

An additional way OAAA Legislative Affairs supported members in 2020 was to host webinars that educated members on the best way to apply for Coronavirus relief programs and stimulus funds to help struggling businesses. The OAAA enlisted top experts to guide our members on applying for and receiving these funds. Paul Cook of Wolverine Sign Works wanted a clear understanding of how stimulus loans would be forgiven. He said, “the explanation that OAAA gave in its webinar was the best I’ve heard. Now I understand it.”
**Legislative Report continued**

During this extraordinary time, OAAA members’ strong support for vital public health efforts earned praise from federal, state, and local officials.

**Legal Affairs – Taxes**

OAAA filed briefs on behalf of the US OOH industry in two pending tax lawsuits with broad implications.

Baltimore (in 2013) and Cincinnati (in 2018) enacted targeted taxes on billboards. Both local taxes were challenged in court by OAAA-member companies; these cases have reached the highest courts in Maryland and Ohio. Oral arguments were heard in the Maryland case on November 6, 2020.

At the local level, OAAA was part of an effective coalition that defeated an advertising tax in the District of Columbia in July.

**Legal Affairs – Constitutional Challenge**

A new legal standard was established in the US Sixth Circuit Court of Appeals (Kentucky, Michigan, Ohio, and Tennessee) due to challenges to billboard-control laws in Kentucky and Tennessee. The US Supreme Court, in July, declined to accept an appeal from Tennessee (*Thomas v. Bright*).

In the Sixth Circuit, plaintiffs had successfully argued that the long-held regulatory distinction between on-premise and off-premise signs is an unconstitutional violation of free speech, based on sign content.

OAAA worked closely with the industry in Tennessee to revise the state’s billboard law in response to this new legal standard. Governor Bill Lee (R-TN) signed the legislation to update Tennessee’s billboard controls in June.

Prior to 2020, Oregon and Texas revised their billboard laws to comply with similar legal challenges based on regulation of on-premise and off-premise signs. Multiple states — in the Sixth Circuit and beyond — are exploring legislative changes to billboard laws.
Legislative Report continued

Bill Rush of Lamar Advertising Company said, “I appreciate the work Kerry put in to assist us in addressing the issue in Tennessee and meeting with our bill sponsors and the Tennessee Department of Transportation.”

OAAA’s Kerry Yoakum testifies to a legislative committee in Nashville.

Cannabis
OAAA helped protect and advance the growing, relatively new category of cannabis advertising. Forty percent of all cannabis advertising is spent on out of home advertising, according to Kantar media tracking.

Working with member companies, OAAA helped defeat proposed bans on cannabis ads on billboards in Oklahoma and Washington State. In July, OAAA shared “what worked” in these legislative victories, featuring industry advocates from the front lines.

Legalization continues to expand, along with demand for advertising, as voters in five states approved medical and/or recreational marijuana on November 3, 2020.

Political Advertising
Candidates and election-related causes from all sides of the political spectrum bought a record amount of out of home advertising in the 2020 election, up significantly from the mid-term elections in 2018 and the presidential election in 2016. Political ads showcased a broad range of out of home formats.

Congress
With industry support, House Transportation & Infrastructure Chairman Peter DeFazio (D-OR) was re-elected in a close race.

Senator Shelley Moore Capito (R-WV), also re-elected in 2020, is likely the new top Republican on the Senate’s Environment & Public Works Committee.

The industry’s political action committee supported congressional leaders and newcomers across the political spectrum.

Member Service
On average, OAAA responded to member requests for legislative and regulatory information once a day, often on deadline.

OAAA also published and shared timely information on a wide range of topics such as taxes, operations, the environment, stimulus legislation, political advertising, public-year messaging, billboard law, and cannabis.

A prime example of information sharing occurred in May, when OAAA enlisted top U.S. Department of Transportation researchers to participate in a webinar on mobility and travel. Other legislative affairs-related webinar topics included:

• Stimulus
• Essential business designation
• OOH legislative trends
• Cannabis advertising
• Political advertising and the election

Senator Shelly Moore Capito.

