



Outdoor Advertising Association of America

## 2016 Annual Report: Real. Powerful. Results.

January 3, 2017



OAAA Members, Colleagues, and Friends:

Good trade associations provide advocacy, networking, education, and a common voice.

But what really counts is results: demonstrable, bottom-line victories.

Together, this year we won in court, we positioned the industry for continued progress amidst a backdrop of rapid change, and we notched a 26th consecutive quarter of industry growth since the recession.

Fifty-six new members joined OAAA in 2016.

OAAA produced new tools to help sell our products, including the OOH Media Locator with 12,000+ visits.

New research by Nielsen proves OOH's overall effectiveness and ability to drive mobile engagement.

New partnerships put the President of the United States on a prominent OOH display.

We also faced new challenges, moving quickly to resolve political concern about privacy as we expand use of data to benefit our customers.

As I write this on vacation with my family in Breezy Point, MN, the air is brisk and the skies are clear. For me, that brings clarity. I see a year of powerful results and a clear path to a strong future.

With appreciation for your support, I submit to you OAAA's 2016 Annual Report.

With gratitude.

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

Nancy Fletcher, OAAA President & CEO

## 2015 - 2017 OAAA Leadership



William Reagan

### OAAA Executive Committee

Chair  
William Reagan  
Reagan Outdoor Advertising

President & CEO  
Nancy Fletcher  
OAAA

Secretary  
Jeremy Male  
OUTFRONT Media

Treasurer  
Sean Reilly  
Lamar Advertising Company

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.

Vice Chair, Communications  
Scott Wells  
Clear Channel Outdoor

Vice Chair, Legislative  
Patrick O'Donnell  
YESCO Outdoor Media

Vice Chair, Marketing  
Don Allman  
Intersection

Vice Chair, Membership  
Tom Norton  
Norton Outdoor Advertising

Vice Chair, Ways & Means  
Kevin Gleason  
Adams/Fairway Outdoor

### Members At Large

Debra Abdalian-Thompson  
Cleveland Outdoor Advertising

John Barrett  
Barrett Outdoor  
Communication

Paul Cook  
Wolverine Sign Works

Francois de Gaspe Beaubien  
Zoom Media & Marketing

David Feldman  
Park Outdoor Advertising

Doug Frantin  
Streetblimps

Lou Friedman  
Total Outdoor

Steven Gorlechen  
Steen Outdoor Advertising

Jeff Gunderman  
EYE Corp Media

Drew Katz  
Interstate Outdoor Advertising

David Kupiec  
National CineMedia

Vince Miller  
DDI Media

Jim Moravec  
Stott Outdoor Advertising

Richard Peterson  
Porter Advertising

William Schwartz  
Vector Media

Mike Zukin  
Meadow Outdoor

### Constituent Chair

Chairman, Suppliers Council  
Allan Atkins  
Independent's Service Company

## Legislative Report

In 2016, OAAA defended the industry's interests in court, managed leadership transitions in Congress, and created new tools for advocates.

### Real. Powerful. Advocacy.

In a significant victory for digital billboards, a federal appeals court rejected Scenic America's lawsuit against federal regulators. Independent legal scholars described the outcome as a total loss for Scenic America.

In 2013, Scenic America sued the US Department of Transportation and its Federal Highway Administration (FHWA),

attacking the government's guidance to the states issued in 2007. The US Department of Justice defended the federal transportation agency, and OAAA intervened to represent the OOH industry.

A federal judge, in 2014, dismissed all counts in the case, with prejudice ([Scenic America v. US-DOT/Federal Highway Administration](#)). Scenic America appealed, and oral arguments were heard in 2015.

On September 6, 2016, a three-judge panel of the US Circuit Court of Appeals for the District of Columbia ruled in favor of the government. In part, the appeals court said Scenic



**Nancy Fletcher**  
@nfletcherOAAA



D.C. Circuit Rebuffs Challenge to Digital Billboards |  
National Law Journal | #OOH  
[nationallawjournal.com/id=12027667344...](http://nationallawjournal.com/id=12027667344...)

6:40 AM - 7 Sep 2016



#### D.C. Circuit Rebuffs Challenge to Digital Billboards

Digital billboards may not be the late Lady Bird Johnson's way of beautifying the nation's highways but they are not illegal, a  
[nationallawjournal.com](http://nationallawjournal.com)



America lacked standing to sue. Further, the court said the government's guidance in 2007 did not contradict federal law (Highway Beautification Act).

