



Out of Home Advertising Association of America

2018 Annual Report: Get Big, Get Bold, Get Out of Home

January 7, 2019



OAAA Members, Colleagues, and Friends:

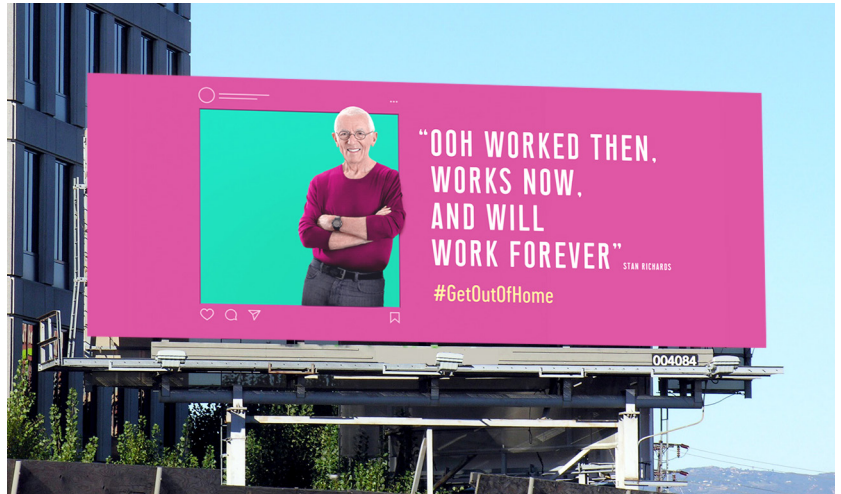
With broad industry support, OAAA's 2018 promotional campaign displayed the wisdom of ad legend Stan Richards (peer to Disney, Rockwell, and Warhol in the Art Directors' Hall of Fame):

*Out of home worked then.
Works now.
And, will work forever.*

Quoting Stan Richards and other media influencers,

OAAA issued a can't-miss-it call to action: **Get Out of Home.**

This 2018 Annual Report explains how the marketplace *Gets Out of Home*. Amidst seismic changes in media, OOH continues to grow, and 2018 fourth-quarter gains look to be impressive.



Independent, third-party experts are describing this phenomenon as an OOH “renaissance,” as our medium complements and amplifies digital advertising.

As we adapt to change, we also value principles that stay the same:

- We collaborate, to improve the buying experience, to promote best practices, to set standards, and to meet challenges.
- We know the power of unity.
- We help each other. When Stott Outdoor employees lost homes to wildfire, help came from every corner of the industry.

I started my first job in OOH 40 years ago. As I write this letter – commending the *OAAA 2018 Annual Report* to your attention – I am more excited than ever about our prospects for tomorrow... as we make sure the rest of the world **Gets Out of Home.**

With gratitude,

A handwritten signature in black ink that reads "Nancy Fletcher".

Nancy Fletcher, OAAA President & CEO

2017-2019 OAAA Leadership



Sean Reilly

OAAA is a passionate advocate and a progressive thought leader for the out of home (OOH) advertising industry. The organization, its staff, and Board of Directors protect, unite, and advance interests of the OOH medium, helping it to adapt and prosper in a rapidly changing media landscape.

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Lamar Advertising Company

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Debra Thompson

Cleveland Outdoor Advertising

Mike Zukin

Meadow Outdoor

Our industry mission today is working to change the hearts and minds of brands and agencies while needing to drive collaboration among different OOH stakeholders.

This industry certainly over-indexes on passion and drive for growth.

I've always appreciated how challenging OAAA's role is to harness that collective passion into a holistic growth strategy.

Sean McCaffrey
GSTV

Legislative Report

OAAA defended the industry's interests in court, assisted members with local regulatory issues, and represented the industry on Capitol Hill to ensure members of Congress **get out of home**.

Upholding Laws

For the first time in more than half a century since Congress enacted the Highway Beautification Act, courts are considering the constitutionality of the billboard regulatory scheme.

The OOH industry argues that existing billboard regulations and the First Amendment guarantee of free speech can co-exist. In February, OAAA filed a brief to a federal appeals court supporting the State of Tennessee's defense of its billboard-control law. Likewise, the federal transportation agency is supporting the state's position.

The US Sixth Circuit Court of Appeals is scheduled to hear arguments in this case January 30, 2019; further appeal to the US Supreme Court is possible. The plaintiff, William Thomas of Tennessee, asserts that billboard law is improperly based on content because of the distinction between regulation of on-premise and off-premise signs.

