



Out of Home Advertising Association of America

2022 Annual Report | We're Back!

January 19, 2023



Anna Bager

Dear OAAA members, colleagues, and friends,

Last year was a period of continued momentum for out of home (OOH) – our industry is once again flourishing! It has been a slow and arduous journey but, the vitality of the industry is evident in the strong growth we've seen – with the industry approaching the historical YTD high set in 2019 at \$8.6 billion. We're back!

OAAA was your voice as OOH bounced back and your generous support made it possible for the association to continue our mission to protect, advocate, and serve as an accelerator for industry growth. I'm excited to share a detailed view of the "year in review" outlining how OAAA continued its work to drive industry change and cultivate relationships with brands to ultimately drive more investment in our medium.

The OAAA team remained laser focused on three key areas: industry growth, general issues before the US Supreme Court, and industry continuity and leadership. We had a strong year with far more visibility than ever before. The association gained 45 new members, the Government Affairs team navigated a robust political cycle by effectively using our industry PAC, and we created new opportunities for billboard use with Members of Congress. Supporting the growth of your business is a pillar of our research efforts, which generated over 400 requests last year.

There is significant opportunity for OOH to play an even more important role for marketers, helping them reach consumers at the critical moments within their daily journeys. To that end, we leaned into industry marketing with the launch of our Brand Council, Discover OOH program, and industry tentpole events such as Cannes Lions and Advertising Week where we garnered support from leading advertisers as part of our thought leadership series.

While we are pleased with the momentum we achieved together we know we can do more. In the year ahead we will invest heavily in initiatives that support the OAAA mission to protect, advocate, and accelerate growth of the entire OOH industry. We'll continue to drive standards and guidelines in support of your business goals, remain focused on lobbying efforts designed to protect your business interests, and build and increase visibility for OOH media and our members among advertisers.

On behalf of the entire OAAA team, I thank you for your support and we look forward to partnering with you in the coming year to evangelize the undeniable power of OOH.

Sincerely,
Anna Bager
President & CEO

A handwritten signature in black ink that reads "Anna Bager".

2021-2023 Leadership

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

OAAA Executive Committee

Sean Reilly | Chair
Lamar Advertising Company

Anna Bager | President & CEO
OAAA

Jeremy Male | Secretary
OUTFRONT Media

Chris Grosso | Treasurer
Intersection

Scott Wells | Vice Chair, Communications
Clear Channel Outdoor

Steve Richards | Vice Chair, Legislative
Mile High Outdoor Advertising

Dan Levi | Vice Chair, Marketing
Clear Channel Outdoor

Jean-Luc Decaux | Vice Chair, Membership
JCDecaux North America

Richard Peterson | Vice Chair, Standards, Safety & Technology
Porter Advertising LLC

Kevin Gleason | Vice Chair, Ways & Means
Adams Outdoor Advertising

William Reagan, Sr. – | Ex-Officio Chair
Reagan National Advertising

Members at Large

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Barrett Outdoor Communications

Marc Borzykowski
Vector Media

Paul Cook
Wolverine Sign Works

Dawn Del Mastro-Chruma
Del Mastro Outdoor

David Feldman
Park Outdoor Advertising

Drew Katz
Interstate Outdoor Advertising

Scott LaFoy
Link Media Outdoor

Regis Maher
do it outdoors

Sean McCaffrey
GSTV

Jim McLaughlin
JAM Enterprises

Pat O'Donnell
YESCO Outdoor Media

Patrick McLaughlin
DDI Media

Steve McNeely
Trailhead Media

Mike Norton
Norton Outdoor Advertising

Kelly Peppers
Colossal Media Group

Mike Provenzano
Vistar Media
Chairman, Suppliers Council

Pudge Roberts
Coastal Outdoor Advertising

Debra Thompson
Cleveland Outdoor Advertising

Keith Thompson
InSite Street Media

Mike Zukin
Meadow Outdoor

New OAAA Leadership



Jeff Jan

In September, Jeff Jan joined OAAA as the organization's first Head of Industry Initiatives. In this newly established role, the 22-year industry veteran will oversee all OAAA industry initiatives, committees, and councils. Working directly with the trade association's extended ecosystem of OOH media owners and ad technology subject matter experts, he will guide the development of research, technical standards and best practices, new ad formats, and thought leadership. In addition, he will serve as a key partner with external trade bodies such as the 4A's, IAB, ANA, Geopath, and MRC to represent the OOH agenda across the broader advertising and media ecosystem.

Legislative Report

Courts

Industry attention centered around the U.S. Supreme Court in early 2022 as the Court issued an April ruling in the *City of Austin vs. Reagan National Advertising* billboard case.