"I never doubted this case outcome, mostly due to my confidence in OAAA's terrific team – but it's still very welcome news. Thank you, thank you, thank you for your terrific work, as always!"

Richard Sauer  
OUTFRONT Media

On December 5, 2016, Scenic America asked the US Supreme Court to review the case.

### States

At the state level, supreme courts in New Jersey and Nevada ruled in favor of digital billboards in September. The New Jersey Supreme Court overturned a local ban as unconstitutional suppression of free speech. The Nevada Supreme Court denied Scenic Nevada's request for a rehearing, effectively ending a long-running legal battle against digital billboards in Reno.

More than 6,700 digital billboards were operating nationwide by midyear 2016, according to OAAA's semi-annual survey of manufacturers and media companies. Nearly all states with billboards have taken steps to regulate/allow digital billboards. In Montana, new regulations took effect August 20, 2016.

In 2016, Nevada and Montana incorporated the industry's lighting standard into their regulations (brightness is limited to 0.3 foot candles above surrounding light).

"Peace through strength is an outstanding representation of what your team has enabled. Thanks for fighting the good fight."

John Sieganthalder  
Lind Media

### Congress

Significant changes in congressional leadership occurred after the 2016 election, underscoring the importance of two fundamentals of the industry's political program: bipartisanship and longevity.

The industry's longtime ally Sen. Harry Reid (D-NV) retired. Reid, who referred to himself as "The King of Billboards," was the Democratic Leader of the Senate.

Reid, elected to the Senate in 1986, was replaced by Sen. Chuck Schumer (D-NY) as Democratic Leader. Pro-advertising, Schumer raised concerns about privacy as OOH companies expanded use of data to better match advertising messages with target audiences.

OAAA took steps to convince Schumer that the industry respects privacy and supports responsible self-regulation.

Meanwhile, Sen. John Barrasso (R-WY) became the new chairman of the Senate's Environment & Public Works Committee. Pro-property rights, Barrasso succeeds Sen Jim Inhofe (R-OK), who was term-limited as chairman.



Post-election congratulatory message posted in New York City

The industry helped re-elect Rep. Bill Shuster (R-PA), who remains chairman of the House Transportation & Public Works Committee and Rep. Sam Graves (R-MO), chairman of the Highways & Transit Subcommittee. Both are allies.

### Serving Members

OAAA's biennial Legal Seminar attracted 100 practitioners and advocates to Las Vegas on November 3, 2016.

OAAA Counsel Eric Rubin authored seven Legal Reports for members in 2016.



Often on deadline, OAAA's legislative team fulfilled 400 requests for information, research, and documents, and also hosted six webinars.

In addition to providing advocacy tools and advice on a broad range of regulatory issues, OAAA quickly navigated industry

solutions in 2016 regarding data privacy, digital billboard security, and lighting.

"Keep up the great support you provide the industry."

Ricardo Kattan  
Signal Outdoor

For example, in June, the American Medical Association (AMA) generated headlines about the health impacts of outdoor lighting, mainly street lights. OAAA promptly provided new tools for industry advocates – including expert research – explaining that light from digital billboards is not a health problem. The availability of these tools was communicated broadly to the industry with published news.

"OAAA continues to be a great blessing. Thank you so much for reaching out to us and making it possible [effective political involvement]."

Mike Young  
YESCO

## Marketing Report

In the last year, OAAA's marketing team worked to position OOH as a core media buy, sharing insights about the power of the medium with target audiences.

### Real. Powerful. Marketing.

Five years ago, OAAA and its members developed a brand positioning platform that affirmed the compelling value OOH brings to advertisers. Last summer, an advisory committee was formed to update the original positioning work by creating a fresh OOH vision, brand, and positioning strategy for 2017-2021. Central to the positioning is how OOH advertising is creatively impactful, contextually relevant, and a media amplifier.

The work was supported with insights from 50 industry stakeholder interviews about OOH's future. Additionally, nine advertisers and three agencies were interviewed, along with hundreds of OAAA members.

The new [OOH brand strategy](#) includes a unified industry vision statement, a new case for change, a new OOH brand

pyramid, a new brand positioning statement, a new tagline, and a new customer-facing OOH value proposition. A customer brochure was also produced to clearly define and communicate the new OOH brand.