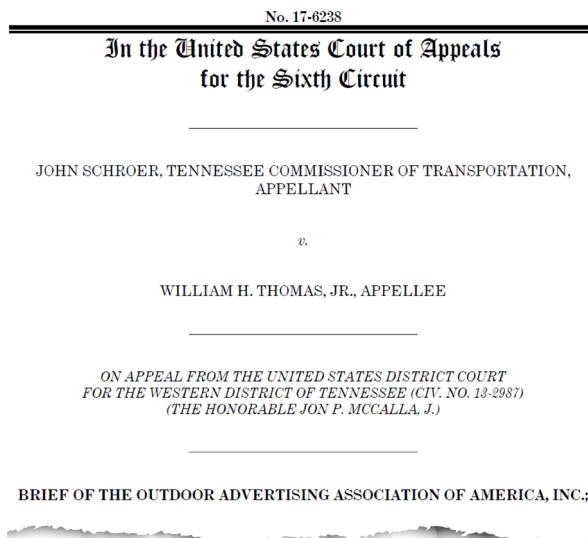
In part, the plaintiff's case relies on a 2015 Supreme Court ruling in *Reed v. Town of Gilbert, AZ*, which struck down a local ordinance because it treated various temporary signs differently. However, in that ruling, Justice Samuel Alito said the on-premise/off-premise distinction did not violate free speech.

Fighting Targeted Taxation

At the local level, courts considered legal challenges against targeted billboard taxes. Court of Common Pleas Judge Curt C. Hartman issued a permanent injunction to block Cincinnati's billboard tax, citing concerns that the tax would burden speech protected by the First Amendment. The city has indicated its intention to appeal.

Cincinnati imposed a billboard tax and higher fees, effective July 1, as part of an emergency measure to balance its budget. Norton Outdoor Advertising and Lamar Advertising Company challenged the tax and higher fees on constitutional grounds, prompting six days of testimony in September.

On October 10, Cincinnati's City Council voted unanimously to repeal the higher fees. A week later, Judge Hartman granted a temporary injunction against the billboard tax. He converted the temporary injunction to permanent on November 9, also criticizing the legal reasoning used by courts in Maryland to uphold Baltimore's billboard tax.



Clear Channel Outdoor is challenging Baltimore's tax, imposed in 2013. In Baltimore and Cincinnati, counsel for the cities argued that billboards are economic activity that does not convey protected speech. Judge Hartman, in Cincinnati, said that claim has been "clearly repudiated by well-established case law."

Following Transit

In July, the federal appeals court for the District of Columbia upheld transit limits on advertising content (*Archdiocese of Washington v. Washington Metropolitan Area*

Transit Authority). Transit systems typically claim that their ad spaces are not public forums, and seek to limit controversial copy.

Engaging Congress

After Democrats won control of the US House in the November 6 mid-term election, Rep. Peter DeFazio (D-OR) will be the next chairman of the House Transportation & Infrastructure Committee.

DeFazio's re-election campaigns have used billboards. The top Republican on the transportation committee is Rep. Sam Graves (R-MO), a longtime ally.

Terry Sandblast (state association), DeFazio, and Dan Dhruva (Pacific Outdoor)



In the passing of an era, central Pennsylvania will not be represented in Congress by a member of the Shuster family for the first time in 46 years. Rep. Bill Shuster (R-PA) is immediate past chairman of the transportation committee. He was term-limited as chairman, and did not seek re-election in 2018. Bill Shuster was elected to Congress in 2001, filling a vacancy created when his father Bud Shuster left Congress; Bud also chaired that committee.

As the year ended, Congress began work on re-authorizing a new Highway Bill; the current five-year bill expires September 30, 2020.

We appreciate all that you and your incredible staff do at OAAA to keep our industry safe from hurtful regulation and to promote our great medium to all members of government. Thanks for all your outstanding work.

Michael Zukin, Meadow Outdoor Advertising

Following Vegetation Control

In March, President Trump signed a multi-agency spending bill (2,232 pages) that included a public-policy rationale for vegetation control on public lands: safety, fire prevention, and protection of electric-power lines.

Utilities sought the [vegetation-control legislation](#), intended to allow pruning or removal of vegetation to avoid disruption of electric service and reduce fire hazards.

Spotlighting Law Enforcement Support

In April, the FBI presented a director's award to Clear Channel's Las Vegas office for assisting law enforcement after the mass shooting on October 1, 2017, and the on-going fight against human trafficking.

US Senator Catherine Cortez Masto (D-NV) published a tribute in the [Congressional Record](#) on April 18, praising the community's efforts to come together after the tragedy.

Guiding on Privacy

OAAA Counsel Eric Rubin, working with industry counsel and privacy experts, recommended new guidance on privacy, which was accepted by the OAAA Board of Directors in November. The new principles express the industry's support for transparency, compliance with law, individual control of data, and protection of personal information.

Supporting State & Local Issues

Nationwide, OAAA assisted 19 state associations (Arkansas, California, Connecticut, Florida, Georgia, Illinois, Indiana, Kentucky, New York, North Carolina, New Jersey, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and Wisconsin).

OAAA provided expert testimony regarding the importance of billboards as "speech" at a tax hearing in Cincinnati, OH; the judge issued a permanent injunction against a targeted billboard tax. Additionally, OAAA explained the *Thomas v. Schroer* case to members and impact of the 2015 Supreme Court decision in *Reed v. Town of Gilbert*.

OAAA and member companies monitored the Transportation Research Board (TRB) sessions as well as the American Association of State Highway Transportation Officials AASHTO conference in Baltimore, MD.

