



John Boal
Managing Director, Western Region

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson:

As the Managing Director in the West for the nonprofit Ad Council — the nation's largest producer of Public Service Announcements or PSAs --- I've been privileged to fulfill this position for the last 14 years.

Now in our 72nd year, the Ad Council provides all Southern California media with high-quality content — Spots for TV & Radio; PDFs for Newspapers & Magazines; Eco-Posters, Digital Jpegs, Bulletins & Bus Shelter copy for Outdoor and Banners for Websites — free of charge that they arbitrarily self-select and air or post at their discretion. There is no money transacted between us and the media.

For the Outdoor industry in Southern California, we are truly fortunate as Los Angeles is the #1 DMA in the nation for running Ad Council PSAs. Collectively for all Outdoor companies in Los Angeles in 2009, this donation of space for English and Spanish PSAs totaled \$30.4 million.

Recent years since have shown similar amounts of donated space improving the quality of life for all Angelenos. These is just a brief list of issues that have been addressed:

- * Buzzed Driving Prevention** (Ran 24/7 on 50 Digital Boards last week of year in 2011 & 2012)
- * Childhood Obesity Prevention**
- * Community Engagement** (For United Way of Greater Los Angeles)
- * Emergency Preparedness** (Digital board was localized to www.ReadyLA.org)
- * High School Dropout Prev.** (These posters were localized to Los Angeles)
- * Hunger Prevention**
- * Veteran Support**
- * Wildfire Preparedness**
- * Wildfire Prevention** (With Smokey Bear)

The Advertising Council
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In addition, both Clear Channel Outdoor and CBS Outdoor in Los Angeles have earned the Ad Council's coveted "Silver Bell" Award as the nation's best local outdoor company for supporting our public service messages. No other city in the nation has had two "Silver Bell" Awards.

Other national recognition for extraordinary support of community messages has been sent to Clear Channel Outdoor by the following organizations:

- * Department of the Army For support of its High School Dropout campaign
- * Iraq & Afghanistan Veterans of America For Veterans Support campaign
- * National Highway Traffic & Safety Administration ... For Buzzed Driving is Drunk Driving

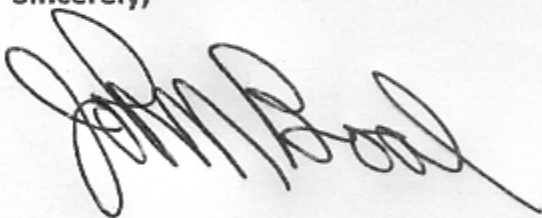
With outdoor companies, there is no federal or state regulation to run any PSAs at all, nor does the outdoor medium receive any kind of tax deduction for posting public service announcements.

All outdoor companies post our community messages at no charge for the space, or for the labor costs of putting up and taking down the Bus Poster, Eco-poster or Vinyl. These are very high costs to absorb, but the Outdoor industry has a strong tradition of incurring these costs as they believe it's the right thing to do for Los Angeles. (Not all outdoor companies are so generous as many across the nation will charge a posting fee.)

In Los Angeles, the Outdoor industry is a primary medium for keeping our community well-informed by helping Southern California veterans with resources to reduce the chances of post-traumatic stress disorder; for offering digital literacy by directing residents to a Los Angeles Library for free Internet training classes; for inspiring residents to donate food to the Los Angeles Regional Food Bank; for being prepared for an earthquake through ReadyLA.gov; for encouraging the public to adopt a pet from a Los Angeles shelter; for inspiring youth to graduate from a Los Angeles Unified High School and for having Smokey Bear remind the public that 9 out of 10 Southern California wildfires are started by fellow residents.

The Outdoor industry in our community is baseline essential to helping improve the health, safety, education and quality of life for all citizens within the City of Los Angeles.

Sincerely,





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The Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The Association of Independent Commercial Producers joins a growing list of concerned stakeholders regarding the regulation of both traditional and digital billboards placed within the City of Los Angeles. This issue not only affects our partners in the advertising industry, it affects local business and public safety in Los Angeles.

We are writing in support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense guidelines. The promotion of ads utilizing both traditional and digital billboards is not only a tradition in Los Angeles, it's a necessity in our competitive regional climate.

As a collective voice for the \$5 billion commercial production industry since 1972, the AICP sees these proposed regulations as good for all parties involved. Using billboards to promote the sale of goods and services will contribute to the continued employment of more than half a million jobs in LA, which result in more than \$6 billion in state and local taxes. We view digital signage as an important outlet in the future of media consumption and an important vehicle for the creative product that our members produce for marketers of products and services.