Hal Kilshaw of Lamar Advertising Company and Joe Biden.
Engaging members online

- Pivot to online webinars, podcasts and summits
- OOH research: Nielsen, Harris Poll, OnDevice, and LoopMe
- Virtual OBIE and OOH Media Awards
- SmartBrief OOH industry newsletter
- New Video OOH (VOOH) Committee

New CMO joins OAAA

Christina Radigan joined OAAA as the organization’s new CMO in October. Radigan is a senior marketer and out of home advertising veteran who was formerly Managing Director of Marketing and Communications at Outdoor Media Group (OMG). While at OMG, Christina led the agency’s strategy, market research, programmatic, and internal and external communications efforts. In addition to leading marketing and communications at OAAA, Christina will develop programs and initiatives that increase engagement and membership, while advancing industry standards and heightening buy-side interest in OOH advertising.

Education & Events

OAAA began 2020 with an aggressive calendar of marketing events and education. But, as the pandemic hit, we were forced to pivot and recreate these programs into a full lineup of virtual programs and webinars.

Our signature virtual program, launched at the beginning of March 2020, is the OAAA Lunch Break series which delivered high-value content to the OOH industry. Twenty-six webinars in 2020 featured presentations, panel discussions, and interviews with a wide range of industry voices, advertisers such as Walt Disney and Diageo, and media brands such as Ad Age and VaynerMedia. Three of our most popular webinars, with hundreds in attendance, featured conversations with chief marketing and chief revenue officers from the OOH industry.
OAAA’s growing social media audience

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>% Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>8,180</td>
<td>35%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6,120</td>
<td>4%</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,350</td>
<td>4%</td>
</tr>
<tr>
<td>Anna Bager’s Twitter</td>
<td>2,170</td>
<td>13%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,920</td>
<td>25%</td>
</tr>
<tr>
<td>YouTube</td>
<td>500</td>
<td>11%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>450</td>
<td>3%</td>
</tr>
</tbody>
</table>

November 2020

OAAA Snack Break is a separate virtual program for social channels, produced as quick video clips featuring interviews with OAAA members talking about the OOH business. The first Snack Break series focused on programmatic transactions. A second Snack Break series on creativity will debut in 2021. OAAA also introduced its OAAA Masterclass Series, “deep-dives” into important subjects taught by experts. OAAA hosted a sales Masterclass Series on sales leadership skills, understanding the ‘Over the Top’ (OTT) and ‘Connected TV’ (CTV) marketplace, and how Facebook and Google sell. More Masterclass series will be produced in 2021.

OAAA has also had success participating in events outside of the OOH community. For example, Anna Bager led a virtual panel conversation at the European DMEXCO with global CEO’s, including Jeremy Male of OUTFRONT Media, Jean-Francois Decaux of JCDecaux, and William Eccleshare of Clear Channel Outdoor.

OAAA participated in an ongoing ANA webinar series and co-hosted the first annual Adweek Elevate: OOH Summit, which included the OOH Impact Awards. OAAA also participated in two Brand Safety Summits which featured Sean Reilly, CEO of Lamar Advertising Company and Scott Wells, North American CEO of Clear Channel Outdoor.

OAAA hosted an Advertising Week virtual panel discussion on video OOH with Sean McCaffrey, GSTV; Michael Rosen, Intersection, and Doug Rozen, 360i.

DMEXCO OOH CEO panel with William Eccleshare of Clear Channel Outdoor, Jean-Francois Decaux of JCDecaux, and Jeremy Male of OUTFRONT Media.
Marketing Report continued

Market Research

OAAA commissioned and produced a number of significant and timely research studies in 2020:

• OAAA worked with Nielsen to develop a top-30 markets report that measured travelers’ exposure to DOOH advertising. The study examined actions that consumers take after viewing DOOH advertising. A complementary Nielsen study measured the impact of transit DOOH formats in the top six transit markets.

• OAAA partnered with Harris Poll to conduct a consumer trends analysis that confirmed consumers’ renewed appreciation for the outdoors, with 69% of adults saying their positive awareness of their surroundings had increased as COVID-19 restrictions lifted, and 45% reporting they noticed OOH advertising more than pre-pandemic.

• OAAA engaged OnDevice to produce a COVID-19 impact study on consumer behavior, and a second study on summer travel plans. Sixty-nine percent of all vacationers surveyed said they planned to spend the same or more than last year on their vacation.

• OAAA commissioned three LoopMe research studies on consumer attitudes toward political advertising, back-to-school consumer shopping intent, and Black Friday/Cyber Monday shopping intent.