Justice Sonia Sotomayor wrote a 6–3 majority opinion that the City of Austin’s on-off premise distinction was content neutral under the First Amendment and that intermediate scrutiny was the correct judicial evaluation. The ruling reversed the decision of the 5th Circuit Court of Appeals and remanded the case back to the lower court.

In remanding the case, the Supreme Court acknowledged that there still could be other First Amendment considerations and that regulations pertaining to speech or expression must be narrowly tailored. In September, aspects of the Austin ordinance were revisited when the Circuit Court heard continued arguments in the case. A final decision remains pending.

In May, the U.S. Supreme Court also addressed two billboard tax cases that were petitioned to the Court: *Cincinnati, OH vs. Lamar Advantage GP (et al: Norton)*; and *Clear Channel Outdoor LLC vs. Raymond, Henry J. (Baltimore)*. In 2021, Maryland’s top court upheld the Baltimore billboard tax while Ohio’s top court struck down Cincinnati’s billboard tax. The U.S. Supreme Court declined to review the two cases, leaving the previous lower court decisions in place.

“The speed of the help you provided, and the usefulness of the content is going to make a difference.”

– OAAA member seeking regulatory guidance

Federal Elections

The federal mid-term election cycle took center stage politically with the 10-year congressional redistricting process; state-by-state primaries; and general election in November. Throughout the year, OAAA was actively engaged through our political action committee.

The general election resulted in a political power shift in Congress. The average gain for the opposition party in a non-presidential election year is 26 U.S. House seats and 4 U.S. Senate seats. Republicans gained only 9 seats but will now have majority control of the U.S. House with a 222–213 advantage. Meanwhile, the U.S. Senate will remain in Democrat control with a 51–49 breakdown, an actual pick-up of one seat.

Member of Congress Recognition

OAAA member companies participated in a year-end initiative to recognize Members of Congress. The program congratulated elected representatives following the November mid-term elections.



Congress & Billboards

OAAA worked with Members of Congress to generate a new revenue opportunity with the use of billboards for constituent service. The House of Representatives approved billboards as an official means of communication. Congress can now use office funds on billboards to convey official government and policy messages.



Legal Seminar

In November, OAAA conducted a Legal Seminar for the first time since before the pandemic. The event brought together industry representatives for a full day of informative sessions covering a range of billboard legal topics, including the Austin court proceeding. We also honored longtime OAAA Counsel Eric Rubin with an annual FOARE scholarship in his name, for a student pursuing a career in the law.



OAAA Assn. Counsel Eric Rubin and family

Company Visits and Conferences

The OAAA Government Affairs staff was on-the-go throughout the year attending over 35 events, participating in state outdoor advertising association meetings; presenting at industry conferences; and visiting member companies.



WV Outdoor's Bill Lodzinski and Mike Hershey



Kerry Yoakum at the Florida state association meeting

Federal & State Legislation

Congress passed a landmark transportation bill in 2021: the \$1.2 trillion Infrastructure Investment and Jobs Act. Throughout 2022, Congress oversaw the U.S. Department of Transportation's implementation of the Act. These federal monies will flow to the states over the next five years and touch various aspects of the OOH industry through highway, airport, and transit funding.









Congress also made significant strides in advancing legislation on data privacy and consumer protection. Six states have privacy laws in the absence of an overarching federal law. If federal proposals are enacted in 2023, it could impact digital media advertising platforms and potentially override those existing state laws. OAAA helped facilitate favorable billboard legislation in various state legislatures during 2022, working with state associations and member companies. OAAA also worked as part of a national coalition to defeat a Kentucky proposal to tax advertising services.

Marketing Report

Building the Bridge to Brands

The OAAA Brand Council was formed last year, bringing top media leaders together to help guide the future of OOH. The network of respected leaders engaged in active discussions on key issues and developing trends, informing an agenda designed to advocate for this medium's value in an omnichannel marketing mix.

OAAA Brand Council Members

 <p>Dave Marsey SVP Media & Commerce, Allstate</p>	 <p>Greg Hamilton Vice President of Media, Insights, & Content Strategy, Little Caesars</p>
 <p>Randi Stripes CMO, The Weather Channel Company, IBM Watson Advertising</p>	 <p>Sophie Kelly SVP, Whiskeys Portfolio in NA, Diageo</p>
 <p>Todd Kaplan CMO, Pepsi</p>	 <p>Catherine Schenquerman Senior Director of Brand Marketing & Comms, Gopuff</p>
 <p>Cheryl Gresham CMO, Visible</p>	 <p>Maria Givens Global Head of Media & Digital, Logitech</p>

OAAA engaged with brands and agencies at tentpole events throughout the year, including Cannes Lions, The Advertising Club, Advertising Week, and New York Digital Signage Week.