Serving Members

OAAA fulfilled approximately 350 requests for legislative/regulatory information and research. Local managers from around the country say these resources helped avert problems and also strengthen protections.

OAAA's biennial Legal Seminar attracted approximately 100 practitioners and advocates to New York City on November 14. Additionally, OAAA Counsel Eric Rubin authored six Legal Reports for members in 2018.

OAAA's Myron Laible Retires

Myron Laible retired after 33+ years at OAAA.

On November 13, the OAAA Board of Directors and Legislative Committee honored Laible as "expert and friend."

Laible was raised in Montana, where he joined the Federal Highway Administration in 1969. He began his career with OAAA in 1985. Laible was inducted into the industry's Hall of Fame in 2007.

At OAAA, Laible educated and mentored OAAA staff and employees of member companies, helped lead the industry's foundation, testified regarding billboard law and regulation, strengthened protection of industry assets, and helped guide new technologies into the marketplace.



Laible accepts a congratulatory plaque from Ken Klein, OAAA EVP (left) and Pat O'Donnell, OAAA Legislative Committee chair.

Marketing Report

In the last year, through education, outreach, and research, OAAA's marketing team worked to ensure advertisers, agencies, and OAAA members **get out of home**.

Get Out of Home

To drive home OOH's relevance in today's digital world, the OOH industry launched a campaign to inspire and excite the ad industry about OOH's power, value, and significance in today's digital world. *Get Out of Home*, created by Publicis New York, highlighted how the medium competes with and complements online and mobile advertising. The goal was to spark conversation about how today's responsive, engaging OOH medium can elevate any idea, creating magnetism and distinction.



Launched in connection with Advertising Week New York, the Get Out of Home campaign targeted media agencies and planners attending the event with static and digital OOH ads that invited them to engage with the campaign using the #GetOutOfHome hashtag. To highlight the medium's flexibility and relevance, social media posts and event insights were published live to digital screens across New York.

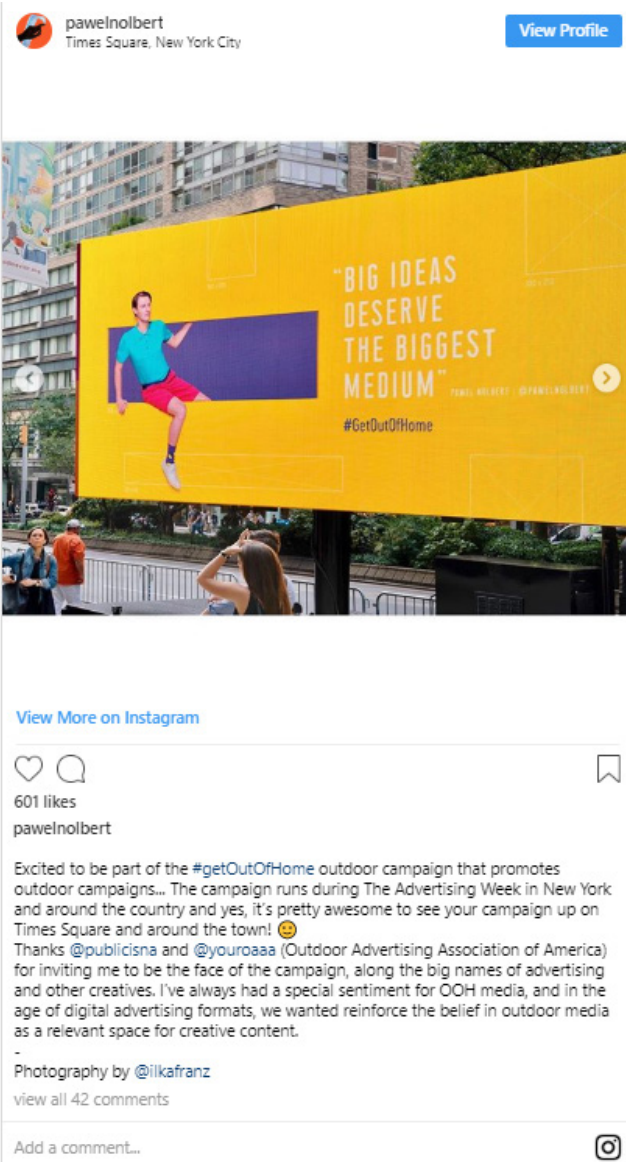
In addition to core messages that used professional models, industry icons championed OOH, touting the value of medium. Publicis New York's Andy Bird, Barton F. Graf's Gerry Graf, and Stan Richards of The Richards Group were featured on billboards and other OOH formats in major markets across the US. The campaign also featured young media thinkers with blossoming social media followings, including copywriter Jezz Chung at Anomaly, digital designer Marta Llop at Facebook, and graphic designer Pawel Nolbert.

In addition to New York City, the campaign was featured on more than 50,000 OOH units, including 27 digital screen networks, in 30 major US markets.

Excited to be a part of the new campaign and excited to see what's next - innovation creates growth!