Other Important Marketing Initiatives

OAAA advanced several important initiatives to address common standards within several business disciplines:

• OAAA launched a joint working group with the 4A’s to address common contract terms and conditions. The group developed guidelines for OpenDirect and OpenRTB programmatic transactions.

• OAAA and Geopath launched a joint diversity and inclusion working group. The focus of the group was to explore how the OOH industry should embrace equality and why these actions will support overall business aims within our industry. A formal diversity and inclusion committee will launch in early 2021.

• OAAA and Geopath hosted an Independent Operators Summit in the summer.

• OAAA hosted two Transit Operators Town Halls and the annual Innovations Summer Camp, which was changed to a two-day virtual event.

• A new Video OOH Committee was formed in 2020 to address the opportunity across all OOH channels and platforms.
Industry Awards and Recognition

OBIE AWARDS
The 78th Annual OBIE Awards were presented to 59 winners during a virtual award show in May 2020.

The Platinum OBIE Award, the highest honor of the year, was presented to Hearts & Science and Experiential Supply Co. for the Warner Bros. It – Chapter 2 theatrical film release OOH campaign. To announce the film’s opening, the It – Chapter 2 campaign was anchored by an elaborate, full-scale carnival in Hollywood that allowed guests to experience the fictitious Derry Canal Days Festival and Funhouse as depicted in the film. This campaign also won a Gold OBIE Award in the Experiential Category.

Gold OBIE Award winners were:
- DASH TWO for Klarna
- New York Road Runners/Colossal Media for New York Road Runners
- The Johnson Group for West Tennessee Healthcare
- R/GA for Amazon Prime Jack Ryan
- Copywriting: Viceland, VICE LIVE
- Digital Design: Hearts & Science for HBO’s Watchmen
- Illustration: Black Forest Distillers/Mindshare/Kinetic/Colossal Media for Monkey 47
- Photography: Viceland, VICE LIVE
Marketing Report continued

The AT&T brand was honored with the 2020 OBIE Hall of Fame Award. Established in 1992, the OBIE Hall of Fame Award was created to recognize brands that have built an enduring legacy through the consistent use of the out of home advertising medium over many years.

2020 OBIE Award judges were:
- Joe Maglio, Chief Executive Officer at McKinney (Chief)
- Jeff Honea, Creative Director, National Geographic
- Seth Jacobs, Executive Creative Director, Anomaly
- Rodrigo Jatene, Chief Creative Officer, Grey West
- Julia Morra, Creative Director, Cossette
- Kelly Peppers, CEO, Colossal Media
- Julie Ruiz, Creative + Design Director, VICE.
OOH MEDIA PLAN AWARDS
The 21st OOH Media Plan Awards were presented at OOH:NOW State of the Industry, a half-day event produced by the New York AD Club. This year’s award for OOH Media Plan of the Year went to Kinetic Worldwide for its Facebook campaign that encouraged viewers to thank frontline workers who are keeping communities safe during the ongoing COVID-19 pandemic.

Other 2020 award winning media plans included:
• Gold Award Winners: Brex In-House, MDB Communications for DC Lottery, OUTFRONT Media for Hope Not Handcuffs, OUTFRONT Media for Poppin.
• Silver Award Winners: DMI Inc. for Georgetown University, Grand Visual, Plexus, & Talon Outdoor in collaboration with The World Out of Home Organization for #SendingLove, Outdoor Media Group for McDonald’s, Posterscope for Comedy Central, TriNet In-House
Marketing Report continued

The Media Plan Awards jury included:
• Stacy Enderle, Group Director, Media Planning, Essence Global
• Sofia Escamilla, Vice President of Media, Accent (Jury Chief)
• Billy Long, Executive Vice President, OOH Practice, Publicis Media (PMX)
• Kurt Schweitzer, Group Planning Director, Mindstream Media Group
• Matt Torre, Vice President, Media Brokers Inc (MBI)

The Local Case Study Contest winners, typically announced at the OOH Media Conference + Expo, were announced virtually. The 2020 winners were:
• Grand Prize: Janovic Paint - Lindsey Plakoris, JCDecaux
• Five Finalist Winners:
  – Molly’s Spirits – Lori Johnson, Lamar Advertising Company
  – International Spy Museum – Jack Costello, OUTFRONT Media
  – Dan Laughlin for State Senate – Lauren Colletta, Lamar Advertising Company
  – US Postal Service – Bryant Hughes, do it outdoors
  – Kruter Motors – Elizabeth Rave, OUTFRONT Media
Navigating uncharted waters

- 45 new members
- Highly engaged audience (2020):
  - OOH Media Locator: 3,200 unique visitors
  - OOH Mockup Generator: 4,700 unique visitors
  - OAAA Thought Leadership blog: 23,900+ views
  - OAAA Special Reports blog: 21,900+ views

2020 provided numerous challenges and hurdles, as the entire OAAA membership navigated uncharted waters. Despite financial shortfalls, OAAA members supported their trade association, with 88% renewing memberships in 2020.