Anna Bager opened OAAA's first-ever appearance at Cannes with Lamar CEO Sean Reilly and OUTFRONT CEO Jeremy Male, then moderated a panel focusing on how OOH has become more culturally relevant and impactful, with Diageo's Sophie Kelley, IBM Watson's David Olesnevech, GSTV's Sean McCaffrey, and Anthony Reeves from Essence. Anna also hosted several Future Gazer panels with leaders from Twitter Next, Google, TBWA, and more. It was a whirlwind week spent evangelizing the ever-growing power of OOH at creativity's most prominent event.



Credit: Sean T. Smith

During Digital Signage Week, OAAA threw a lively cocktail party at The R Lounge overlooking Times Square. Over 130 attendees mingled with OOH peers, following opening remarks from Anna Bager, Geopath President Dylan Mabin, and Broadsign President and CEO Burr Smith.

The next week, OAAA hosted a standing-room-only panel at Advertising Week on The Bright Future for OOH, where Anna Bager moderated a conversation with Natrian Maxell, GM of Emerging Channels at The Trade Desk; Ian Dallimore, VP of Digital Growth and GM of Programmatic at Lamar; and David Olesnevich, Head of Product at IBM Watson Advertising.

We also conducted various events throughout the year that served as a conduit for education and conversation about OOH, connecting with hundreds of brands and agencies along the way.



(L-R) Burr Smith, Anna Bager, and Dylan Mabin

Discover Out of Home (OOH)

The **Discover OOH Agency Days** series increased the profile and awareness of OOH in Dallas, Minneapolis, and Atlanta, connecting with 78+ agency employees. The bespoke event featured a half day of content, highlighting current trends in OOH, the latest research, and innovative case studies for agencies in local markets, followed by a networking opportunity.

“Such a great event! I also received really great feedback from our partners ... [who] are pretty new to the OOH space. They mentioned it was the perfect amount of time and they love the content around beautiful creative executions.”

- OAAA member from Vistar



(L-R) Ian Dallimore, Natrian Maxell, David Olesnevich, and Anna Bager

The **Discover OOH Salon Series** was designed exclusively for senior executives from OAAA member companies, offering a unique opportunity to engage today's leading brands in interactive discussion, learning, and networking. We hosted intimate dinners in New York (x2), LA, and Chicago with a vast range of brands in attendance:



Compelling Research

Through partnerships with third-party research providers, OAAA delivered vital insights that prove the value of the medium to brands, agencies, and communities. This year, OAAA put forth four major research studies, funded by FOARE, including:

The Harris Poll - OOH Consumer Insights & Opportunities

The latest research shows 85 percent of consumers find OOH ads useful, and that they are catching consumers' attention during daily travel and special occasion trips more than just a year ago (+49% & +45%, respectively).

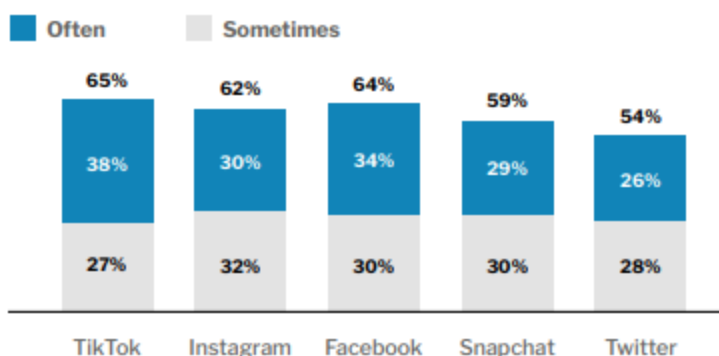
The research also showcased how OOH drives engagement and action with almost 60% of US adult consumers reporting they've recently taken an action based on exposure to an OOH ad, particularly across key product categories like automotive, financial, health services, insurance, and quick service restaurants. The Harris Poll found that consumers regularly see OOH ads in photos across their social media feeds, underscoring the value of OOH in generating organic amplification of OOH campaigns.

Comscore OOH & Online Activation

The study showcased the powerful ability of OOH to drive digital engagement when compared to other competitive media channels. Comscore's research found OOH generates 5-7x the expected level of activation based on our share of ad spend, whether brands are trying to drive consumers to search, engage on social media, download apps, make online purchases and more. This research proves OOH produces results throughout the consumer funnel, and overdelivers value by providing earned impressions in social media.