Waylon Strickland, Oasis Signs

Once the campaign launched, OAAA members were encouraged to align local sales teams with the *Get Out of Home* campaign. Resources and assets were made available to assist in adapting the campaign for local markets, including a campaign "toolkit" that offered creative files to download and customize. Lamar Advertising Company used digital billboards to highlight local clients. Regional account executives offered free digital billboard space to feature client names, along with a photo and testimonial about the effectiveness of OOH.



OAAA members supported the campaign in several ways. Production company Grand Visual adapted and delivered dynamic creative to national digital OOH networks. Dot2Dot delivered dynamic content to the official Advertising Week venue screens, provided by Formetco and National Mobile Billboard.

OOH media and production for the campaign was donated by Adams+Fairway, Barrett Outdoor Communications, Captivate, Circle Graphics, Clear Channel Outdoor, Cleveland Outdoor Advertising, Coastal Outdoor, Curb, DDI Media, Do It Outdoors, Eye Corp Media, Intersection, Interstate Outdoor Advertising, JCDecaux North America, Lamar Advertising Company, Link Media, Mile High Outdoor Advertising, Norton Outdoor Advertising, OUTFRONT Media, Pacific Outdoor Advertising, Park Outdoor Advertising, Porter Advertising, Signal Outdoor, Streetblimps, Total Outdoor, Vector Media, and YESCO Outdoor Media.

I am very excited about the work OAAA continues to do and how it is helping us make the case for additional out of home partnerships with local and national customers.

Peter Milian, Clear Channel Outdoor

Educating and Researching

Planning groups are where media decisions are made and that's why OAAA continues to focus on influencing planning agencies by presenting the OOH capabilities roadshow. Once again, OAAA made more than 100 presentations across the US.

In January, OAAA released a white paper that contemplated potential impacts of [autonomous vehicle technology](#) on the OOH industry. It was followed with the release of a companion white paper examining the role OOH can play in [smart cities](#). OAAA hosted a half day symposium focusing on OOH and potential smart cities partnerships with the Woodrow Wilson Center in Washington, DC.

In May, OAAA released a comprehensive 100+ page study examining [OOH's Return on Investment](#) (ROI) potential, producing first-time meaningful benchmarks that prove how OOH spend is routinely under-represented in media plans. To support the rollout of the ROI research, OAAA hosted two half-day workshops for OOH specialists in New York and Chicago.

ROI workshop attendees in New York, NY



2018 OOH Roadshow Visits

Atlanta	Mahalo Marketing, Whiteway Outdoor Advertising
Austin	KSM South, Lamar of Austin, LatinWorks, Proof, Reagan Outdoor Advertising
Baltimore	Clear Channel Outdoor Baltimore
Columbus	Barnes Outdoor Advertising, Kessler Outdoor, Lind Media Company, Ohio State University Advertising Strategy Class
Dallas	Arrington Outdoor, The Barber Shop, Clear Channel Outdoor Dallas, Delta Media, Dieste, Firehouse, Greenleaf Media Services, Lamar of Dallas, Levenson, OUTFRONT Media, The Ward Group/Media Stewards, The Richards Group, Southwest Media Group, TracyLocke, TM Advertising
Denver/ Boulder	Amelie, Cactus, CP+B, EMC Outdoor, Grandesign, Heinrich, InLine Media, Karsh-Hagan, Lamar of Denver, Lindstrom Media, Mile High Outdoor, OUTFRONT Media, Supply Interactive, TDA, Thayer Media, Vladimir Jones, Weller Media
El Paso/ Las Cruces	Clear Channel Outdoor El Paso, CultureSpan Marketing, Lamar of Las Cruces, Mithoff Burton Partners, Sanders Wingo, Wilson-Binkley
Miami	Clear Channel Outdoor Miami, VS Brooks
Mobile	Andy Citrin Attorneys, JJPR, Lamar of Mobile, Portside Advertising, Red Square
Newark	Prudential
New York	Association of National Advertisers, GSTV, Kinetic, WAZE
Omaha	Lamar of Omaha, Right Idea, SKAR, Waitt Outdoor
Pensacola	Appleyard, Hill Kelly Dodge, Lamar of Pensacola
Portland	Billups, BPN, Cappelli Miles, CMD, Coates Kokes, Delta Media, Lamar of Portland, Leopold Ketel, Gard Communications, Grady Britton, MacDonald Media, Mindshare, Pacific Outdoor, R/West, Sasquatch, Wieden+Kennedy
San Juan, PR	Lamar of San Juan, Ometrika, Puerto Rico OOH Association Summit
Savannah	Lamar of Savannah, Link Media
Seattle	Amazon, Blue449, Cole & Weber, Copacino+Fujikado, GreenRubino, Hydrogen, Intersection, MacDonald Media, Media+, Merlino Media,
Tallahassee	Lamar of Tallahassee, Sachs Media, Salter Mitchell PR, Zimmerman
Washington, DC	OUTFRONT Media

In 2018, OAAA began working with Professor Rick Wilson from Texas State University to examine hundreds of existing case studies to uncover and identify comparative media benchmarks that can be applied to OOH media. With assistance from members, OAAA collected recent OOH attribution case studies which have been compiled into an attribution vault. Professor Wilson is analyzing these studies, to identify benchmarks that can be applied to OOH attribution modeling.

