

 CLEAR



October 13, 2011

Honorable Chair Ed Reyes
Honorable Councilmember Jose Huizar
Honorable Councilmember Paul Krekorian

Planning and Land Use Management Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012-4801

Date: 10/18/11
Submitted in PLUM Committee
Council File No: 08-2020
Item No.: 3
Deputy: Comm from Public

Dear Members of the Planning and Land Use Management Committee:

I am writing to let you know of the tremendous resource that the local Outdoor companies serving Los Angeles are to the Ad Council's mission to create awareness, inspire action and save lives. The Outdoor industry provides one of the strongest channels for addressing critically important social issues, providing the public with valuable community health and safety resources and for improving the overall quality of life.

In 2010 alone, the Outdoor industry in Los Angeles, comprised of several companies, volunteered more than 20,000 free placements for Ad Council public service announcements in both English and Spanish worth an estimated \$37.7 million in donated media!

The following are some of the awareness and prevention issues that benefitted from that support:

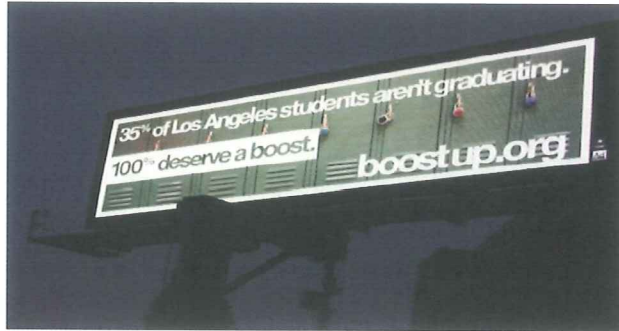
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|--|------------------------------------|
| 1. Arthritis Prevention | 12. Lifelong Literacy |
| 2. Childhood Obesity Prevention | 13. Lupus Awareness |
| 3. Community Engagement (for United Way) | 14. Pet Adoption |
| 4. Diabetes Management | 15. Re-connecting Kids with Nature |
| 5. Drunk Driving Prevention | 16. Smoking Cessation |
| 6. Emergency Preparedness | 17. Stroke Awareness |
| 7. Fatherhood Involvement | 18. Think Before You Speak |
| 8. Foreclosure Prevention | 19. Veteran Support |
| 9. High School Dropout Prevention (localized to Los Angeles) | 20. Wildfire Prevention |
| 10. Hispanic Scholarship Fund | 21. Veteran Support |
| 11. Hunger Prevention | 22. Wildfire Prevention |

Specifically, the local Los Angeles Outdoor industry has been particularly supportive of three issues which are unfortunately quite prevalent in L.A. County; NHTSA's Drunk Driving campaign; the US Army's sponsored High School Dropout Prevention campaign and the US Forest Services' Wildfire Prevention campaign.

To help curb the number of drinking and driving fatalities in Los Angeles County the outdoor companies serving Southern California dedicated large numbers of billboards in December of 2007, 2008 and 2009. This time of year was strategically selected to correlate with the increase in reported accidents around the winter holidays.

High School dropouts, according to the Los Angeles Times, cost the state \$900+ million every year. In Los Angeles, the Outdoor industry has been particularly supportive of our High School Dropout Prevention campaign by posting outdoor billboards that refer the public to www.boostup.org. This campaign attempts to use the power and passion of the community to encourage at risk students to graduate and strives to inspire Los Angeles citizens to volunteer with a youth organization through www.mentoring.org.

- ✓ Clear Channel Digital ran this localized PSA to the Los Angeles dropout rate on its digital network.



Wildfire Prevention with Smokey Bear helps reduce the incidence of costly wildfires throughout the suburban and mountainous areas of the city. The Outdoor industry in Los Angeles supports this PSA extensively.

In the last ten years, CBS Outdoor and Clear Channel Outdoor in particular, have been especially supportive of Ad Council PSAs through free placements on Bus Shelters, Mall Posters, traditional 30-Sheet Eco-posters, Bulletins, Large-sized Vinyl and their Digital boards as well.

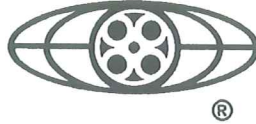
In fact, the Los Angeles outdoor industry is the top supporter of Ad Council public service announcements which has allowed our important and often critical messages to reach the large commuter population that travel in and out of the city each day.

In addition to agreeing to donate valuable commercial advertising space to Public Service, the local Los Angeles outdoor companies also defray all labor costs associated with posting our work.

As I think you will agree, the outdoor industry in Los Angeles has amplified the Ad Council's efforts as stewards of public service by donating their time, space and resources to the collective and common good.

Thanks for your time,

Peggy Conlon
President and Chief Executive Officer
The Advertising Council Inc.
815 Second Avenue
New York, New York 10017



MOTION PICTURE ASSOCIATION OF AMERICA, INC.

15301 VENTURA BOULEVARD, BUILDING E

SHERMAN OAKS, CA 91403

Main: (818) 995-6600

Fax: (818) 285-4409

MELISSA PATAACK
Vice President
State Government Affairs

818.935.5838 direct
Melissa_Pataack@mpaa.org

October 14, 2011

The Honorable Ed Reyes
Chair, Planning and Land Use Committee
Los Angeles City Hall
200 N. Spring St.
Los Angeles CA 90012

RE: Council File 08-2020

Dear Chairman Reyes:

On behalf of the Motion Picture Association of America, Inc. and our member companies,^{*} I am writing to urge you to delay consideration of the ordinance addressing signage in the City of Los Angeles, set for review in your Committee on Tuesday October 18, 2011.