Over Half of Social Media Users Notice OOH Ads Reposted on Platforms

Notice rate among users of each social media platform



"The Harris Poll studies have been extremely useful and provide great insights we are able to convert into compelling sales stories for our AE's. The product categories covered have been spot on."

– OAAA sales member from Lamar

EMC Outdoor
3K followers
7mo · 🌐

+ Follow ...

How is your advertising reaching consumers #OutOfHome? Findings from the OAAA & Comscore show that consumers are actively spending less time on devices - Tap into EMC's resources...

43%
of consumers are trying to spend less time on their phones, computers, or reduce TV viewing time

OAAA & Comscore

emc outdoor

place.exchange

85%
of OOH viewers find the ads useful

Source: OAAA The Harris Poll Q1 2022 - Consumer Trends for OOH

Lamar Advertising Company
21,627 followers
1mo · 🌐

We know that Out of Home ads are powerful when seen on large billboards or vibrant digital screens. But new OAAA/Harris Poll research found they are also effective when seen on a social ...see more

75% of users who saw an outdoor ad on their social media feed engaged with it in some way. **48%** visited the advertised company's website.

SOURCE: OAAA

Awards: Rewarding Excellence

80th Annual OBIE Awards

The 80th OBIE Awards were presented in Marco Island, Florida, with a livestream spreading the news across the nation. This year's Platinum OBIE Award was given to FCB New York for its outstanding work on the campaign, "Michelob ULTRA Courtside: Game-Changing Innovation Changes the Game."

This campaign allowed spectators to attend NBA games virtually, while exceptionally boosting Michelob Ultra sales.



Gold OBIE Award Winners

- In Buzzworthy: Mischief @ No Fixed Address for "Alpha: Chickenflation"
- In Direct to Consumer: Thinx for "Thinx Absorbs Worries"
- In Combined Multi-OOH Formats: MilkMoney for "Monogram Headlines"
- In Interactive (Online Integration), Entertainment & Live Events, Custom Installation, Food & Beverage, and Digital Design: FCB New York for "Michelob ULTRA Courtside: Game Changing Innovation Changes the Game"
- In Fashion & Luxury Goods: AC3 Studio for "Balenciaga x Fortnite"
- In Contextual, Combined Multi-OOH Formats, and Buzzworthy: David & Goliath for "Chris P. Poultry, Attorney at Law"
- In Transit: Kre8 Media for "OMEGA MART Custom Iconic Mobile Billboard Truck PR Release"
- In International: Isobar for "Fanta Halloween"
- In Buzzworthy and Custom Installation: FCB Chicago for "Boards of Change"

OBIE Craft Award Winners

- Gold Craft: FCB New York for "Michelob ULTRA Courtside: Game Changing Innovation Changes the Game"
- Silver Craft: David & Goliath for "Chris P. Poultry, Attorney at Law"
- Silver Craft: Hydrogen for "Please Don't Buy Mixwell"
- Bronze Craft: AC3 Studio for "Balenciaga x Fortnite"

Media Plan Awards

The OAAA's OOH Media Plan Awards recognize the essential role media planning plays in the development of successful OOH campaigns, underscoring how good creative design, thoughtful placement of messages, and proper allocation of budgets unite to produce an outstanding communications strategy.

The 2022 Media Plan of the Year Award went to Rapport for its 'NBA Postseason Taking it to the Streets' campaign, which pushed the boundaries of DOOH innovation and multi-team collaboration to bring game updates and real-time commentary into the local communities.

The result: across-the-board lift in tune-in intent, consideration, awareness, and Finals viewership.



Amid a slew of strong entries, this year's winners achieved remarkable results for their clients and illustrated OOH's profound power in connecting with audiences.

Gold Award Winners

- "Jellysmack" from NPRP Media
- "NBA Postseason Taking it to the Streets" from Rapport
- "Oscar Mayer" from Colossal Media
- "Paper 2022 Brand Campaign" Rapport + Mediahub
- "Target" from Vistar Media

Public Service Report

OAAA united the industry throughout the year to support vital public service efforts, facilitating the donation of millions in OOH media space. OOH has long been known as the fabric of our communities. It's a canvas for community-driven outdoor displays that make people stop, reflect, feel, and sometimes take positive action in their lives. A recap of some of this year's campaigns:

Stand Up For Ukraine: When war broke out, our members jumped into action over a weekend to support those affected by the war in partnership with Global Citizen. Many of you shared compelling creative and ran it across the US.



Earth Day: Invest In our Planet: OAAA teamed up with Earthday.org once again this year to spread awareness and education with the goal of inspiring people to act. The 2022 theme, "Invest in our planet," focused on outreach to businesses and government entities—organizations possessing significant capital to invest in the planet by way of their decision-making efforts and actionable policies that lead to sustainable paths forward.