Thank you for the time to provide information and such a plethora of options to sharpen our OOH skills and knowledge.

Eric Ennis, Ashley Advertising

OAAA contracted Rishad Tobaccowala to work with members, interviewing national brands about perceptions regarding OOH advertising. The research identifies media trends happening among large OOH advertisers and large advertisers including those with little or no OOH spend. The research includes a qualitative interview process with major marketers. A quantitative survey will be conducted early next year.

OAAA worked closely with four other trade groups (Digital Place-Based Association, Digital Signage Federation, Interactive Advertising Bureau, and Geopath) to create common DOOH guidelines. This effort represents a critical step toward simplifying the OOH buy/sell process and to eliminate confusion in the marketplace.

Bestowing Honors

In May the industry gathered in Austin, TX, for the Geopath/OAAA OOH Media Conference + Expo. The program focused on local brand success stories using OOH advertising and an expanded workshop schedule provided in-depth and customized learning.

A highlight of the conference was the [OBIE Awards](#). The Platinum OBIE went to Spotify's in-house creative team. Seven



MillerCoors accepts the OBIE Hall of Fame Award.

Gold OBIE Awards were presented to 22Square for Lamar's "Irma Gives Back," Grandesign, OMG, and Warner Bros. for "The Neibolt House Experience," Lindeman Associations for Netflix "Stranger Things 2," OUTFRONT Studio for "San Diego Taco Fest," Spotify for "2018 Goals," Viceland for "Weed Week Storefront," and the Milwaukee Brewers for "Opening Week."

There were 15 Silver OBIE Awards presented and 33 Bronze OBIE Awards. Craft awards were presented from illustration, digital design, photography, and copywriting. MillerCoors was inducted into the OBIE Hall of Fame.

In December, OAAA presented the annual OOH Media Plan Awards. The Media Plan of the Year Award went to Poster-scope for Fox Sports FIFA World Cup. The Ratings-Driven Award went to Clear Channel Outdoor for Honda. Four Gold Awards and four Silver Awards were presented at a ceremony held during the Advertising Club of New York OOH Day: Now. In May, the annual Local Case Study Award was presented to Lee Houghton from YESCO Outdoor Media.

Serving Members

OAAA launched a new online OOH Tech Locator, a portal where information about industry tech and tech suppliers can be accessed. The Innovations Committee gathered in Washington, DC, for a day and a half for the annual Innovation Summer Camp.

The OOH Tech Locator is a very useful tool and an important marketing channel for us.

Alex Kim, Blue Bite



Spotify accepts the Platinum OBIE Award.

The marketing team serviced more than 500 member and advertiser requests last year, ranging from data analytics to customized demographic reporting.

Membership Report

In 2018, OAAA provided a high level of service to its members, offering enhanced tools, education, best practices, and resources its members need to ensure advertisers get **out of home**.

Serving Members

OAAA members remain pleased with association's value and level of service, with 97 percent renewing membership in 2018. OAAA put an increased emphasis on membership recruitment, seeking both new members and reaching out to former members. OAAA welcomed 80 new members in 2018.

Member Type	Total
General	435
Supplier (Tech and Manufacturing)	100
Street Furniture, Transit, and Place-Based	99
Attorney	32
Financial	13
Advertiser	72
Affiliate	25
International	61
Total Members	837

Enhancing Digital Resources

The OAAA website is a streamlined and powerful tool for the OOH Industry. With the home page rebranding and overhaul of all icons and banners, the OAAA website is informative and contemporary. Enhanced graphics are also shared socially, in the form of videos, gifs, and images – highlighting milestones and OAAA resources. All news and resources have been organized in user-friendly modules.

OAAA launched the [OOH Tech Locator](#) in August. This easy-to-use online tool allows anyone the ability to quickly search for providers offering data and technologies important to OOH. The OOH Tech Locator sorts providers by services and technologies, providing links to important information about products and services offered by OAAA's tech members. Since its launch, more than 2,600 users have accessed the platform.

The OAAA Creative Testing Tool has been rebranded as the [OOH Mockup Generator](#). The online tool has been accessed more than 18,000 times in 2018, totaling 53,000 uses since its launch on May 2013.

The [OOH Media Locator](#) was accessed more than 13,000 times in 2018, totaling more than 40,000 uses since its launch in April of 2016.

OAAA hosted 22 [members-only webinars](#) in 2018, including four tech and five supplier webinars. All webinar series will continue in 2019.