As you are aware, billboard and other types of signs are an important means to advertise and promote feature films and television programs. Our member companies rely on this traditional form of advertisement and outdoor advertising is a key element making the public aware of films and TV shows. And, for our member companies with studio and facility operations in the city of Los Angeles, on site signage is an important means to identify and brand themselves to the public and the neighborhoods in which they are located.

This ordinance contains numerous modifications from the July version; it is quite complex and we believe it requires further study to determine its impact upon our member companies. We recognize that much progress has been made on this issue and that this ordinance represents diligent work of many dedicated city professionals, as well as, key stakeholders. However, there are several outstanding issues, including the treatment of existing signs that are not fully addressed in the current version.

^{*} The Motion Picture Association of America, Inc. includes: The Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal Studios LLC; and Warner Bros. Entertainment Inc.

The Honorable Ed Reyes
October 14, 2011
Page 2

We look forward to working with you in the weeks and months ahead to resolve these issues and ensure that the City's policies on outdoor advertising, including on site signs, are clear and consistent for businesses and residents.

Thank you for your consideration.

Sincerely,



Melissa Patack

cc: Councilmember Jose Huizar
Councilmember Paul Krekorian

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Honorable Chair Ed Reyes
Honorable Councilmember José Huizar
Honorable Councilmember Paul Krekorian
Planning and Land Use Management Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: Outdoor Advertising

Honorable Chair Reyes and Committee Members:

We are writing to express our support for Clear Channel Outdoor and its efforts to work with the City to update the existing outdoor sign ordinance.

We produce the city's largest film event, the Los Angeles Film Festival, held each June downtown. The digital billboards play a critical role in attracting the more than 75,000 people who attend the Festival.

We encourage the city council and staff to work with Clear Channel and other billboard companies to update the city's outdoor signage ordinances.

If you need any additional information about the Los Angeles Film Festival, please contact me at 310.432.1204.

Regards,

A handwritten signature in black ink that reads "Gloria G. Campbell".

Gloria G. Campbell
Los Angeles Film Festival Managing Director

9911 W. Pico Blvd.,
11th Floor
Los Angeles, CA 90035
Tel: 310.432.1200
Fax: 310.432.1203

filmIndependent.org

MIBTP/Minorities in Broadcasting Training Program

A non-profit 501(c)3 charity formed in 1992

Patrice Williams
CEO/Founder

Honoree Committee Members: Dan Rather, Cokie Roberts, Sam Donaldson, James Garner, Jane Pauley, Bryant Gumbel, Pat Harvey, Connie Chung, Sen. Diane Watson, Colleen Williams, Montel Williams

PO Box 67132, Century City, CA 90067
310-652-0271 / Fax 866-769-8741
emailus@theBroadcaster.com
www.theBroadcaster.com

October 15, 2011

Honorable Chair Ed Reyes
Honorable Councilmember José Huizar
Honorable Councilmember Paul Krekorian
Planning and Land Use Management Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: The Value of Outdoor Advertising in Los Angeles and Support for Regulatory Clarity

Honorable Chair Reyes and Committee members:

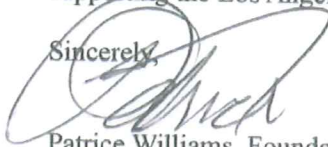
We are writing to express our support for Clear Channel Outdoor and its efforts to work with the city to update its existing outdoor sign ordinance. Although the proposed outdoor sign ordinance before this committee on Oct. 18 addresses many significant issues relating to outdoor advertising, it is far from complete. There are still a number of issues that must be addressed by the city to provide the necessary clarity for the outdoor advertising industry to continue providing its valuable services to the community groups and businesses that rely upon them.

As a non-profit organization with extremely limited resources and shrinking funding, we rely on Clear Channel Outdoor Digital Advertising to reach potential sponsors we would normally not have access to. It also allows us to get the word out about our free services to the community. We know what a powerful tool billboards are, and we cannot express how important Clear Channel Outdoor's billboards have been in helping us achieve our mission.

Outdoor advertising plays an important role in our community. Whether it is the use of digital billboards in notifying the community in emergency-situations, supporting outreach efforts for local non-profits or helping LA area businesses grow and create jobs, Clear Channel Outdoor and other outdoor advertising companies are community partners that provide a tremendous value and service to Angelenos.

We encourage the city council and city staff to work with the industry and to establish a clear path forward to address the issues not currently covered in the proposed ordinance. By establishing a clear and expeditious timeline for addressing these issues and by working with the outdoor advertising industry, the city council will ensure that valued community partners, like Clear Channel Outdoor, are able to continue supporting the Los Angeles civic and business community.

Sincerely,



Patrice Williams, Founder
Minorities in Broadcasting Training Program / Going Green Film Festival

CC: Sean Rossall, Fiona Hutton & Associates



National Council of Jewish Women
Los Angeles Section

October 18, 2011

Honorable Chair Ed Reyes
Honorable Councilmember José Huizar
Honorable Councilmember Paul Krekorian
Planning and Land Use Management Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: The Value of Outdoor Advertising in Los Angeles and Support for Regulatory Clarity

Honorable Chair Reyes and Committee members:

We are writing to express our support for Clear Channel Outdoor and its efforts to work with the city to update its existing outdoor sign ordinance. Although the proposed outdoor sign ordinance before this committee on October 18th addresses many significant issues relating to outdoor advertising, it is far from complete. There are still a number of issues that we feel should still be addressed by the city to provide the necessary clarity for the outdoor advertising industry to continue providing its valuable services to the community groups and businesses that rely upon them.