The new positioning recognizes that in today's world of clicks, likes, and page views, OOH can't be ignored, blocked, skipped, or viewed by bots. OOH surrounds and immerses consumers with real, powerful, advertising wherever they live, work, travel, shop, and play. That's why OOH advertising should be a core component of more media plans.



Real. Powerful. Advertising.



As an extension to the project, the [OAAA brand](#) was updated with a refreshed logo and accompanying style enhancements. OAAA staff updated all printed and electronic materials with the new branding, including the association website and sales resource app.

### Campaigns

OAAA worked with agency Partners+Napier and Project X to develop an OOH campaign that encouraged Americans to register to vote, as well as vote on Election Day, demonstrating how OOH drives digital engagement and behavior.

[Vote to Count](#) launched on September 6 with a Times Square takeover, press coverage, and social media engagement. The campaign expanded to multiple OOH markets with printed and digital assets through Election Day. Special messaging targeted Advertising Week attendees in late September.

Campaign messaging drove people to a website that directed them to state voter registration details. Visitors were also able to customize identity labels and photographs with the label “voter,” which could be shared via personal social media channels.

A white paper was released that explained the purpose and results of the campaign, which generated over 1 billion OOH



Found this on the way to work this morning. Corner of Central and St. Paul in Rochester. Whoever this is describing, we love you. PS- Don't forget to vote. #roc



Like Comment Share

You and 421 others

Top Comments

64 shares

impressions and 12 million online interactions. OAAA members donated more than \$10 million dollars in OOH media, accounting for 3,000 OOH locations.

### Research

In partnership with Nielsen, OAAA released the [Out of Home Study 2016](#), which offers a detailed examination of America's travel habits and exposure to OOH ads. The study found more than 90 percent of US travelers have noticed some form of OOH advertising in the past month. The report also revealed OOH's ability to capture the attention of young people and connect audiences of all ages with their smartphones.

"I enjoyed the webinar and thought the presentation of Nielsen data was clean, simple, and well developed."

Richard Hughes  
OUTFRONT Media

OAAA worked with Nielsen to conduct a comprehensive poster study. The study included a 10-market analysis – large, medium, and small in size – with 40 local and national advertisers, and 38 OOH campaigns. The intention of the study was to measure awareness, recall, engagement, and an ability for OOH to enhance brand perception. The study considered the value of posters as a standalone medium by spotlighting posters as an independent advertising platform.

After several months of intensive analysis and modeling, SQAD OOH planning rates were approved and will be released into the marketplace in Q1 2017. The initial release will be for the top 100 DMA and associated CBSA markets, with regular updates to follow. Cost per thousand (CPM) and cost per point (CCP) data will be available for audited OOH roadside formats by market with low, medium, and high valuations.

SQAD planning rates are used as inputs within many media optimization tools used by both advertisers and agencies and includes planning rates for TV, cable, radio, and online. OAAA formed an ad hoc committee to address the need for OOH return on investment (ROI) benchmarks and guidelines. As part of the effort, OAAA contracted with Benchmarking, formerly BrandScience, to update a 2011 ROI study. The analysis looked at identifying a normal share for OOH within a typical media strategy, normative OOH benchmarks, and how OOH works to drive brand measures.

"Awesome research and great press. So happy for you and OOH."

Debbie Reichig  
FOX 20th Century TV

With the support of the industry foundation, OAAA contracted with Venable to study the impacts autonomous vehicles may have on OOH. A white paper was produced and distributed outlining emerging autonomous technology, implications for disruptive changes in society, policy issues, identified opportunities, and a business model for the OOH industry. An ad hoc committee was formed to follow developing trends related to autonomous vehicles.

### Education

More than 800 OOH professionals and customers attended the 2016 Geopath\OAAA OOH Media Conference & Expo in Boca Raton, FL. Themed The Big Picture, the conference explored how OOH fits into the larger media ecosystem and is breaking out of its silo.



At the 2016 OOH Media Conference, Nancy Fletcher offered her top-line goals for the coming years.

Keynote speakers included Barton F. Graf 9000 founder and creative visionary Gerry Graf; Ashwini Karandikar, Global President for Dentsu Aegis Network AMNET; and futurist Mike Walsh.