Together their efforts generated nearly 52 million impressions in more than 50 markets around the country.



National Constitution Center Build A More Perfect Union Campaign: For the 4th of July, OAAA members encouraged Americans to be inspired to learn more about the framework that guides our nation and participate in building a more perfect union. Support in 12+ markets equated to more than \$25 million in in-kind donations.



Child Road Block Safety with The Ad Council: OAAA continued our partnership with the Child Road Block Safety, with this year's campaign focusing on ensuring children have the right car seat.

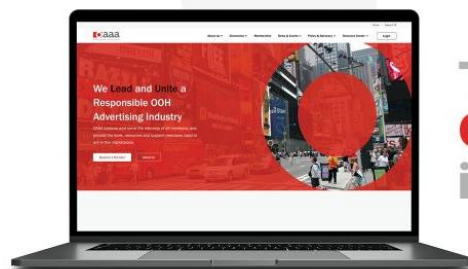
Shine A Light: OAAA was thrilled to partner with Shine A Light again this year during the holiday season to Shine a Light on antisemitism.



Reaching Our Community in New Ways

In the fall, OAAA launched a sleek, new website with a more modern look and feel. The new navigation bar and intuitive design put all the essential member tools at your fingertips, from research, news, and insights to best practices, resources, and initiatives. With optimized search capabilities and designated sections for committee involvement, the new OAAA.org was built for you, our members.

"Well done. Your new site is much more intuitive. Thank you!"
– OAAA member from JCDecaux North America



The new
OAAA.org
is here!



We grew our social following by 4.35% across channels this year, reaching a collective audience of 24,651. Total impressions across channels were 536,719 with 24,943 engagements.

OAAA released a steady drumbeat of news throughout the year and was featured in more than 130 articles, garnering 145,020,584 total media impressions. Some of our top headlines included: OAAA's Media Plan of the Year Awards, The Harris Poll research, OAAA's collaboration with the IABTech Lab for Open RTB standards for DOOH, OBIE winners, Jeff Jan joining OAAA, FOARE scholarship recipients, and the establishment of the OAAA Brand Council.

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The Billboard Creative Battle Is Coming to a Precinct Near You

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Holiday travel surge expected to attention paid to outdoor ads

Fotis Georgiadis
Sep 18, 2022 · 11 min read · [Listen](#)

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Women Of The C-Suite: Anna Bager Of OAAA On The Five Things You Need To Succeed As A Senior Executive C-Suite

An Interview With Fotis Georgiadis

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Marketers are increasingly data with out-of-home bu

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Tech companies flock to out-of-home during comeback year

Apple is second only to McDonald's in top OOH advertisers

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SPEND: \$38.74VPCO: \$7.79PL: \$0.86: \$0.57	VPRM: \$22.588	VPS: \$4.97VPV: \$1.00\$0.39	About This T...
Blue Per CPM/Line Per Comment	Value Per Line/Line Per Line	Value Per Share	Value Per View/Per View

[OUT-OF-HOME](#)

Advertisers From Pepsi, Allstate And More Join OAAA's New Brand Council

[DIGIDAY](#)

[RESEARCH PANEL](#)

[MARKETING](#)

Marketers eye OOH for the holidays as consumers return to in-person shopping and travel

Membership Report

OAAA continued to provide a high level of service to our members, offering enhanced tools, education, best practices, and resources to help educate advertisers about the power of out of home. With an enhanced website, members were easily able to access online tools and resources on a daily basis. The OOH Mockup Generator – a fan favorite among members – received 35,233 pageviews, which was nearly a 400% increase over 2021.

Over the course of the year, OAAA staffers fielded over 800 legislative and marketing research requests from members. With an increased focus on membership recruitment, the association welcomed 45 new members in 2022 while maintaining a healthy renewal rate of 88 percent.

OAAA Welcomed 45 New Members in 2022



OAAA Committees: Strength in Numbers

Transit Guidelines

In May, OAAA released a comprehensive methodology for capturing mobile advertising IDs that represent the audience exposed to Digital Moving Out-of-Home (DMOOH) media. The guide serves as a road map for addressing the challenges of capturing accurate data for a special class of DOOH in which the advertising venue's location is not fixed. The goal of releasing this report as an addendum to the OAAA's "DOOH Exposure Methodology Standardization Guidelines and Best Practices," was to encourage greater adoption of the DMOOH format by omnichannel marketers.