As a non-profit organization serving the greater Los Angeles community we know the value of public service access through billboards. Billboards create a significant tool to insure our community receives valuable information that can help those in need or at-risk. Clear Channel Outdoor's billboards have been in helping us achieve our mission.

Outdoor advertising today plays an important role in our community. Whether it is the use of digital billboards in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping LA area businesses grow and create jobs, Clear Channel Outdoor and other outdoor advertising companies are community partners that provide a tremendous value and service to all of Los Angeles.

We encourage the city council and city staff to work with the industry and to establish a clear path forward to address the issues not currently covered in the proposed ordinance. By establishing a clear and expeditious timeline for addressing these issues and by working with the outdoor advertising industry, the city council will ensure that valued community partners, like Clear Channel Outdoor, are able to continue supporting the Los Angeles civic and business community.

Respectfully,

A handwritten signature in cursive script, appearing to read 'Hillary Selvin'.

Hillary Selvin
Executive Director

CC: Sean Rossall, Fiona Hutton & Associates



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October 14, 2011

Honorable Chair Ed Reyes
Honorable Councilmember José Huizar
Honorable Councilmember Paul Krekorian
Planning and Land Use Management Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: The Value of Outdoor Advertising in Los Angeles and Support for Regulatory Clarity

Honorable Chair Reyes and Committee members:

We are writing to express our support for Clear Channel Outdoor and its efforts to work with the city to update its existing outdoor sign ordinance. We know what a powerful tool billboards are and how important Clear Channel Outdoor's billboards have been in helping us achieve our mission of ending homophobia through the arts.

Clear Channel's support of Outfest's Los Angeles Gay & Lesbian Film Festival has been invaluable. Outdoor inventory has raised our visibility tremendously. Three years ago, due to rising production costs, Outfest had to discontinue producing street pole banners. Fortunately, through Clear Channel's support, we were able retain our outdoor presence. The billboards have also helped the organization attract nationally recognized brands as corporate partners. Losing the billboards would jeopardize our ability to provide our sponsors with exposure throughout the city, would effect attendance at our events and would make it more challenging to fulfill our mission.

We encourage the city council and city staff to work with the industry and to establish a clear path forward to address the issues not currently covered in the proposed ordinance. By establishing a clear and expeditious timeline for addressing these issues and by working with the outdoor advertising industry, the city council will ensure that valued community partners, like Clear Channel Outdoor, are able to continue supporting the Los Angeles civic and business community.

Sincerely,

Kirsten Schaffer
Executive Director, Outfest

CC: Sean Rossall, Fiona Hutton & Associates



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Administrator

1200 New Jersey Avenue SE.
Washington, DC 20590

February 17, 2011

Mr. Layne Lawson
Director of Public Affairs
Clear Channel Outdoor
19320 Harborage Way
Torrance, CA 90501

Dear Mr. Lawson:

Every year the Ad Council reaches out to you on behalf of the National Highway Traffic Safety Administration (NHTSA) for extremely important donated media. We know it is a lot to ask so I am writing to share with you the extreme gratitude and appreciation we at NHTSA have for all that Clear Channel Outdoor did in support of the *Buzzed Driving* campaign over the New Year's holiday period. Our ability to spread the impaired driving prevention message is so much stronger because of your continued support.

During this timeframe, you ran 86 "You Saved" PSAs on your digital board network during a 3-hour period leading up to midnight. In addition, you exclusively ran 42 of our "You Saved" and *Buzzed Driving* bulletin-sized digital billboards through 2 a.m. While we cannot know exactly how many dangerous decisions, crashes, injuries and deaths that our messaging has prevented, we are confident that these incredible placements at key locations, throughout November and December 2010, are helping to reduce alcohol-impaired driving crashes throughout Los Angeles.

Again, NHTSA truly appreciates your tremendous contributions in your support of the *Buzzed Driving* campaign and we are very grateful for all your team does through the Ad Council. Together, we are using the power of advertising to make people's lives so much safer.

With gratitude,

David L. Strickland

★★★★★
NHTSA
www.nhtsa.gov

Harbor City/Harbor Gateway CHAMBER OF COMMERCE



October 17, 2011

Honorable Chair Ed Reyes
Honorable Councilmember José Huizar
Honorable Councilmember Paul Krekorian
Planning and Land Use Management Committee
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: The Value of Outdoor Advertising in Los Angeles and Support for Regulatory Clarity

Honorable Chair Reyes and Committee members:

We are writing to express our support for Clear Channel Outdoor and its efforts to work with the city to update its existing outdoor sign ordinance. Although the proposed outdoor sign ordinance before this committee on Oct. 18 addresses many significant issues relating to outdoor advertising, it is far from complete. There are still a number of issues that must be addressed by the city to provide the necessary clarity for the outdoor advertising industry to continue providing its valuable services to the community groups and businesses that rely upon them.

As the Harbor City/Harbor Gateway Chamber of Commerce, a representative and voice of the business community understand the needs of the business community. We know what a powerful tool billboards are, and we cannot express how important Clear Channel Outdoor's billboards have been in helping us achieve our mission.