OAAA presented to 76 planning groups at agencies across the country, in addition to 26 media company offices, and several OOH specialist groups. The OOH Road Show is intended to educate agencies on the strengths, advancements, and value of OOH advertising. The program focuses on the latest consumer research, outstanding creative campaigns, and a number of resources available through OAAA to assist agencies and advertisers in the planning, creation, and implementation of OOH buys. The meetings continue to produce excellent two-way communications with agencies often using the OAAA website as a resource.

### Awards and Recognition

OAAA presented [42 OBIE Awards](#) for exceptional advertising design, including top honors for Best Billboard, Best Street Furniture/Transit/Alternative, Best Multi-Format, and Best Wall Mural campaigns.

## Advertiser and Agency Roadshow

<b>Allentown/Bethlehem</b>	Klunk & Millan, Keenan-Nagle
<b>Atlanta</b>	Carat, 22Squared, Fitzgerald + Co., Three Atlanta, The Dalton Agency, OMG, Grandesign, Chemistry, McCulloch +Company, MEC
<b>Boca Raton, Pompano Beach, Orlando, Tampa</b>	Wray Ward, White Advertising, Theory House, HMM, Saturday Brand Communications, Husqvarna, BooneOakley, Adams Outdoor
<b>Charleston</b>	Motivated Marketing, Hook, Trio Solutions
<b>Cleveland</b>	Ohio OOH State Association, Bare Knuckle Group, Brokaw, Burges and Burges, AdCom, Wyse
<b>Columbia/Florence</b>	Chernoff Newman, Riggs Partners
<b>Greensboro/Winston Salem</b>	Trone Brand Energy, Shift, Mullen NC, The Variable, Fairway Outdoor
<b>Easton, PA</b>	Mint
<b>Little Rock</b>	Stone Ward, CJRW, Vines Media, Sells Agency
<b>Miami</b>	Alma, Zubi, WOW Factor, Imagen, Tinsley, CP+B, Zimmerman, VSBrooks
<b>Myrtle Beach/Charleston</b>	Carolinas Regional AAF presentation - Fuel, Visibility and Conversions, Three Ring Focus, Ripley's
<b>Philadelphia</b>	Harmelin Media, MayoSeitz Media, DDC Works, EMC Outdoor
<b>Phoenix</b>	Riester, LeanTerralever, Lavidge, CramerKrasselt, R&R Partners, Larry John Wright Inc., Zion & Zion, Anderson
<b>Pittsburgh</b>	Brunner, Chemistry, Red House Communications, Z Brand Group, A to Z Communications, Smith Brothers, MARC USA
<b>Portland</b>	C Squared

Jackson Marketing Group was honored with the 2016 Best Billboard Campaign award for the “2015 Season Kickoff” campaign for Big League World Series. Downtown Partners took home the 2016 Best Multi-Format Campaign award for its “Space is Freaking Awesome” campaign for Adler Planetarium.

MYR & Colossal Media were presented with the first 2016 Best Wall Mural Campaign award for Adobe’s “Make It with Creative Cloud” campaign. Looking to empower new generations of artists, Adobe chose 10 out of 1,600 submissions from female artists in 60 different countries to create “The World’s Biggest Student Art Show.”

“The OBIEs were once again a resounding success. You and your team bring so much class to our industry with events like this. Thank you for an unforgettable night.”

Tommy Teepell  
Lamar Advertising Company

Sukle Advertising and Design won the Best Street Furniture/Transit/Alternative Campaign for Denver Water’s “You Can’t Make This Stuff” campaign.

In addition to the top category awards, OAAA awarded 12 Gold OBIEs and 25 Silver OBIEs.

Iconic brand Corona Extra was honored with the 2016 OBIE Hall of Fame Award, recognizing the brand’s consistent excellence in OOH advertising design over many decades.



Jackson Marketing Group won the 2016 Best Billboard Campaign award for Big League World Series.

The [2016 OOH Media Plan Awards](#) were presented on November 29 at the annual Advertising Club of New York’s OOH Day. Kinetic was honored with the 2016 OOH Media Plan of the Year award for its work on the General Mills Totino’s campaign, featured on multiple OOH formats in Denver, CO, to drive organic chatter about Totino’s and measure the amplification on social media.



The Ratings-Driven Media Planning Award, which recognizes innovative use of Geopath OOH Ratings, was presented to MacDonald Media and Merlino Media for their Sparkling ICE campaign. A total of five Gold Awards and four Silver Awards were presented.