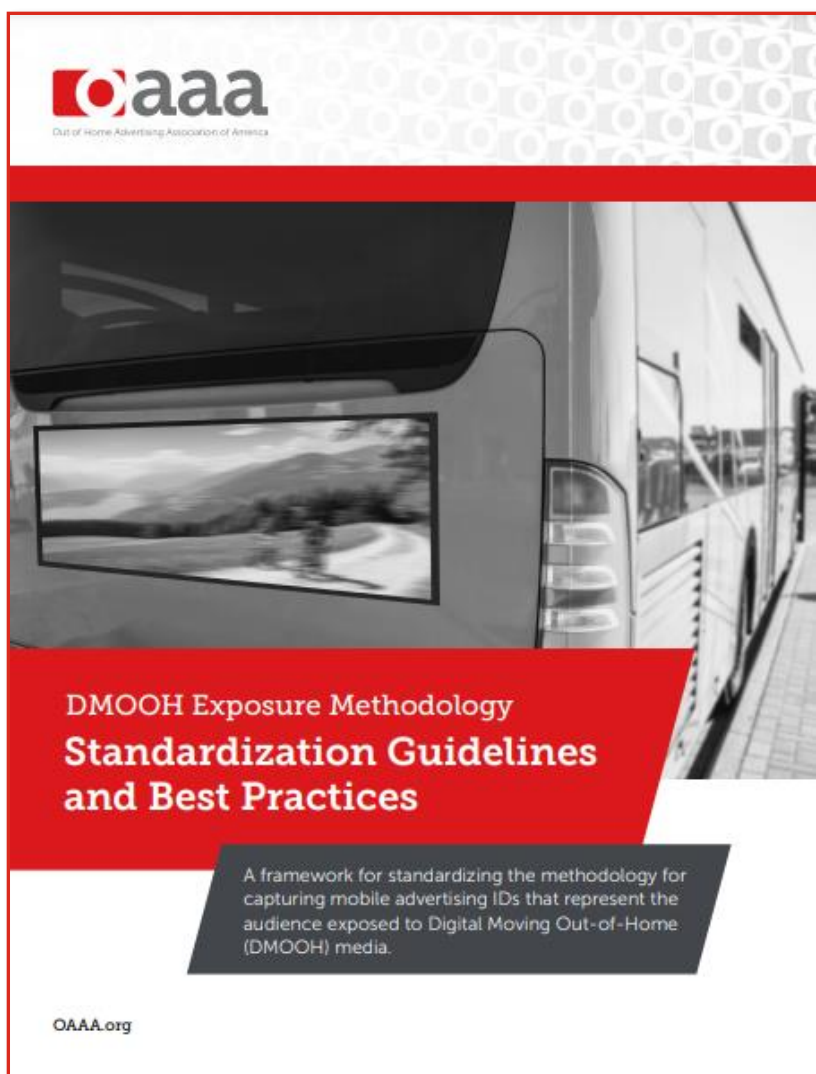
The framework lays out key differences between capturing DMOOH exposure versus traditional DOOH methods.

Open RTB

To help DOOH programmatic enter the next phase of growth, OAAA and Outsmart Out of Home worked with the IAB Tech Lab to publish new DOOH-specific guidelines and technical resources for real-time bidding.

Until now, implementations of OpenRTB in OOH advertising had resulted in many custom implementations, adding complexity to omnichannel consideration of the medium.

This work – achieved by bringing together global Demand Side Platforms (DSPs), Supply Side Platforms (SSPs) and OOH Media Owners – is now part of the IAB Tech Lab's OpenRTB standard, allowing OOH to be properly described and traded alongside the established digital media channels of online display, mobile, audio and CTV.



Innovation Summit

In August, OAAA hosted a highly engaging Innovations Summer Camp in DC's iconic Navy Yard with some of OOH's best and brightest from all walks of membership!

A key take away from the meeting was the strong appetite of our members to lean in on the initiatives that are shaping the future of OOH, with an eye on Programmatic, Data, and Video as key focus areas.

"The event, venue, and content were all amazing!"

– Summit attendee



OAAA Webinars

2022 OOH Trends – OAAA senior leaders reviewed the biggest opportunities and key issues for OOH in 2022, examining OOH ad spend trends and key growth drivers, the latest research on consumer behavior, and an update on digital media regulation.

OOH Here & Now – Famously brash and always spot-on, angel investor Rob Norman sat down with Anna Bager for a fireside chat about all things new and fresh in OOH.

The Harris Poll Insights Q1 – OAAA's Steve Nicklin and The Harris Poll CEO John Gerzema dug into consumer summer travel intent, seasonal retail and OOH's impact in automotive.