OAAA Welcomed 80 New Members in 2018

3M	Colossal Media	LeClair Calihan Advertising	Rue Outdoor Advertising
Abraxas Technology	Compass Outdoor	Lewis Media	Sehir Isiklari Advertising
Accretive Media	Cuebiq	Lindmark Outdoor Media	SideSkirt Ads
Adcart (Shopperlocal)	DASH TWO	Market Track	Signkick
Adomni	Del Outdoor Advertising	Metro Phoenix Bank	Spray Printer Technologies
AdQuick	Eagle Outdoor	MVP Outdoor Advertising	Standard Outdoor
Adworks Outdoor	Endevco of Jacksonville	Network Outdoor	Stream Kim Hicks Wrage
Anchor-Point	Enseicom	Northeast Outdoor	Street Smart Outdoor
Ashley Advertising Agency	Griffy	Oasis Outdoor	Talon Outdoor
BackLite Media	GSTV	Omaha Outdoor	Taylor Wellons Politz & Duhe
Baerboards	H Partners	Ometrika Research	The Research Associates
Blue Sky Digital Printing	Huntinton Outdoor	Outdoor Advertising Covers	Ubimo
Bulldog Mobile Billboards	ImageSails	Ozzy Media/Firefly	US Bank
Camel City Poster	ISM Connect	Pioneer Outdoor	ValueAct Capital
Capital One	JR Promotions	Play Octopus	Vantage Advertising
Car Wash Realty Outdoor	Keenan Media	Popspots	Waze
Catchweight	KEVANI	Provincial Sign Systems	Wellspring Capital
Centro	Key-Ads	Publimovil	YHK Advertising
CK Outdoor	Lakeland Outdoor Advertising	Risk Strategies	Zebra Strategies
Cleverciti Systems	Lammers Outdoor Advertising	Robbins Kelly Paterson	Zenjoy

Communications Report

In 2018, OAAA used multiple communication platforms to ensure the press, advertising community, and general public **get out of home**.

To reflect the expanded role and scope of the association in representing the entire OOH industry, the OAAA Board of Directors approved a name change of the association to the Out of Home Advertising Association of America. The OAAA acronym and branding will remain the same.

Communicating Externally

Throughout the year, OAAA monitored more than 4,400 industry news stories; made more than 2,500 connections with national, international, and trade press on behalf of the industry; issued 36 press releases; and assisted member companies in responses to the press with strategic talking points and media interviews.

I love your LinkedIn feed. I look at it daily. It's particularly pleasurable given the abundance of terrific news coming our way each and every day. We're hip now. It's extremely gratifying to see our industry get recognized with such momentum, and your daily posts help remind me of what we're doing right.

Rick Robinson, Billups

OAAA ensured the industry received significant positive buzz, locally and nationally, proactively promoting stories focused on the medium's healthy growth, the power of technology and data to drive OOH's success, annual industry awards and accolades, research to demonstrate OOH's impact on media play optimization, and OOH's role in the future of smart cities.

OAAA promoted industry growth, creative, technology, achievements, and partnerships. It created and shared content to inform the world via mainstream press, social media, trade press, and news platforms including *AdWeek360*, *Billboard Insider*, *OOH Today*, and *The Drum*.

During the 2018 movie-awards season, OAAA managed an industry effort to spotlight and congratulate the film "Three Billboards Outside Ebbing, Missouri," which swept the Golden Globe Awards and won two Oscars. The industry promotional effort was covered in news outlets including the *Asheville Citizen Times*, *The News & Observer*, and *Politico*.

The communications team lent vital support to the *Get Out of Home* industry promotional campaign, providing social media strategy and press outreach. With a reach of more than 2.3 million, earned media included spotlights in *Ad Age*, *Billboard Insider*, *DailyDOOH*, *MarTechSeries*, *Media Post Agency Daily*, and *The Drum*. #GetOutOfHome earned more than 1.1 million

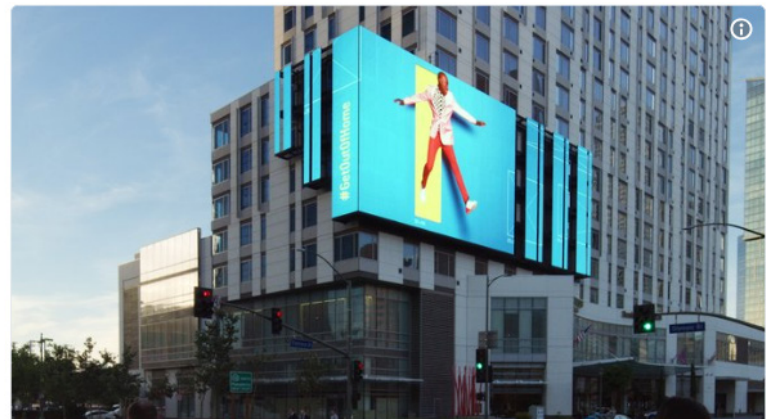
social media impressions. Following launch of the campaign during Advertisement Week New York, OAAA produced a [high-light video](#).

Communicating Internally

Members continue to receive communications about OAAA, upcoming events, available tools, and industry trends via OAAA's weekly Outlook newsletter. Weekly, sales professionals receive a Sales Tip e-mail providing the latest news and numbers to help sell to specific industries and markets.