In 2016, OAAA launched the Local Case Study Award program. Sixty-five entries were received in the inaugural year with the grand prize going to Clear Channel Outdoor - Indianapolis for the Hamilton County Visitor’s Association.

### Serving Members and the Ad Community

OAAA partnered with four international OOH trade groups to produce OPEN3, a hardcover coffee table book serving as a creative review of worldwide OOH campaigns.

OAAA represented its members and the OOH industry at many important industry events including the Consumers Electronics Show (CES), Digital Signage Expo (DSE), 4A’s Transformation Conference, ANA Masters of Marketing, Cannes Lions Festival, Advertising Week, ARF Digital Signage Breakfast and the Daily DOOH Investor’s Conference during Digital Signage Week.

In 2016, the marketing team serviced more than 500 research requests on a wide range of topics that included ad spend, industry category and company-specific reports, demographic analysis, advertiser and agency database information, and a variety of customized research reports.

“Your organization is fantastic. You are a fun group to work with.”

Jim Copacino  
copacino+fujikado



# Membership Report

OAAA puts its members first. In 2016, OAAA provided a high level of service to its members, offering enhanced tools, education, best practices, and resources its members need to position OOH as a core media buy.

## Real. Powerful. Members.

OAAA members remain pleased with the association's value and level of service, with 97 percent renewing membership in 2016. OAAA put an increased emphasis on membership recruitment, seeking both new members and reaching out to former members. The association welcomed 56 new members in 2016.

Member Type	Total
General	407
Street Furniture, Transit, and Place-Based	95
Supplier	86
Attorney	43
Financial	7
Advertiser	77
Affiliate	29
International	67
<b>TOTAL MEMBERS</b>	<b>811</b>

## Website Enhancements

This year, OAAA launched the [OOH Media Locator](#), a database with multi-level search capabilities to locate OOH inventory by CBSA or DMA and specific media format. This free resource, available to the public, is used by advertisers and ad agencies to search for OOH inventory. Since its launch in April, the OOH Media Locator has been viewed more than 12,000 times.

The [OOH Creative Testing Tool](#) was enhanced. Since the tool was introduced in 2013, there have been nearly 30,000 sessions.

To complement OAAA's rebrand, a multitude of changes were made to the website and its content to enhance the user experience. All OAAA materials were edited and updated with the new branding. The website was refreshed with a new homepage design, highlighting OAAA's most popular member resources, latest blog posts, awards programs, and more.

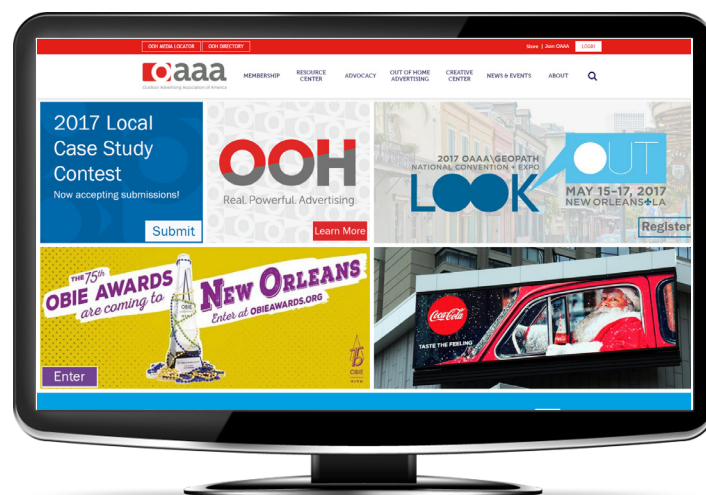
To ensure the industry is united in messaging about the new OOH brand positioning, OAAA created an online [OOH Tool Box](#). Here users can access presentations, talking points, fact sheets, and a brochure detailing the new OOH brand.

"We are truly blessed to have partners like OAAA that have supported us over the years. Thank you for all that you have done to help make our industry strong."

Maryjane Shackelford  
Barnes Outdoor Advertising

"The new OOH Media Locator is a great new tool."

Steve Crayne, Boardworks



## 2016 OAAA Webinars

- 2016 Out of Home Advertising Trends
- Economic Impact of Billboards
- Paid Social Media & Your Content Strategy
- OOH in Connected Cities
- 2016 OOH Conference & OBIE Awards Review
- Insights into the 2016 OOH Study
- Digital Billboard Security
- Digital Billboard Legal Victory
- Positioning OOH for Optimal Growth
- What do the 2016 Election Results Mean for OOH
- OSHA's New Rule Explained

[OAAA webinars](#) are recorded and archived on the OAAA website.