Jack Myers Media Outlook: Carpe Diem. Seize the Opportunity – Media master Jack Myers shared his 2022 outlook for the marketing economy, his vision for OOH, and best practices for reaching the new generation of brand & agency professionals.

OOH Drives Online Activation at 5x – 6x Above the Expected Rate – Comscore OOH Media Services Senior Director Diane Williams discussed the results of the OAAA-Comscore OOH and Online Activation Survey, which created a compelling case for why OOH should be an integral part of advertisers' media mix.

2032: What Will Local Advertising Look Like in a Decade? – Longtime advertising analyst Gordon Borrell, of Borrell Associates Inc., delivered a fast-paced, fact-laden look at how agencies and direct ad buyers have changed habits, and how local media sellers will need to adjust if they want to grow.

Award Winning Local Case Studies – OAAA's 2022 Local Case Study Award winners offered an inside look at their approach and how they generated massive business impact.

The Current & Future State on Online Tracking – Digital advertising trainer Steven Golus explained how limited consumer tracking impacts the Digital Ad Ecosystem and why digital unknowns are a major OOH opportunity.

The Harris Poll Consumer Insights & Intent Q2 2022 – OAAA's Steve Nicklin and The Harris Poll CEO John Gerzema offered a deep dive on the dynamic 2022 political landscape, back-to-school shopping, cannabis, sports betting, QSR and more.

The Harris Poll: Q4 2022 Consumer Insights & Intent – The Harris Poll CEO John Gerzema and OAAA's Steve Nicklin discussed brand new consumer insights into: Holiday shopping, Holiday travel, Financial category, Insurance category, and Healthcare category.

Discover the Latest OOH Research & Trends – Steve Nicklin offered up the latest OOH trends and proof points presented as part of the Discover OOH series, along with a sneak peek at the ad media forecast for 2023.

What Does it Take to Win an OBIE? – Project X CEO Rick Robinson sat down with a slew of OBIE OGs to decode what makes a winner.

OAAA LUNCH BREAK AVAILABLE ON DEMAND

JACK MYERS MEDIA OUTLOOK: CARPE DIEM. SEIZE THE OPPORTUNITY

Featured Guest:

Jack Myers
Founder, MediaVillage & AdvancingDiversity.org

Anna Bager
President & CEO
OAAA

OAAA

OAAA LUNCH BREAK

2032: WHAT WILL LOCAL ADVERTISING LOOK LIKE IN A DECADE?

MODERATED BY:

Steve Nicklin
SVP of Marketing & Analytics,
OAAA

Gordon Borrell
CEO,
Borrell Associates Inc.

OAAA

THE CURRENT & FUTURE STATE OF ONLINE TRACKING MASTERCLASS

Steve Golus
Digital Advertising Training,
Steven Golus Consulting

WEDNESDAY, SEPTEMBER 28TH @ 2 PM ET

OAAA **2023 OBIE AWARDS**

WHAT DOES IT TAKE TO WIN AN OBIE?

Rick Robinson
CEO of Project X

Mendi Robinson
VP of Creative of Lamar

Rob Jackson
Founder & CEO
of ExtraCreditprojects

Eddy Herty
VP, National Creative Director
of OUTFRONT STUDIOS

THURSDAY, DECEMBER 15 2-3 PM ET

Operations & Technology Report

OAAA strives to improve and enhance the safety of operations and technologies. The Standards, Safety, and Technology (SST) Committee is tasked with leading this effort.

Richard Peterson – Chair | Porter Advertising
 John Barrett | Barrett Outdoor Communications
 Bob Chesonis | OUTFRONT Media
 Ken Guy | Link Media Outdoor
 Mike Helm | Dakota Outdoor Advertising
 Steven Hillwig | OUTFRONT Media
 Michael Mielke | Adams Outdoor Advertising
 Ortyl Ortiz | Clear Channel Outdoor
 Bryan Parker | Clear Channel Outdoor
 Bobby Switzer | Lamar Advertising Company
 Kerry Yoakum | OAAA Staff Liaison

Safety & Operations

The SST Committee hosted the 2022 OAAA Safety Seminar in Houston, Texas, at the OUTFRONT Media plant on September 19-21, 2022. The event was well attended (61) and highly rated.

The Safety Seminar provided training and operational tips for owners and operations/safety professionals across the industry and was aimed at ensuring that “Safety First” remains a crucial component of industry workplace and workforce programs.

The committee, chaired by Porter Advertising’s Richard Peterson, 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 2022, the number of digital billboards installed nationwide is 11,500. OAAA will survey member companies again this month.