Outdoor advertising plays an important role in our community. Whether it is the use of digital billboards in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping LA area businesses grow and create jobs, Clear Channel Outdoor and other outdoor advertising companies are community partners that provide a tremendous value and service to Angelenos.

We encourage the city council and city staff to work with the industry and to establish a clear path forward to address the issues not currently covered in the proposed ordinance. By establishing a clear and expeditious timeline for addressing these issues and by working with the outdoor advertising industry, the city council will ensure that valued community partners, like Clear Channel Outdoor, are able to continue supporting the Los Angeles civic and business community.

Sincerely,

Harbor City/Harbor Gateway Chamber of Commerce

CC: Sean Rossall, Fiona Hutton & Associates

SERVING THE SOUTHERN CALIFORNIA COMMUNITY

Clear Channel Outdoor is committed to being a proactive partner in finding ways to make the communities it operates in better places for those living and working in them. Since first opening its doors in Southern California nearly a century ago, Clear Channel Outdoor has consistently sought out ways to support local nonprofit, public service organizations, community groups, law enforcement and government agencies. Clear Channel Outdoor annually donates more than \$6 million worth of advertising space to Southern California groups to help them share timely public service messages and reach the community.



PARTNERING WITH LAW ENFORCEMENT FOR SAFER COMMUNITIES

Clear Channel Outdoor has a long history of working collaboratively with law enforcement and government agencies to assist them in reaching the community with public safety information. Thanks to the company's network of digital billboards, it is able to deliver real-time emergency information to the community from federal, state and local law enforcement agencies free of charge.

Clear Channel Outdoor has established partnerships with local, state and federal public safety and government agencies, including the U.S. Department of Justice, Federal Bureau of Investigation (FBI), U.S. Drug Enforcement Agency, Los Angeles Police Department (LAPD), National Center for Missing & Exploited Children and First 5 California. Successes yielded by these partnerships include:

- FBI — Clear Channel Outdoor displays FBI “wanted” messages on all of its digital billboards to aid in locating and apprehending fugitives. Nationally, 30 criminals have been apprehended as a result of this effort.
- AMBER Alerts — In coordination with the FBI and the National Center for Missing & Exploited Children, Clear Channel Outdoor provides its digital networks around the country to law enforcement to display real-time AMBER Alert information on missing children.
- LAPD — The LAPD utilizes Clear Channel Outdoor's digital network to share vital public safety messages and alerts with Los Angeles residents. Among the high profile cases that this partnership has assisted LAPD with tips are the Grim Sleeper and Valley Village murder cases.
- City of Los Angeles — Clear Channel Outdoor routinely assists the City of Los Angeles, City Council and Mayor with citywide public education and safety efforts. In the past year, Clear Channel Outdoor provided support to the city for efforts to reduce graffiti vandalism, raise awareness for domestic violence prevention and identify potential victims of violent crime.

“ Clear Channel Outdoor's donation of billboard space has been critical to successfully identifying and confirming the safety of many of the women who were thought to be potential victims in the Grim Sleeper case. On behalf of everyone affected by this case, I want to thank Clear Channel Outdoor for its continued partnership.”

The Honorable Bernard C. Parks
Los Angeles City Councilmember



SUPPORTING COMMUNITY GROUPS

As part of its ongoing commitment to serve the communities it works in, Clear Channel Outdoor routinely provides nonprofits, community groups and other public service organizations with free outdoor advertising space to help them more effectively reach the community and accomplish their missions. In Southern California, Clear Channel Outdoor has provided outdoor advertising space, design and printing resources to hundreds of nonprofit groups and community events, including playing an important role in the successful 2010 effort by the Trust for Public Land to save the iconic Hollywood sign.

Among the other groups and events that Clear Channel Outdoor supports in Southern California are:

- AIDS Project Los Angeles
- Art Share Los Angeles
- Big Brothers Big Sisters
- Boys and Girls Club of America
- Congress of Racial Equality of California
- Los Angeles County Museum of Art
- Los Angeles Zoo
- Make-A-Wish Foundation
- MADD
- St. Jude Children's Research Hospital
- Toys for Tots
- AIDS Walk Los Angeles
- American Heart Association
- The Leukemia & Lymphoma Society
- March of Dimes
- The Museum of Tolerance
- Rock for Equality
- Special Olympics
- Susan G. Komen for the Cure
- United Way

Whether it's dedicating staff time to various community service projects or donating outdoor advertising space, Clear Channel Outdoor is continually exploring new ways that it can give back.

"Clear Channel Outdoor's digital billboards provide a valuable resource in educating, mobilizing and activating residents in the fight to stop graffiti. On behalf of the city and the entire City Council, I would like to thank Clear Channel Outdoor for its ongoing partnership and commitment to working with us to improve Los Angeles."

The Honorable Dennis P. Zine
Los Angeles City Councilmember

"I'm writing to share with you the extreme gratitude and appreciation we at NHTSA (National Highway Traffic Safety Administration) have for all that Clear Channel Outdoor has recently done in support of the 'Buzzed Driving' campaign...With so many digital boards at key locations, combined with the traditional coverage, we feel confident your efforts are helping to reduce drunk driving crashes throughout Los Angeles."

National Highway Traffic Safety Administration



"This is a great example of how technology is helping to build the relationship between the public and law enforcement and make our communities safer. We all owe Clear Channel a debt of gratitude for their assistance — assistance they provide the FBI and the taxpayers free of charge."