# Communications Report

OAAA used all communication platforms at the association's disposal in 2016, informing, educating, and promoting the power of OOH to the press, advertising community, and general public.

## Real. Powerful. Communications.

Throughout the year, OAAA monitored more than 3,500 industry news stories; connected with more than 1,500 national, international, and trade press on behalf of the industry; issued 31 press releases; and assisted member companies in responses to the press with strategic talking points and media interviews.

OAAA ensured the industry received a significant amount of positive press, locally and nationally, proactively promoting stories focused on innovative OOH advertising solutions, the benefits of digital OOH technology, trends on the convergence of OOH with social and mobile technology and its relationship to connected cities, OOH's dedication to public service and community awareness, healthy industry growth compared to traditional media, and the Vote to Count industry campaign.

OAAA became an official *Huffington Post* contributor this year, posting articles relevant to the advertising community, as well as the general public. Posts included trends in political advertising leading into the 2016 election season, details about digital billboard assistance during Hurricane Matthew, and an overview of OOH campaigns across the country recognizing art.

A partnership with Advertising Week was forged, through which OAAA contributed blog posts to AW360 about the [Vote to Count](#) campaign and how [technology is making OOH easier to plan and buy](#). Both blog posts were also published in *The Huffington Post*.



OAAA worked with *Billboard Insider*, an online channel for OOH news and analysis, to reach the OOH community with breaking news and industry insights. Including profiles on OAAA senior staff members, OAAA contributed 41 posts for a total of 11,605 page views.

The communications team lent vial support to the *Vote to Count* campaign, providing social media strategy and tracking, along with press outreach in partnership with agency



Partners+Napier. The campaign earned features in [AdAge's Creativity](#), [Atlanta Journal-Constitution](#), [Billboard Insider](#), [Digital Signage Pulse](#), and [The Huffington Post](#).

## Member Communications

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

"I read the OAAA newsletter, and your piece on social media was intriguing and inspiring."

Caitlin Knecht  
Billups

In 2016, OAAA launched its [Special Reports](#) blog as a platform to share association news and insights. Thirty-Two Special Reports were posted since January, receiving more than 11,500 page views. OAAA published 36 [Thought Leadership](#) blog posts this year. Posts received more than 14,000 page views, and three were republished in *MediaVillage*.

OAAA continued to enhance its strategic social media practices in 2016, connecting with members, media, and the general public via Facebook, Instagram, LinkedIn, Pinterest, and Twitter. More than 2,778 people have "liked" OAAA's Facebook page, where they follow industry and association news and trends. More than 3,071 people follow Nancy Fletcher on Twitter, and 3,922 follow OAAA. Fletcher's tweets are also pushed to her more than 8,800 LinkedIn contacts. The OAAA LinkedIn group now has 1,851 members.

# Public Service Report

OAAA's passion to serve and protect the OOH business is exemplified in the industry's passion to help serve and protect communities. In 2016, powerful relationships with long-time partners continued to flourish, and the industry completed a nationwide campaign to support national parks.

## Real. Powerful. Service.

OAAA continues to promote all Ad Council campaigns and inform members when new OOH inventory is available. Campaigns this year included Child Passenger Safety, Community Engagement, Food Safety Education, and Seat Belt Safety, among many others.

OAAA assisted long-time public service partner The Boys and Girls Clubs of America in honoring the group's Youths of the Year. Congratulatory messages were featured on digital billboards in the hometowns of regional and national winners.

In June, OAAA completed its nationwide campaign to support national parks. In partnership with the National Park Foundation, the public service campaign celebrated the National Park Service Centennial, urging millennials to "Find Your Park." The campaign concluded with support for the White House in announcing the official designation of Stonewall National Monument in New York during LGBT Pride Month. A video featuring President Obama and images of the White House was displayed on billboards in Times Square, officially revealing the new national monument.