### 2020 OAAA Members

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>431</td>
</tr>
<tr>
<td>Street Furniture, Transit, and Place-Based</td>
<td>110</td>
</tr>
<tr>
<td>Supplier/Tech</td>
<td>73</td>
</tr>
<tr>
<td>Attorney</td>
<td>24</td>
</tr>
<tr>
<td>Financial</td>
<td>13</td>
</tr>
<tr>
<td>Advertiser</td>
<td>77</td>
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<tr>
<td>Affiliate</td>
<td>2</td>
</tr>
<tr>
<td>International</td>
<td>53</td>
</tr>
<tr>
<td><strong>Total Members</strong></td>
<td><strong>807</strong></td>
</tr>
</tbody>
</table>

In 2020, OAAA put an increased emphasis on membership recruitment and retention, seeking new members, reaching out to former members, and working with existing members on renewals. OAAA welcomed 45 new members, including Amazon, Anheuser Busch, Facebook, State Farm, and Verizon Media.
Members Report continued

New members 2020:

<table>
<thead>
<tr>
<th>Member name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>10K Advertising</td>
<td>Agencies/Media Buyers</td>
</tr>
<tr>
<td>A.M.S. Add More Sales</td>
<td>General Member</td>
</tr>
<tr>
<td>Action Signs</td>
<td>General Member</td>
</tr>
<tr>
<td>Adkom</td>
<td>Agencies/Media Buyers</td>
</tr>
<tr>
<td>Aload Technologies Inc</td>
<td>Transit Member</td>
</tr>
<tr>
<td>AGENCY672</td>
<td>Agencies/Media Buyers</td>
</tr>
<tr>
<td>Algooh Media</td>
<td>Agencies/Media Buyers</td>
</tr>
<tr>
<td>All Points Media</td>
<td>Place-based</td>
</tr>
<tr>
<td>Amazon</td>
<td>Advertisers/Brands</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>Advertisers/Brands</td>
</tr>
<tr>
<td>Arizona Outdoor</td>
<td>General Member</td>
</tr>
<tr>
<td>Chickasaw National Dept of Comm</td>
<td>Advertisers/Brands</td>
</tr>
<tr>
<td>Chuck Agency</td>
<td>Agencies/Media Buyers</td>
</tr>
<tr>
<td>City Media Solutions</td>
<td>Transit Member</td>
</tr>
<tr>
<td>Curb Taxi Media</td>
<td>Transit Member</td>
</tr>
<tr>
<td>Facebook</td>
<td>Advertisers/Brands</td>
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<tr>
<td>First United Bank</td>
<td>Advertisers/Brands</td>
</tr>
<tr>
<td>Hivestack</td>
<td>Tech Member</td>
</tr>
<tr>
<td>JAM Enterprises</td>
<td>General Member</td>
</tr>
<tr>
<td>JohnsonPossKirby Government Relations</td>
<td>Affiliate Member</td>
</tr>
<tr>
<td>LoopMe</td>
<td>Tech Member</td>
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<tr>
<td>MGM Resorts International</td>
<td>Advertisers/Brands</td>
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<td>Moelis &amp; Company</td>
<td>Financial Member</td>
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<td>Nickelytics, Inc.</td>
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<tr>
<td>Out of Home Creative</td>
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<td>Outdoor Solutions Group</td>
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<tr>
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<td>General Member</td>
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<td>Quan Media Group</td>
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<td>Road Runner Media, Inc.</td>
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<td>SNA Displays</td>
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<td>Trans4Media</td>
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<td>TransitLife LLC</td>
<td>Supplier Member</td>
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<td>uniLED Solutions</td>
<td>International Member</td>
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<tr>
<td>VEO</td>
<td>International Member</td>
</tr>
<tr>
<td>Verizon Media</td>
<td>Tech Member</td>
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<tr>
<td>Viant</td>
<td>Tech Member</td>
</tr>
<tr>
<td>VIOOH</td>
<td>Tech Member</td>
</tr>
<tr>
<td>Whistler Billboards</td>
<td>General Member</td>
</tr>
<tr>
<td>Zoom Mobile Ads</td>
<td>Transit Member</td>
</tr>
</tbody>
</table>
Communications Report