Federal Bureau of Investigation



Printed on Recycled Paper 



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

**FOR IMMEDIATE RELEASE
October 14, 2011**

**Contact: Casey Hernandez
213-978-0741**

MAYOR VILLARAIGOSA COMMEMORATES DOMESTIC VIOLENCE AWARENESS MONTH

LOS ANGELES - Mayor Antonio Villaraigosa, in partnership with local businesses and community groups, will commemorate Domestic Violence Awareness Month throughout October. The Mayor's domestic violence awareness initiative, S.A.F.E. (Stop Abuse From Existing) is a long-term commitment to reduce domestic violence and teen dating violence in the City's communities through a variety of linked strategies.

The Mayor has partnered with Verizon, Clear Channel Radio, Clear Channel Outdoor, Lamar Advertising Company, Blue Shield of California Foundation, CBS Outdoor, Transit TV, Mann's Chinese Theater, AEG, the Coliseum, the Los Angeles Convention Center, Capitol Records/EMI, LADWP and the Los Angeles Police Foundation to help get the word out about Domestic Violence Awareness Month.

"To experience an act of violence from someone you love and trust is traumatic, and I know personally that the hurt and despair can stay with you forever," said Mayor Villaraigosa. "October is Domestic Violence Awareness Month and as a survivor of abuse and as Mayor of LA, I have worked to leverage every resource at my disposal to ensure that no one else has to endure this cycle of violence."

Next Thursday, the Mayor will show his support for domestic violence victims at a screening of "Telling Amy's Story," a film chronicling the domestic abuse of a former Verizon employee who was murdered by her husband. The event is sponsored by Journey of Hope, an organization led by family members of deceased domestic violence victims and Verizon Wireless.

As part of this awareness month, Verizon Wireless and the Los Angeles Police

--MORE--

Foundation have launched a "Text to Donate" program. Anyone, regardless of cell phone carrier, can text LAPF5 to 20222 to donate \$5, or LAPF10 to donate \$10. Proceeds will benefit programs of the Los Angeles Police Department's domestic violence prevention and intervention programs.

One of the main programs benefited is the City's Domestic Abuse Response Team, or DART. DART is a law enforcement-based crisis response team that pairs civilian advocates with LAPD police officers to respond to reported incidents of domestic violence. In 2005, the state stopped funding DART, but the City stepped up its commitment and has doubled the program over the last six years. In 2010, the LAPD received 48,042 domestic violence-related calls and reported 20,467 domestic violence-related crimes. Domestic violence crimes decreased by 7% from 2009 to 2010.

For the first time in our City's history, every LAPD Division has a Lieutenant who is designated as a domestic violence coordinator and is responsible for coordinating domestic violence cases with an advocacy group in that division. The LAPD has partnered with at least one domestic violence service provider for each of the 21 LAPD divisions. The work of these agencies is to provide hope, counseling, support, and legal advocacy to victims and their families is critical to ending the cycle of violence. Among the agencies working with the LAPD are Project Peacemakers, Jenese Center, House of Ruth, Valley Family Center, Peace Over Violence, Children's Institute, Sojourn Services, Haven Hills, Valley Trauma, Rainbow Services, and Domestic Abuse Center.

Both public and corporate partners are promoting Domestic Violence Awareness Month by helping to "Turn LA Purple," the official color of the awareness campaign. LAX, Capitol Records, L.A. Live and Staples Center, are among the buildings that feature purple lights throughout the month.

CBS Outdoor, Clear Channel Outdoor, and Lamar Advertising will provide print and digital, and radio public service announcements showcasing the 24 hour hotline numbers and advertising the Text to Donate campaign on hundreds of billboards throughout Los Angeles highlighting the importance of Domestic Violence Awareness Month. Also part of the awareness month, Verizon Wireless and the City of Los Angeles are conducting a HopeLine phone and accessory recycling drive benefiting survivors of domestic violence. Since 2001, HopeLine has awarded more than \$30 million in cash grants to domestic violence agencies and has collected more than seven million phones.

To learn more about the Mayor's Domestic Violence initiatives or if you or someone you know are looking for help, please visit www.safela.org.

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Contact:
Sean Rossall
(818) 760-2121
srossall@fionahuttonassoc.com

**Clear Channel Outdoor & City of Los Angeles
Team Up to Fight Graffiti Vandalism**
*Partnership is the Latest Example of Public Education & Safety
Collaboration Between the Company and City Leaders*

LOS ANGELES – April 4, 2011 – Clear Channel Outdoor is helping the City of Los Angeles amplify efforts to reduce graffiti by donating digital billboards to publicize the city’s [Graffiti Apprehension Reward program](#) – a program that offers a \$1,000 reward for individuals providing information leading to the arrest and conviction of graffiti vandals. The partnership, which was announced today by Clear Channel Outdoor’s Southern California Division President Lee Ann Muller, is the latest example of collaboration between Clear Channel Outdoor and the City.

“The Graffiti Apprehension Reward program is an important tool in ensuring our residents and local businesses are able to live and work in an attractive, safe and graffiti-free community,” said Los Angeles City Councilman Dennis Zine, who spearheaded the partnership for the city. “Clear Channel Outdoor’s digital billboards provide a valuable resource in educating, mobilizing and activating residents in the fight to stop graffiti. On behalf of the city and the entire City Council, I would like to thank Clear Channel Outdoor for its ongoing partnership and commitment to working with us to improve Los Angeles.”