To assist the people of southern Louisiana following devastating floods in August, the industry quickly came together to post creative to digital OOH assets across the country soliciting donations to the Baton Rouge Area Foundation (BRAf), an organization collecting donations to support



Nancy Fletcher  
@nlfletcherOAAA

President Obama, on #OOH billboards today, announcing Stonewall Inn as first national monument to gay rights  
12:36 PM - 25 Jun 2016

2 7

relief efforts related to the flooding. OAAA launched the OOH Advertising for Flood Relief campaign, all proceeds of which went to BRAf. OOH companies from across the country provided emergency supplies including food, home goods, and other necessities. Together, these contributions broke the original goal of \$100,000 in relief support.

As Hurricane Matthew swept through the Caribbean and along the East Coast in September, digital billboards warned drivers and carried safety messages. In the storm's aftermath, the industry worked with the American Red Cross to post donation solicitation messaging on digital OOH inventory across the US.

## Law Enforcement and Government Support

The FBI remains a strong industry partner in its use of digital billboards to locate wanted criminals. Each time a new addition was added to the FBI's Top

10 Most Wanted list, the OOH industry supported the search with digital OOH. Digital OOH publicity is responsible for the apprehension of 54 FBI fugitives.

OAAA worked with the Federal Emergency Management Agency (FEMA) multiple times this year to assist victims of natural disasters, including the massive floods in Louisiana. Messages were placed on digital billboards pro bono to direct those affected by disasters to appropriate support resources.

"Thank you for your partnership in helping disaster survivors. We appreciate your support!"

Kysa George  
FEMA

OAAA continues to transmit AMBER Alert activations provided by the National Center for Missing & Exploited Children (NCMEC) to digital billboards across the country. In 2016, four new OOH media companies signed memorandums of understanding with OAAA and NCMEC to post AMBER Alerts in their areas. Since the program was implemented in June 2008, more than 1,500 AMBER Alerts have been posted to digital billboards in the US.

OAAA worked with NCMEC on a special public service project in May to support the organization's Rock One Sock campaign, aimed at raising awareness for Missing Children's Month. Creative was posted to digital OOH assets across the country, donating nearly \$800,000 in advertising space.



BRAF public service announcement on a bus shelter in Washington, DC



# Operations & Technology Report

In 2016, OAAA provided leadership and expertise to improve overall effectiveness, quality, and safety of operations and technologies.

## Real. Powerful. Safety.

On November 17, 2016, federal regulators issued 1,200+ pages of regulations on fall protection affecting millions of workers, including billboard installers. The new rule takes ef-



**Marci Werlinich**  
@mwerlinich

Follow

Full house at the OAAA Safety Seminar @YourOAAA  
#OOH

8:17 AM - 13 Sep 2016

2 5

fect January 17, 2017, three days before the next President is sworn into office. It would phase out an exemption issued for billboard climbers granted in 1993 based on the industry's strong safety record.

To ensure its members were well informed about the new rule and its deadlines, OAAA contributed an article to *Billboard Insider* informing the billboard community about the new requirements. OAAA hosted a webinar to offer members a chance to have their questions answered by industry experts.

In September 2016, OAAA offered its leadership and expertise to garner positive results in creating and implementing policies and standards to improve OOH's effectiveness, quality, and safety via an OAAA Safety Seminar, held in Indianapolis, IN. More than 115 industry members attended the one-day seminar, themed Safety First. The program included an Executive Buy-in Panel, which highlighted the need for top-down company support for inclusive employee and corporate safety policies.

"The safety seminar had strong presenters and great information necessary to keep our employees safe."

Patrick O'Donnell  
YESCO Outdoor Media

# FOARE Report

The Foundation for Outdoor Advertising Research and Education (FOARE) continues a long-standing commitment to foster real research and education on issues critical to OOH.

## Real. Powerful. Education.



FOARE launched a new scholarship endowment program in 2016, aimed at students interested in marketing and sales. **Alexander Alwin**, Glendale, AZ, was named the recipient of the first-ever Allman Family Business Development, Marketing, and Sales Scholarship in the amount of \$5,000. Alwin will be entering his junior year at the University of

Arizona Eller School of Management. He is the son of Tony Alwin, OUTFRONT Media. Alwin noted that upon graduation, a goal is to establish his own OOH media company combining the technology of personal electronic devices with out of home on a global scale.

Two graduate students enrolled in urban planning programs were recipients of the Reagan Family Scholarship Endowment. The recipients of the scholarships were **Grant Allen**, who is seeking a Master's degree in City and Metropolitan Planning (MCMP) at the University of Utah; and **Colleen Gentles**, who is studying for an M.S. in Community and Regional Planning at the University of Texas at Austin. Each received a \$2,000 scholarship.