Expanding reach, amplifying impact

- New, dedicated PR firm
- Key pick-ups in Ad Age, Adweek, WSJ, ABC, Forbes
- OAAA.org web site growth: 108,000 views and 68,700 unique visitors

External Communications

As the voice of the OOH industry, OAAA regularly develops and publishes original content about the value and power of the OOH medium, posting insightful industry news, trends, research, and insights to a wide range of online platforms. OAAA ensured that the OOH industry increased its share of voice and received significant notice, promoting stories about OOH’s performance, public service partnerships, annual industry awards, leadership succession, and market research that illustrate OOH’s reach and effectiveness. OAAA’s thought leadership ran on social media, in the trade press, and on global news platforms including Ad Age, Adweek, Campaign, MediaPost, The Drum, and The Wall Street Journal.

Since January 1, 2020, 10 press releases have been distributed regarding OOH revenue, the World Wildlife Day and Earth Day public service campaigns, OBIE Award finalists, winners and 2021 judges, research studies with The Harris Poll and LoopMe, the formation of an Open RTB Working Group, and the announcement of Christina Radigan joining OAAA as the new CMO.

In an effort to expand and amplify the reach and impact of OAAA’s public and media relations, OAAA contracted a new public relations firm to assist in the development of integrated communications, including a more robust online presence and PR strategy.
Communications Report continued

Internal Communications

OAAA members continue to learn about upcoming events, available tools, and industry trends via OAAA's monthly Outlook newsletter.

OAAA has enhanced the previously launched OOH SmartBrief to deliver the most relevant industry news to OAAA members and the wider marketing community twice a week. The distribution list gained 720+ subscribers in 2020.

OOH sales professionals receive a bi-weekly Sales Tip e-mail providing the latest news and numbers to help sell to specific industries and markets.

Industry leaders contributed 55 posts to the OAAA Thought Leadership blog. OAAA executives published 65 posts to the Special Reports blog, a platform used to share association news and original reports on OOH trends. Both blogs received more than 73,000 views in 2020.

OAAA continued to evolve its social media strategy in 2020, connecting with members, media, and the public via Facebook, Instagram, LinkedIn, Pinterest, Twitter, and YouTube.

OOH Smart Brief expands industry reach.
Stepping up as an industry

The OOH industry stepped-up in a big way in 2020, donating generously to many important causes, especially campaigns and messaging surrounding the COVID-19 pandemic. Within weeks of the national shutdown, OAAA had established a working relationship with the Centers for Disease Control and Prevention (CDC) to provide one of the very first nationwide communications initiatives aimed at stopping the spread of COVID-19.

Other COVID-19 related messaging followed throughout 2020, including campaigns from the Ad Council informing people on how to stay safe, and other campaigns that celebrated frontline workers. To date, the OOH industry has placed COVID-19 advertising messages on nearly 10,000 digital OOH units totaling nearly $60 million in donated advertising.

- #SendingLove – a global initiative supported by OAAA and its members that united communities all over the world during the fight against the effects of COVID-19. In early summer, user-generated messages of love and unity were displayed on DOOH screens worldwide with social media amplification ensuring the messages were seen by millions. Individuals were invited to send messages of love to cities across the globe. Advertising space was donated by over 70 media companies across 153 cities.
• Our Second Chance – The US OOH industry joined the global OOH community to support this campaign focused on helping citizens consider their priorities and aspirations in the COVID-19 world. The campaign was supported by OOH media owners and national trade groups across the world, with an estimated value of $40 million of prime digital OOH inventory in 60 countries. US OOH companies contributed over $3 million in media space.

• Nature’s Essential Workers – In September 2020, OAAA partnered with Earth Day Network to launch the Nature’s Essential Workers campaign. Creative was provided by Extra Credit Projects and Adams Outdoor Advertising, with support from Sarah Finnie Robinson at Boston College. OAAA members supported the campaign with almost 5,500 digital units representing a total media value in excess of $2.5 million.