Councilman Zine honored Clear Channel Outdoor for its support of the program with a special proclamation, which was presented to Muller at the April 1 Los Angeles City Council meeting.

Clear Channel Outdoor has already begun running the public service announcement on digital billboards in Councilman Zine’s San Fernando Valley district. In addition, the company has donated advertising space on another 48 digital billboards citywide for the next six months to this effort, and is already considering expanding that commitment. The Graffiti Apprehension Reward public service campaign billboard artwork is attached.

“Clear Channel Outdoor has been a valued long time partner of the Los Angeles Police Department,” said LAPD Commander Kevin McCarthy, who is the Department’s graffiti coordinator. “The company’s digital billboards have been an invaluable tool for us in fighting crime by providing a real-time platform to share public safety information with the community. We are thrilled to have their support as we continue to crackdown on graffiti across Los Angeles.”

PRESS RELEASE

Locally, Clear Channel Outdoor has donated advertising space to numerous city and nonprofit public education and outreach efforts, including AIDS Walk Los Angeles, Rock for Equality and Mayor Villaraigosa's domestic violence prevention effort.

"Clear Channel Outdoor is guided by a deep commitment to serve the communities in which it operates," said Muller. "Our businesses and residents deserve to have a community that is safe, clean and attractive. It is, therefore, a rewarding opportunity for our company to be able to use our digital billboards to assist local government, law enforcement and nonprofit groups in reaching the community on important programs like this."

Annually, the company donates \$20 million of outdoor advertising space to assist public safety groups, government agencies and nonprofit organizations in sharing vital public service messages with the community. Through established partnerships with public safety agencies – including the Los Angeles Police Department, Federal Bureau of Investigation, U.S. Drug Enforcement Administration and others – Clear Channel Outdoor has helped investigators reach out to the community and seek its assistance in a number of cases, including the "Grim Sleeper" and Valley Village murder investigations.

For more information about Clear Channel Outdoor, please visit www.clearchanneloutdoor.com.

About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in 45 countries across 5 continents. In the United States, the company operates over 200,000 advertising displays and has a presence in 48 of the top 50 Designated Market Areas. It also operates airport, rail and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting www.clearchanneloutdoor.com

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Contact:
Sean Rossall
(818) 760-2121
srossall@fionahuttonassoc.com

**Clear Channel Outdoor Partners with American Red Cross &
The Salvation Army to Aid in Tornado Relief Efforts**
Signs to Appear Citywide to Encourage Donations

LOS ANGELES – June 7, 2011 – Clear Channel Outdoor is providing digital billboard space across Los Angeles to help the American Red Cross and The Salvation Army in providing relief to the victims of recent tornado-related disasters, announced Clear Channel Outdoor’s Southern California Division President Lee Ann Muller today.

“As a company, we are driven by a commitment to serving the community,” said Muller. “Our digital billboards provide us a real-time resource to be able to respond to and support efforts like this one that require a timely response. We hope that through this donation, we can help generate more attention and support for the victims of these horrible disasters.”

Clear Channel Outdoor will be running multiple public service announcements encouraging Angelenos to donate to the effort throughout the month of June. The announcements will appear citywide on the company’s digital billboard network. Clear Channel Outdoor has partnered with both organizations on numerous occasions in the past, including efforts by the Red Cross to provide assistance to victims of the Japanese earthquake in March.

Locally, Clear Channel Outdoor has donated advertising space to numerous city and nonprofit public education and outreach efforts, including AIDS Walk Los Angeles, Rock for Equality and Mayor Villaraigosa’s domestic violence prevention effort. In May, the company undertook a campaign with Operationneverforgotten.org and Fisher House to honor American service people and veterans over the Memorial Day weekend.

Annually, the company donates \$20 million of outdoor advertising space to assist public safety groups, government agencies and nonprofit organizations in sharing vital public service messages with the community. Through established partnerships with public safety agencies – including the Los Angeles Police Department, Federal Bureau of Investigation, U.S. Drug Enforcement Administration and others – Clear Channel Outdoor has helped investigators reach out to the community and seek its assistance in a number of cases, including the “Grim Sleeper” and Valley Village murder investigations.

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PRESS RELEASE

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Clear Channel Outdoor Gives Art Share LA a New Canvas to Support Arts in Los Angeles

Company Commits Billboards to Promote Arts Programs in Underserved Communities

LOS ANGELES – March 22, 2011 – Clear Channel Outdoor Southern California is providing a new canvas—digital billboards—to promote arts programs for underserved youth in Los Angeles through a new partnership with Art Share LA, announced Clear Channel Outdoor’s Southern California Division President Lee Ann Muller. Through the partnership, Clear Channel Outdoor will donate space on its digital billboards throughout the city to promote Art Share LA programs.

“The future success of Art Share LA’s programs depends on being able to reach both our community and potential private donors,” said Rick Robinson, Art Share LA board member and West Coast GM of MacDonald Media, a NY-based out-of-home media agency. “Our story is inspirational—last year 97 percent of Art Share LA’s students graduated from high school. Thanks to Clear Channel Outdoor’s generous donation of billboard space, we will now be able to expand our awareness and fundraising efforts, and hopefully provide even more arts education for the youth of Los Angeles.”