**Kathryn Zelechowski**, Glen Carbon, IL, received the \$4,500 Ruth Segal Scholarship. Zelechowski is entering her sophomore year at the University of Illinois at Urbana-Champaign and is studying Agricultural Communications. Her mother is the administrative assistant to Vince Miller, president of DDI Media in St.

Louis, MO. Upon graduation, Zelechowski hopes to work as a marketing specialist for an agricultural company.





Davis Deussen, Fruita, CO, earned the Vern and Elaine Clark Outdoor Advertising Industry “Champion” Scholarship Endowment in the amount of \$4,000. Davis is a sophomore at Fort Lewis College in Durango, CO, and is studying journalism. His uncle, Timothy Fox, works for OUTFRONT Media.

Other recipients awarded \$3,000 scholarships are:

**Joshua Benton**, Florence, SC, is a freshman at Clemson University and plans to study engineering. Joshua is the step-son of Darryl Jackson, operations manager at Adams Outdoor Advertising in Florence, SC.

**Erin Dugan**, Fayetteville, NY, is a junior at the Rochester Institute of Technology. Erin is studying international hospitality and service management. She is the daughter of William Dugan, vice president/general manager of Park Outdoor in Syracuse, NY.

**Stephen Lambert**, Centreville, Virginia, is a junior at George Mason University in Fairfax, Virginia. He is pursuing a triple major in Government and International Politics; Global Affairs, and History. He is minoring in Conflict Analysis and Resolution and Arabic.

**Lexi Sanders**, Naperville, IL, is a freshman at High Point University in High Point, NC. Lexi plans to study communications. She is the daughter of Todd Sanders, who has worked in the OOH advertising industry for 25 years, including OUTFRONT Media, Windsor Outdoor, and MacDonald Media.

**Brett Schmitz**, Mukwonago, WI, is a freshman studying forensic investigation at the University of Wisconsin. Brett is the son of Bill Schmitz, a sign installer for Clear Channel Outdoor.

**Daniel Towns**, Oakland, CA, is studying for a Masters in history at Stanford University. As an undergraduate, he wrote an honors thesis on the history of billboard advertising. He has been the recipient of a FOARE Fellowship through Duke University Libraries and expects to turn his research into a long-form book on billboards and historical geography.

“This is an honor, and I’m very grateful for your help throughout the process. I cannot express how much the support means to me.”

Daniel Towns  
Scholarship Recipient, Stanford University

## Research

FOARE is in its third year of supporting a fellowship program to support archival research at Duke University.

“Thanks for all the great work on the scholarships. I believe this marks the 3rd time someone in our organization has been awarded a scholarship, and we are grateful for all FOARE has done for our industry and the folks employed in the industry.”

Vince Milller  
DDI Media

During 2016, the foundation supported OAAA’s *Vote to Count* campaign, which encouraged voter registration and turnout for the November 2016 election. The Foundation also funded an initial client-privileged agreement with Venable, LLC, to develop a white paper on autonomous vehicles, connected cities, and other new technologies that may affect the OOH industry in the future.

Approval was given for the Photo Ark public service project in partnership with National Geographic, which will be completed in 2017.

## Annual Fund and Administration

New directors were welcomed to the FOARE Board: Don Avjean; Jim Balestino; and Vince Miller.

The 2016 Annual Fund is underway with a completion date of January 31, 2017 (the end of FOARE’s Fiscal Year). The goal is to raise \$175,000. Since FOARE was re-organized over a decade ago, more than \$2 million dollars has been contributed to the foundation supporting research and scholarship activities.

At the OAAA Board of Director meeting in Las Vegas (November 2), Nancy Fletcher announced a \$50,000 donation from the Fletcher Family Foundation endowment to support research and development activities concerning new technologies. There is over \$200,000 in the endowed fund.

## FOARE Board of Directors

Paul Cook, Chair	Jim Moravec
Don Allman	Pat O’Donnell
Don Avjean	Billy Reagan
Jim Balestino	Nancy Fletcher, ex-officio
Michelle Costa	William Reagan, ex-officio
Dave Feldman	Myron Laible, Secretary-Treasurer
Hal Kilshaw	Eric Rubin, Counsel
Vince Miller	Thomas Smith, Consultant