• Pass It On – OAAA finished the year by supporting the 15th installment of the Foundation for a Better Life Pass It On campaign. Celebrity spokespersons included Elton John, Oprah Winfrey, and prima ballerina Misty Copeland. OAAA members donated over 16,000 printed displays.
In 2020, OAAA was the voice of a united industry to improve and enhance safety of OOH operations and technologies.

Safety & Operations
The Standards, Safety, and Technology (SST) committee convened virtually to discuss relevant issues, as well as the prospect of cancelling the Safety Seminar that was scheduled for October 2020. The committee unanimously decided that it was prudent to cancel the seminar considering the circumstances and is considering topics that can be shared in a virtual format. The committee chaired by Vince Miller, DDI Media, remains focused on communicating and prioritizing safety for all billboard operations.

Digital Billboard Inventory
OAAA surveyed OOH industry members to update semi-annual statistics. As of July 2020, the OAAA reports that digital billboards installed nationwide number 9,600. OAAA will survey member companies in December 2020, and it is expected that the total number of digital billboards will exceed 10,000 nationwide.

OAAA Digital Billboard Committee
The Digital Billboard Committee chaired by Bill Ripp, Lamar Advertising Company, met numerous times to discuss an ANSI standard (ANSI/IES RP-39-19) which could unreasonably restrict the brightness of digital billboards. The committee is preparing a rebuttal, working with the International Sign Association (ISA) and digital manufacturers to identify experts and fund research to contest and/or request the recall of the standard, as it is not based on credible research.
2020 Milestones

The out of home industry mourned the loss of several leaders in 2020. Among them were:

• Rick Del Mastro – City Outdoor
• Wade Leslie – WV Outdoor Advertising
• Lewis Manderson – Creative Displays

Rick Del Mastro was an OAAA board member and a pioneer in transit advertising, Times Square displays, and street level formats. He was formally Gannett’s President & CEO. Del Mastro was inducted into the OAAA Hall of Fame in 2019.

Honoring OOH Leaders

• YESCO celebrated its 100-year centennial in 2020. The company was founded in 1920 as the Young Electric Sign Company (YESCO). “In many ways, the story of YESCO is the story of America: innovation, invention, a restlessness to move beyond the status quo, and a strong commitment to others,” said US Senator Marco Rubio (R-FL) in a tribute published in the Congressional Record. YESCO sponsored Rubio’s youth football team when he was growing up in Las Vegas.

• The industry honored the leadership of Bill May of the Missouri Outdoor Advertising Association upon his retirement. “Recognized nationally for his leadership, Bill is an effective advocate for property rights, new technology, and common-sense flexibility for our state to save time and money in carrying out its regulatory duties,” said Missouri Congressman Sam Graves (R-MO).

• The industry saluted OAAA Chief Marketing Officer Stephen Freitas, who retired at the end of 2020. He joined OAAA in 1999. “Stephen managed complex projects, like ‘Art Everywhere’ like a maestro,” said OAAA Chairman Sean Reilly. “He has celebrated our best creative at the OBIE Shows, organized and produced our conventions, ushered in innovation, and made a difference through the industry’s public service.”

• OAAA hosted a retirement party for Don Avjean of OUTFRONT Media, who was inducted into the OAAA Hall of Fame in 2017. The industry honored Avjean for nearly a half-century of innovation and effective advocacy. A former Marine, Avjean had completed 70 marathons including 20 Boston Marathons.
FOARE Report

Supporting the leaders of tomorrow

FOARE provided funding for important marketing research initiatives in 2020. The foundation paid for two Nielsen studies and one Harris Poll study related to the COVID-19 pandemic.

Paul Cook of Wolverine Sign Works was again elected FOARE Board Chair and Don Allman, formerly of Intersection, was elected to another term as Vice-Chair. Mitch Schwartz joined the Board representing OUTFRONT Media and Mike Zukin joined from Meadow Outdoor Advertising.

The FOARE Scholarship Program supports the education and career goals of those who are part of the out of home (OOH) advertising industry family. Since the program was established in 2001, 174 students have received FOARE scholarships.