OAAA Digital Billboard Committee

The committee is currently engaged in research to rebut ANSI guidelines that arbitrarily limit digital billboard brightness. In conjunction with the International Sign Association (ISA), the industry is updating digital billboard brightness guidelines. After that, the information will be used to challenge the ANSI guidelines.



FOARE Report

At the end of 2022, FOARE's total assets were \$1,143,450.17, and a total of \$171,600 was contributed by colleagues and friends during the annual Fund Drive. This money was used to support the foundation's scholarship program and several OAAA marketing research initiatives. FOARE has funded a refresh of the Benchmarking OOH ROI/MMM study, along with marketing and consumer behavior research with The Harris Poll. The total funding for research was \$178,000, an increase of 18.67% from the previous year.

In 2022, FOARE received 5 times more scholarship applications year-over-year, the highest volume received in the program's 22-year history. There was a ratio of 66% female applicants to 29% male applicants, with the remaining 5% identifying as transgender or non-binary. There was also a strong diversity of applicants with varied cultural origins, including American Indian/Alaskan (3%), Asian (11%), African American (25%), Hawaiian (1%), Hispanic/Latino (20%), and white (47%).

FOARE Board of Directors

Chairman: Paul Cook | Wolverine Sign Works

Vice-Chairman: Jim Balestino | Adams Outdoor Advertising

Board Members:

Billy Reagan | Reagan National Advertising
 Dave Feldman | Park Outdoor Advertising
 Dawn Del Mastro-Chruma | Del Mastro Outdoor
 Diana Stevenson | Grace Outdoor
 Hal Kilshaw | Lamar Advertising Company
 Michelle Costa | Clear Channel Outdoor
 Mike Zukin | Meadow Outdoor Advertising
 Mitch Schwartz | OUTFRONT Media
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 Sean Reilly | Lamar Advertising Company

Secretary-Treasurer: Stephen Freitas | OAAA

Counsel:

Eric Rubin | Rubin, Winston, Diercks, Harris, and Cooke

Consultant:

Thomas Smith | Thomas M. Smith & Associates

2022-23 Scholarship Recipients

Aubrey Harper | Madison, OH

Ilman Family Business Development, Marketing, and Sales Scholarship

Brianna Fratella | Tempe, AZ

General scholarship

Christine Rose | Downey, CA

Nancy Fletcher Leadership Scholarship

Delaney Day | Las Vegas, NV

General scholarship

Emely Acevedo Arias | the Bronx, NY

Visual Arts, Technical, and Trades Scholarship

Immanuel Neeley | Las Vegas, NV

Joseph Zukin Jr. Educational Opportunity Scholarship

Isaiah Baughman | Sydney, OH

Ruth Segal Scholarship

Josephine Matalone | Fayetteville, AR

Elaine Clark Outdoor Advertising Industry "Champion" Scholarship

Lizzie Duong | Irvine, CA

General scholarship

Mia Pickett | Seattle, WA

General scholarship

Patrick Egan | Powder Springs, GA

Allman Family Business Development, Marketing, and Sales Scholarship

Rhys Tucker | Austin, Texas

Reagan Family Scholarship Endowment

Sammy Schwartz | New Rochelle, NY

Allman Family Business Development, Marketing, and Sales Scholarship

Sylvia Williams | Columbia, SC

Allman Family Business Development, Marketing, and Sales Scholarship

Tyler Torres | Salt Lake City, Utah

Reagan Family Scholarship Endowment

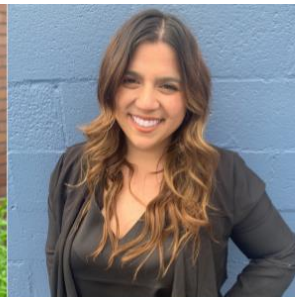
FOARE Scholarship Recipients



Aubrey Harper



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Christine Rose



Delaney Day



Emely Acevedo Arias



Immanuel Neeley



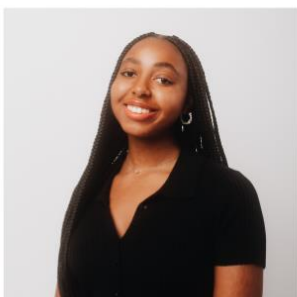
Isaiah Baughman



Josephine Matalone



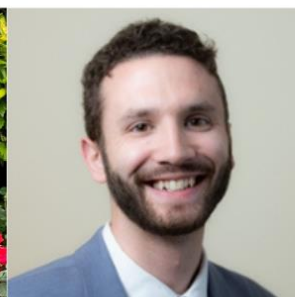
Lizzie Duong



Mia Pickett



Patrick Egan



Rhys Tucker



Sammy Schwartz



Sylvia Williams



Tyler Torres