Clear Channel Outdoor will donate space on 58 digital billboards throughout Los Angeles for up to six months to Art Share LA. During that time, Art Share LA will be able to run a variety of messages to better inform the public and potential donors about the organization’s programs and opportunities.

Art Share LA provides academy-style after school arts programs for underserved youth ages 13 and up in the Los Angeles area across a variety of disciplines, including dance, theater and fine art.

“Clear Channel Outdoor is constantly searching for new ways to use our outdoor advertising space to serve the Los Angeles community,” said Muller. “Art Share LA has done and continues to do tremendous work in enriching the arts educations of our most underserved students. We are pleased that our digital billboards will be able to help them continue and expand their mission to bring more arts to the community.”

Locally, Clear Channel Outdoor has donated advertising space to numerous city and nonprofit public education and outreach efforts, including AIDS Walk Los Angeles, Rock for Equality and Mayor Villaraigosa’s domestic violence prevention effort.

Annually, the company donates \$20 million of outdoor advertising space to assist public safety groups, government agencies and nonprofit organizations in sharing vital public service messages with the community. Through established partnerships with public

PRESS RELEASE

safety agencies—including the Los Angeles Police Department, Federal Bureau of Investigation, U.S. Drug Enforcement Administration and others—Clear Channel Outdoor has helped investigators reach out to the community and seek its assistance in a number of cases, including the “Grim Sleeper” and Valley Village murder investigations.

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srossall@fionahuttonassoc.com

**Clear Channel Outdoor Ensuring
Out-of-Town Travelers Know about Carmageddon**

Launches Billboard Campaign that Will Reach Millions with News on the 405 Closure

LOS ANGELES – July 13, 2011 – Clear Channel Outdoor is launching a billboard campaign to ensure out-of-town travelers and others who may not have heard about Carmageddon will get the information they need to make plans to avoid the section of the 405 freeway that will be closed for construction over the upcoming weekend, Clear Channel Outdoor’s Southern California Division President Lee Ann Muller announced today.

The company is donating space on 70 of its digital billboards leading to the portion of the 405 that will be closed and on billboards throughout the Los Angeles basin. The billboards reach approximately 1.7 million people per day and will provide information in English and Spanish about the closure of the 405 between the 101 and 10 freeways from 10 p.m. Friday to 5 a.m. Monday. The billboards also will provide information about the free Metro Redline service offered by the city over the closure weekend.

“Out-of-town travelers driving through Los Angeles this weekend are likely to be surprised to find the 405 closed because they haven’t heard about Carmageddon,” said Muller. “They won’t know to plan an alternate route, and they will increase local traffic congestion as they take detours onto surface streets.

“With billboards located throughout Los Angeles and near many of the region’s major freeways, Clear Channel Outdoor is in a unique position to provide the freeway closure information in a timely and meaningful way to out-of-town travelers and to remind everyone else that this is the weekend when the 405 will be shut down. Armed with this vital information, travelers can choose alternate routes, limiting their traffic headaches and congestion on the city’s west side.”

Clear Channel Outdoor maintains the largest network of digital billboards in Los Angeles. Clear Channel Outdoor routinely donates space on its digital billboards to disseminate breaking news, provide critical public information and promote important local initiatives. Locally, Clear Channel Outdoor has donated advertising space to numerous city and nonprofit public education and outreach efforts, including AIDS Walk Los Angeles, Rock for Equality and Mayor Villaraigosa’s domestic violence prevention effort.

Annually, the company donates \$20 million of outdoor advertising space to assist public safety groups, government agencies and nonprofit organizations in sharing vital public service messages with the community. Through established partnerships with public safety agencies—including the Los Angeles Police Department, FBI, U.S. Drug

PRESS RELEASE

Clear Channel Outdoor Wants LA Visitors to Avoid Carmageddon

Enforcement Administration and others—Clear Channel Outdoor has helped investigators reach out to the community and seek its assistance in a number of cases, including the “Grim Sleeper” and Valley Village murder investigations.

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COMPANY FACT SHEET— LOS ANGELES REGION

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million advertising displays spread across more than 45 countries on five continents. In the United States, Clear Channel Outdoor operates nearly 200,000 advertising displays and maintains a presence in 48 of the top 50 Designated Market Areas.

CLEAR CHANNEL OUTDOOR IN LOS ANGELES

Since 1918, Clear Channel Outdoor has been vital to Los Angeles area businesses — both large and small — and an important partner in helping nonprofit organizations, government agencies and public safety groups share important public service messages with the community. Clear Channel Outdoor has the largest and most diverse inventory of outdoor displays in the region.

Among the affordable advertising opportunities it offers in the Los Angeles area are:

- Digital Networks
- Bulletins
- Posters
- Premiere Panels
- Premiere Squares
- Transit Shelters
- Mall Ad Displays
- Mobile Billboards
- Wallscapes

DRIVING BUSINESS & CREATING LOCAL JOBS

With its diverse range of outdoor advertising products, Clear Channel Outdoor plays a vital role in creating jobs and growing the regional economy by providing affordable, targeted solutions for local businesses to reach consumers. Annually, hundreds of Los Angeles area businesses — including consumer goods, entertainment, fashion, telecommunications and automobile manufacturers — turn to Clear Channel Outdoor for their outdoor advertising needs.