Twelve students were selected by FOARE to receive scholarships for the 2020-2021 academic year. The following recipients have been awarded $5,000 scholarships each:

**Stephanie Gutnik**, from New York, NY, was named the recipient of the Allman Family Business Development, Marketing, and Sales Scholarship, established by Don and Cathy Allman. Stephanie is pursuing a Doctorate of Business Administration at the Heriot-Watt University Business School in Edinburgh, Scotland. She currently works at OUTFRONT Media and was formerly in business development at Broadsign International. Her doctoral dissertation will focus on OOH’s role in the marketing mix.

**Sarah Jones**, from Bountiful, UT, was named the recipient of the Nancy Fletcher Leadership Scholarship, awarded to a woman with a connection to the OOH industry who has demonstrated leadership. Sarah is a master’s degree student in Communications Disorders at Utah State University. Her grandfather served as Chairman of the Board of YESCO Outdoor Media and her father is currently the President of YESCO. Sarah’s goal is to become a certified speech-language pathologist.

**Christina Battaglia**, from Nottingham, MD, was named the recipient of the Ruth Segal Scholarship, awarded to honor a long-time employee of OAAA who worked tirelessly to educate federal and state policy makers about the industry. Christina is a freshman at James Madison University’s Honors College, studying music. Her father is a senior account executive at Clear Channel Outdoor Advertising. Christina’s goal is to be a musician and to help marginalized communities as a physician’s assistant.

**Alexander Wheat**, from Lutz, FL, was named the recipient of the Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship, which recognizes a student who demonstrates the skills that made Vern Clark, a long-time industry champion, a success. Alexander is a freshman at the University of Central Florida, studying computer engineering. His grandfather was senior vice president at Clear Channel Outdoor Advertising. Alexander’s goal is a career in designing computer systems, including digital billboards.

**Matthew Roizin-Prior**, from Easton, PA, was named the recipient of the Creative Arts/Design Scholarship. Matthew is a junior at Union College, majoring in Mechanical Engineering with a minor in Visual Arts. Matthew is the brother of Rachel Roizin-Prior, a senior account executive at Kinetic Worldwide. Matthew’s goal is to become an industrial designer.
Other scholarship recipients include:

**Ethan Aylesworth**, from LaGrange, IL, is a freshman at Ohio State University, majoring in political science. Ethan is the son of Rae Aylesworth, a national account executive at OUTFRONT Media. Ethan’s passion is chess, and he has competed at the state and national level. His goal is to become a lawyer.

**Aaron Barnett**, from Veedersburg, IN, is a sophomore at the University of Indianapolis majoring in sports management. Aaron is the son of Jacob R. Bush, a digital support engineer at Clear Channel Outdoor Advertising. Aaron was recruited to play football at the University of Indianapolis and aspires to become a college football coach.

**Ethan Duong**, from Irvine, CA, is a freshman at Cornell University majoring in economics. Ethan is the son of John Duong, vice president of development at Clear Channel Outdoor Advertising. Ethan’s goal is a career with the World Bank, where he hopes to focus on promoting growth in developing countries in Southeast Asia.

**Logan Pfaltzgraff**, from Eagan, MN, is a freshman at the University of Minnesota majoring in civil engineering. Logan is the son of Scott Pfaltzgraff, an operations manager at OUTFRONT Media. Logan’s future plans are uncertain, but he is interested in a rewarding career that will help change people’s lives.

**Gabriella Unitan**, from Madison, WI, is a freshman at the University of Wisconsin – Madison and has not yet decided on her major. She is the daughter of Brian Unitan, an account executive at Adams Outdoor Advertising. Gabriella hopes to pursue a career in public relations.

The Reagan Family Scholarship is awarded to a qualified graduate student(s) studying city or urban planning or a similar discipline, preferably enrolled at the University of Utah or the University of Texas. The scholarship recognizes the contributions of the Reagan Foundation to the OOH advertising industry. Two students were awarded the Reagan Family Scholarship in the amount of $2,500 each:

**Tatum Troutt**, from Austin, TX, is seeking a dual master’s degree in community and regional planning and in public affairs at the University of Texas – Austin. Tatum’s graduate research has focused on public-private partnerships in transit-oriented development. She hopes to pursue a career in local government.

**Damian Rodriguez**, from Washington Terrace, UT, is seeking a master’s degree in city and metropolitan planning at the University of Utah College of Architecture and Planning. Damian’s graduate studies have focused on urban design and urban planning, including the development of a master plan for London’s Piccadilly Circus. He hopes to work as a city planner in the Salt Lake Valley in Utah.