Industry leaders contributed 47 posts to the [OAAA Thought Leadership blog](#), each offering insights or predictions about where OOH is heading. OAAA leaders published 69 posts to the [Special Reports blog](#), a platform used to share association news and reports. The blogs together earned more than 52,000 views.

OAAA continued to execute its strategic social media practices in 2018, connecting with members, media, and the general public via Facebook, Instagram, LinkedIn, Pinterest, Twitter, and YouTube. More than 3,321 people have "liked" OAAA's Facebook page, where they follow industry and association news and trends. More than 5,115 people follow Nancy Fletcher on Twitter, and 5,370 follow OAAA. Fletcher's tweets are also pushed to her more than 11,724 LinkedIn contacts. The OAAA LinkedIn group now has 1,837 members.



#GetOutOfHome on the widescreen #OOH @PublicisNA

♡ 14 2:40 PM - Oct 1, 2018

See OAAA's other Tweets

In 2018, OAAA began producing in-house videos to support industry initiatives and share socially via [YouTube](#). Six original videos received more than 1,600 views.

Public Service Report

In 2018, OAAA launched new public service efforts, forged lasting relationships, and continued to support long-time partners that **get out of home**, facilitating the industry's donation of more than \$500 million in media space.

Serving & Uniting Communities

OAAA worked with members to [honor Team USA](#) medalists in the 2018 Winter Olympics, posting congratulatory messages to digital billboards in athletes' hometowns. Photos were provided to elected officials, who used their social media channels to promote the effort to local constituents.

OAAA worked with the Ad Council to launch a "Child Passenger Safety" campaign road block. More than \$135,000 in OOH assets were sold out in eight days.

The OOH industry worked with the United Nations to support World Wildlife Day (March 3) with billboard creative to honor the UN's 2018 theme "Big Cats."

It is incredibly encouraging to watch a business association also make a commitment to our planet.

Rep. Don Beyer (D-VA)



World Wildlife Day 
@WildlifeDay

This is so cool! [#WorldWildlifeDay](#) promoted on digital billboard at Times Square in New York thanks to [@YourOAAA](#) [#BigCats](#) [#PredatorsUnderThreat](#) [#WWD2018](#)
♡ 377 6:13 AM - Mar 7, 2018

144 people are talking about this

In partnership with the National Geographic Society, OAAA helped to launch a global Photo Ark OOH campaign on Endangered Species Day. Digital OOH assets in 22 countries featured Photo Ark creative for a week, reaching more than 100 million people.

Supporting Law Enforcement & Government

In August, OAAA worked with the National Center for Missing & Exploited Children (NCMEC) to post missing child posters on digital billboards in Ohio one year to the day Jacob Caldwell was last seen. The child was located days later, and law enforcement credited the billboards to his safe recovery. NCMEC produced a [video to highlight the effort](#), which was shared across multiple social media channels and has received more than 240,000 views.



NCMEC 
@MissingKids

Jacob had been [#MISSING](#) for more than a year after witnessing his father shot to death. Last week, [@MissingKids](#)' longtime partners at [@YourOAAA](#) donated space & put his information up on billboards in Dayton, [#Ohio](#). It worked!

♡ 597 5:51 PM - Aug 28, 2018

365 people are talking about this

Thank you for working with us to quickly get billboards live. We seriously went from no leads to a recovery in a week. Thank you for helping to make his safe recovery possible.

Meagan Clark
National Center for Missing & Exploited Children

OAAA worked with the Federal Emergency Management Agency (FEMA) to post emergency preparedness messaging and alerts to digital billboards in areas believed to be in the path of Hurricanes Florence and Michael. Hurricane recovery support creative from FEMA and the American Red Cross was featured on digital billboards following both hurricanes.

Operations & Technology

In 2018, OAAA provided leadership and expertise to ensure members and the ad community **get out of home** efforts to improve overall effectiveness, quality, and safety of operations and technologies.

Guiding Safety and Operations

During 2018, OAAA continued to monitor and educate members as well as nonmembers on the OSHA regulations for fall protection and fixed ladder standards, the final deadline to ensure compliance with the standards was November 19, 2018.

In October, OAAA hosted a Safety Seminar in Chicago, IL, offering its leadership and expertise in creating and implementing policies and standards to improve OOH's effectiveness, quality, and safety. Approximately 90 billboard operations professionals attended the one-day seminar, which promoted the idea that safety should always be a priority. More than 95 percent of survey respondents felt the seminar met or exceeded expectations.

The learning and content were A+, and the delivery and collaboration were truly inspiring! Kudos to OAAA for providing this platform that demonstrated we indeed have a very strong, effective, and caring association. I am proud to be a member of OAAA.

Eddy Carolan, Soft Signs 3D Advertising



Myron Laible (left) moderated a Panel of Safety Experts at the 2018 OAAA Safety Seminar. L to R: Chris Zukin, Meadow Outdoor Advertising; Steve Hillwig, OUTFRONT Media; Mike Mielke, Adams + Fairway; Chuck Wigger, Lamar Advertising Company

Operating Digital Billboards

OAAA surveyed OOH industry members in June, 2018 to update semi-annual statistics. The number reported in mid-2018 shows over 8,100 digital billboard displays operating in the country.