In addition, we ask that the council consider the public benefit of billboards and digital displays, both in disseminating information immediately in cases of disaster and crime prevention, as well as the public benefit available to the city in funding police, fire or other community services. The Council has the power to enact an ordinance that will establish reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs, you will secure the future success of our industry and our City.

Sincerely,

Matt Miller

President & CEO



Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As the 2012 Roastee, you know that the American Diabetes Association's (ADA) mission to find a cure for diabetes and provide a wide variety of programs and outreach to those afflicted with this devastating disease. Like other health related non-profit organizations, the ADA is always searching for effective ways to deliver our services.

The outdoor advertising industry, by providing free public service messages, has been a vital partner in carrying our message of how to prevent diabetes and how to seek help if one has the first symptoms of diabetes.

We have found that digital billboards have been very effective tools for these public service messages which include health fair announcements, where to get glucose testing, etc.

On behalf of the American Diabetes Association, I am writing to express support for common sense regulation of billboards and digital signage as supported by the Los Angeles Outdoor Advertising Coalition (LAOAC).

We encourage the City Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for nonprofit organizations, businesses, residents and neighborhoods across the city.

With appreciation for your efforts,

A handwritten signature in black ink, appearing to read 'T. Hutson Morris-Irvin', with a long horizontal line extending to the right.

T. Hutson Morris-Irvin
Director of Marketing & Communication
American Diabetes Association
tmorrisirvin@diabetes.org
323-966-2890 ex 7502

Los Angeles Office
611 Wilshire Blvd. Suite 900
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Diabetes Information
1-800-DIABETES (1-800-342-2383)
www.diabetes.org
The Association gratefully accepts gifts through your will.

The Mission of the American
Diabetes Association is to prevent and
cure diabetes and to improve the lives
of all people affected by diabetes.



Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As a business owner in Los Angeles, I am critically aware of the importance of advertising and marketing and the part that billboards play in our urban landscape. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

Our company, Arons Manufacturing, opened its doors in Los Angeles in 1908. We create leather goods for the apparel and gift industry and have provided leather goods for the Los Angeles Police and Fire Departments for nearly a century. Approving digital billboards will mean I can hire more employees, offer better benefits and increased wages and improve my facilities – in other words, we stand waiting to invest in the local economy with your support of reasonable standards such as those proposed by the coalition.

Part of the proposed ordinance includes the community benefits that can be used to fund improvements in the neighborhood of the signs, such as planting trees, fixing sidewalks, undergrounding utilities and increasing police and fire protection. With the possibility of billboards filling in the funding gap that forced program closures, we hope you will make the right decision that will not only help business, but will welcome visitors and improve our communities and neighborhoods.

I encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC. Doing so will put us on par with 450 other cities across the nation who have embraced the positive effects of digital signage and allow me to grow my 106-year old business.

Sincerely,

Arnold Arons
Arons Manufacturing

BillboardConnection[®]

Your Source for Successful Advertising

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As specialists in a variety of out-of-home outdoor advertising venues, Billboard Connection is supporting the Los Angeles Outdoor Advertising Coalition (LAOAC) desire for a common sense approach to billboard regulations. Many advertisers doing business in Los Angeles depend on billboards to grow and create jobs and the proposed changes will help them continue to make economic progress.

As our name suggests, most of our clients use billboards – both traditional and cutting-edge digital signs – to get their messages across to consumers. Recent studies have proven that new technology draws attention, providing a high profile approach to delivering an advertising message at an affordable cost even for small businesses. A recent study by the U.S. Department of Transportation's Federal Highway Agency shows that digital billboards do not distract drivers, as opponents may claim, nor do they create a traffic hazard. The study also points out that a digital billboard attracts more attention than a traditional one, but in a safe way, underlining their importance in a changing media landscape.

In addition, digital billboards have proven effective in helping cities fight crime, alert neighbors of hazardous conditions and communicated with drivers when traffic becomes a challenge. Common sense regulations will bring Los Angeles in line with hundreds of other communities that have embraced billboards and their evolution as technology advances. We also ask that you also approve the public benefit component of LAOAC's proposal, which could fund improvements and services negatively impacted by budget cuts.

This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,


John Rodriguez-Franchise Owner
Billboard Connection Northridge

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