Hundreds of local businesses depend on the advertising opportunities Clear Channel Outdoor provides, including:

- Los Angeles Dodgers
- Los Angeles Lakers
- Walt Disney Studios
- Warner Brothers
- Pink's Hot Dogs
- Jerry's Deli
- Longo Toyota
- SportieLA
- LA Auto Show



By leading the way in outdoor advertising, Clear Channel Outdoor is pivotal to the growth of business and the economic vitality of the Los Angeles region.



SERVING THE COMMUNITY

For nearly a century, the goal of Clear Channel Outdoor has been to provide the best outdoor advertising experience for its customers in a responsible manner that respects the needs of the communities where the company operates.

Among the technologies and initiatives Clear Channel Outdoor has adopted to serve the Los Angeles area are:

- Clear Channel Outdoor is an important community partner, donating more than \$6 million a year in advertising space to nonprofit and community groups in Southern California.
- Through long-standing partnerships, Clear Channel Outdoor donates billboard space to deliver emergency information to the community from federal, state and local law enforcement agencies can deliver emergency information to the community. These messages include AMBER Alerts to help locate abducted and missing children and “wanted” information to aid law enforcement in locating and apprehending suspects and fugitives.
- Clear Channel Outdoor has adopted industry-leading professional guidelines to ensure billboards and advertising content are appropriate for surrounding neighborhoods.
- Clear Channel Outdoor uses innovative billboard technologies to protect the environment. The light-sensing devices on its digital billboards conserve energy and reduce light spillage by adjusting the billboards’ brightness to the surrounding light conditions. The company also draws on the latest in recycled materials for the printing of traditional billboards.



By leading the way in outdoor advertising, Clear Channel Outdoor is pivotal to the growth of business and the economic vitality of the Los Angeles region. The company’s contributions to the region in the more than 90 years it’s been operating in the Los Angeles area and its assistance to local law enforcement agencies have made it a vital member of the Southland community.

Clear Channel Outdoor is vital to Los Angeles area businesses – both large and small



Clear Channel Outdoor plays a vital role in creating jobs and growing the regional economy



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DIGITAL BILLBOARD FACT SHEET

Clear Channel Outdoor's digital billboards have changed the way businesses and the community use outdoor advertising. They give advertisers an unmatched ability to change their messages quickly, and law enforcement and other public safety agencies an opportunity to rapidly reach large audiences with emergency messages.

Clear Channel Outdoor is the region's leader with more than 90 digital billboards in the greater Los Angeles area, providing affordable and effective outdoor advertising for businesses, nonprofit groups, public safety organizations and many others to reach residents and visitors alike.



HOW DIGITAL WORKS

Digital billboards use electronic screens to display a loop of eight, eight-second advertisements. None of the ads use video, flash or animation.

All digital billboards are managed through a remote system, enabling advertisers to quickly and easily change content and provide the public with up-to-date information.

In the Los Angeles area, Clear Channel Outdoor has created multiple independent digital networks of 10 billboards serving specific geographic communities. As a result of the highly targeted and real-time nature of digital billboards, this technology has become a leading choice for Los Angeles area businesses, nonprofit groups, public safety organizations and government agencies to quickly and efficiently reach consumers and the community.

Hundreds of Los Angeles area businesses use digital billboards, including:

- Los Angeles Dodgers
- Los Angeles Kings
- Paramount Pictures
- Union Bank of California
- Universal Studios Hollywood



COMMUNITY PARTNER

- Clear Channel Outdoor routinely provides free advertisements on its digital billboards to federal, state and local law enforcement for the delivery of emergency public safety messages to the community, including AMBER Alerts to locate abducted children and "wanted" information to apprehend fugitives.
- Clear Channel Outdoor has longstanding partnerships with law enforcement agencies, including the Los Angeles Police Department, U.S. Drug Enforcement Administration and the FBI. Using digital billboard messages in the Los Angeles area, these agencies have sought the public's help in providing information in numerous high-profile cases, including the Grim Sleeper and Valley Village murder cases.



COMMUNITY PARTNER

- As part of a national initiative with the FBI, Clear Channel Outdoor has posted “Most Wanted” messages on its digital billboards, helping lead to the capture of 30 dangerous criminals. The FBI has recognized digital billboards as “a valuable asset to local communities when it comes to informing the public and apprehending dangerous criminals.”
- Clear Channel Outdoor has worked collaboratively with the City of Los Angeles to post a variety of important public safety announcements, publicize MADD, promote domestic violence prevention, fight graffiti vandalism and assist the City Council in identifying potential victims of violent crime.



SAFETY-CONSCIOUS

- Surveys found more than four in five Los Angeles residents say digital billboards provide important information and public safety messages. Multiple traffic studies analyzing years of data have consistently found no correlation between digital billboards and an increase in traffic accidents. Even when accounting for various factors, including driver age and road conditions, research has found no increase in automobile accidents on streets where digital billboards are located.

ENVIRONMENTALLY RESPONSIBLE

- To limit light spillage into surrounding neighborhoods and reduce energy usage, each digital billboard is equipped with light-sensing technology that automatically adjusts brightness based on the surrounding light conditions. As a result, most digital billboards reduce their brightness levels at night to 10 percent of daytime operation levels.
- Digital billboards do not require additional printing or other physical resources to update content or produce new advertisements.
- Digital billboards allow advertising copy to be changed without deploying vehicles or consuming traditional billboard display materials.

Clear Channel Outdoor's digital billboards have changed the way businesses and the community use outdoor advertising by giving advertisers and unmatched ability to change their messages quickly.