FOARE Report

The Foundation for Outdoor Advertising Research and Education (FOARE) continues a long-standing commitment to ensure members **get out of home** research and education.

Fundraising

With broad industry support, the Foundation exceeded its \$175,000 fundraising goal, generating \$229,000 on contributions. The Foundation supported college scholarships, research on smart cities, development of industry guidelines, and education efforts about the medium.

Awarding Scholarships

Thirteen college students were awarded FOARE scholarships for the 2018-19 academic year. The FOARE Scholarship Program supports the education and career goals of those who are related to the OOH industry, along with students pursuing careers in a field related to the industry.

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The recipients for the 2018-1029 academic year were:



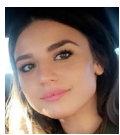
Tiara Wicks (Carson, CA) received the \$5,000 Allman Family Business Development, Marketing, and Sales Scholarship. Tiara will be entering her second year at Carnegie-Mellon University (CMU) studying for a B.S. in Business Administration. As a high-school student, Tiara developed a plan for a startup online business called ProstheKicks to provide amputees with dance and self-confidence videos. She has now partnered with the University of Pittsburgh Medical Center's amputee support group to begin piloting the program.



Elizabeth Stewart (Chandler, AZ) received the \$4,500 Ruth Segal Scholarship. Elizabeth will be entering her freshman year at Brigham Young University and studying for a degree in Experience Design and Management. She is the daughter of Adam Stewart, who works as a senior vice president at Clear Channel Outdoor.

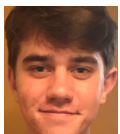


Lilia Sweet King (Tallahassee, FL) received the \$4,000 Vern and Elaine Clark Outdoor Advertising Industry "Champion" Scholarship. Lilia and her family are close friends with Jed Renfroe, president of Renfroe Outdoor Advertising. She will be entering her freshman year at the University of Mississippi studying the psychology behind marketing and how it influences consumer choices. Following the Parkland High School shooting, Lilia organized an event for students from all 12 area high schools in Tallahassee to come together and discuss community issues.



Sandra Zivadinovic (Farmington Hills, MI) received the \$3,000 Creative Arts/Design Scholarship. Currently, Sandra works as a graphic designer at OTUFRONT Media in Detroit, MI, and is working to obtain a design degree from Wayne State University. Her colleagues describe her as the "ultimate team player" who "pushes her contemporaries to go beyond the expected" and achieve successful outcomes.

The following are recipients of \$3,000 scholarships:



Jordan Ament (Seafood, New York) is entering his freshman year at Northeastern University. Jordan is the son of Tracey Ament, a sales administrator, at OUTFRONT Media, and Richard Ament, the senior vice president at OUTFRONT Media.



Aidan Dugan, who currently resides in Tel Aviv, Israel, is the son of William Dugan, the vice president and general manager of Park Outdoor in Syracuse, NY. Aidan completed his undergraduate work at Georgetown University and is now studying for an MBA at Tel Aviv University.

Reilly Jamison (Jeannette, PA) is entering her senior year at Boston University seeking a B.S. in Business Administration and Management. She is the daughter of John R. Jamison, a manager at Penneco Outdoor.



Matthew Perlstein (Marlboro, NJ) will be entering his sophomore year at the University of Maryland School of Business seeking a B.S. in Operations Management and Business. He is the son of Robert Perlstein, a senior account executive at OUTFRONT Media.



Anthony Salamida (Binghamton, NY) is entering his freshman year at the University of Buffalo, studying for a degree in Business Administration with a concentration in marketing. Anthony is the son of Sam Salamida, a general manager/VP at Park Outdoor.



Jason Wheat (Lutz, FL) will be entering his freshman year at Gulf Coast University in Ft. Myers, FL. Jason expects to pursue a degree in veterinarian medicine, nursing, or accounting. He is the step-grandson of Lou Musica, the senior vice president of domestic digital for Clear Channel Outdoor in Orlando, FL.



FOARE awarded Reagan Family scholarships to three graduate students with a future in community planning:

Amanda Dillon is seeking a Master of City and Metropolitan Planning (MCMP) at the University of Utah. Dillon's primary interest is assessing how OOH advertising can contribute to a more vibrant community and help stimulate local economies. Dillon received a \$1,000 scholarship.



Nicole McGrath is studying for a Master's in Science in Community and Regional Planning (MSCRP) at the University of Texas at Austin. McGrath is interested in studying how OOH advertising can help to create more attractive streetscapes that encourage active transportation modes. McGrath received a \$2,000 scholarship.



Mitchell Vance is seeking a Master of City and Metropolitan Planning (MCMP) at the University of Utah. He also is seeking a Master of Real Estate Development. Vance's graduate research has focused on investigating the effect of government regulation and review processes on economic development.

