



Outdoor Helps Boys & Girls Clubs By Evan McElroy

For more than a century, the Boys & Girls Clubs of America (BGCA) have been changing and saving the lives of millions of kids across the nation.

But never before have the Clubs had the public visibility they've enjoyed in 2009 – thanks to the generous members of OAAA.

To raise awareness and attract new supporters, the Clubs have embarked on an exciting new campaign, with the help of pro bono ad agency McCann Worldgroup in San Francisco. Using the theme “BE GREAT” – helping kids reach their full potential, which is at the heart of the organization's mission – BGCA is using print, broadcast and on-line PSAs, all of which they have used in past campaigns.

What has made the difference this time – and tripled the numbers of visitors to BGCA's website in just four months? A comprehensive outdoor campaign, featuring well-known Club alumni led by 16-year national spokesperson Denzel Washington. The Academy Award-winning actor is joined by a diverse group of former Club members including Shaquille O'Neal, Gen.



Wesley Clark, Jackie Joyner-Kersey, and Martin Sheen. Each alum has a personalized billboard, complete with a picture from childhood, and a customized call to action starting with the word BE. For Denzel, it's BE INSPIRED, as he was as a child at the Club. For Jackie, it's BE GOLD (complete with a gold medal around her neck at eight-years-old) Gen. Clark's board uses BE BRAVE, while Shaq urges us to BE MVP.

The creative is available for bulletins, posters, transit and mall displays, bus backs, taxi tops and airport dioramas. Custom sizes can also be accommodated.

The campaign made its auspicious debut like a true star – on Broadway. Thanks to OAAA Board Member Drew

Katz, Interstate Outdoor Advertising, a 122" x 40" spectacular appeared on the edge of Times Square, on January 22. It has remained in place for five months, sporting the huge second grade visage of Denzel Washington, and referring viewers to BeGreatAmerica.org, the new section on BGCA's website where the stories of the Club's BE GREAT alumni ambassadors are dramatically told.

The response by OAAA members to the campaign nationwide has been nothing short of phenomenal. To date some 2,000 pieces have been shipped to more than 150 markets.

While BGCA's intent is to build interest and engagement over time, the appearance of Boys & Girls Club billboards for the first time has created a tremendous sense of excitement among Club staff and supporters around the nation.

The campaign has also spurred some spontaneous financial generosity –

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Wednesday, June 24, 2009
Webinar: Report from Madison Ave, 2:00 pm EDT

Thursday, July 23, 2009
Webinar: FHWA Report, 2:00 pm EDT

Wednesday, October 14, 2009
OAAA Board of Directors Mtg., 12:00 pm EST
Washington, DC

Tuesday, July 14, 2009
Webinar: Report from The Hill, 2:00 pm EDT

Tuesday, July 28, 2009
Webinar: Wind Load Analysis, 2:00 pm EDT

Boys and Girls Clubs

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such as a motorist in Atlanta who saw a billboard with Denzel, called the local Boys & Girls Clubs, and made a substantial donation.

"I have wanted to give back to the community for some time, but have been putting it off, uncertain of which cause to support," the donor told the Club director. "When I saw your billboard, it just clicked that the Boys & Girls Clubs would be a great choice."

BGCA plans to continue adding more alumni to the campaign. Popular singer Usher and EXTRA TV host Mario Lopez recently unveiled their new billboards in Atlanta and Los Angeles respectively, and Broadway star Ashanti will soon unveil her board on Times Square in New York.

World Series champion and National League MVP Jimmy Rollins of the Philadelphia Phillies will unveil his board before a home game this summer. Other Club alumni in BGCA's sights include Jennifer Lopez, Mark Wahlberg, Michael Jordan, Queen Latifah, and C.C. Sabathia.

BGCA appreciates the incredible support from a wide array of OAAA members.

Two individuals, in particular, deserve special thanks for giving birth to the BGCA campaign: Ex-OAAA Board Chair Paul Meyer, Clear Channel Outdoor, and his longtime friend Lew Katz, Drew Katz's father, a member of BGCA's Board, and the founder of two state-of-the-art Boys & Girls Clubs in his hometown of Camden, NJ.

For information, contact Jeff Golimowski (jgolimowski@oaaa.org) at 202-833-5566.

Evan McElroy is Boys and Girls Clubs of America Sr. Vice President, Marketing.

Reach Teens in Malls

Two studies were recently released on teen mall shopping habits and their interactions with advertising.

The EYE Teen Study was conducted in November 2008 by the media research firm Arbitron through in-mall interviews of teens ages 14 to 17.

The Scarborough Teen Mall Shopper Insights study was conducted in late 2008 with teens ages 12 to 17 through online and postal methods.

The studies found teens visit malls an average of five times per month. More than two-thirds (68%) stay at the mall for more than two hours on a "typical mall visit."

Over a quarter say they typically stay at the mall for at least three hours.

Of the respondents, 78 percent say they make purchases when visiting a mall.

Teens may be spending much of their time at the mall, and are noticing mall

advertising.

Teens' attitudes towards the advertising are overwhelmingly positive. Many describe the advertising as "cool," "attractive," "fun to look at," and "helpful."

The respondents also said mall advertising is relevant and a third would consider buying products advertised.

To receive a copy of either study, contact Monisha Blair (mblair@oaaa.org) at (202) 833-5566.

Teens Who Have Seen or Noticed

Poster Displays.....	91%
Hanging advertising banners...	85%
Sampling.....	77%
Promotional events.....	58%
TV/video screens.....	57%
Interactive displays/kiosks.....	48%
Projection.....	31%

Vitter Impressed with Outdoor



On June 11, OAAA President and CEO Nancy Fletcher met with Sen. David Vitter (R-LA). Completing his first six-year term and seeking re-election next year, Vitter has a seat on the Senate's Environment & Public Works Committee. Vitter was impressed to learn the FBI has recognized the outdoor industry for posting public service information on digital billboards.

Public Affairs Roundup: Tobacco, Highways & OSHA

Democrats Debate Timing of Highway Bill

On June 18, House Democrats unveiled a new six-year Highway Bill. But the White House has called for an 18-month stop-gap measure in lieu of a multi-year bill.

Representative Jim Oberstar (D-MN) was irritated by the Administration plan, saying it would delay pressing transportation needs. Oberstar is chairman of the House Transportation & Infrastructure Committee.

Senator Barbara Boxer (D-CA), warmed up to the White House plan, saying it would plug an immediate shortfall in highway funding. Boxer chairs the Senate Environment & Public Works Committee.

The current Highway Bill, signed by President Bush in 2005, expires on September 30, 2009.

Tobacco Challenge

Marketing and advertising restrictions

MPA Entry Deadline Extended: July 11

The deadline for entry into the 2009 Out of Home Media Plan Awards has been extended to July 11.

Eligible campaigns for this year's program must have been posted between January 1, 2008, and June 30, 2009.

Visit www.oohmediaplanawards.org to download entry materials. Completed entries should be sent to mediaplanawards@oaaa.org.



Outdoor Outlook is produced by the OAAA as a member service. Previous issues can be found at www.oaaa.org.

in the new anti-tobacco law approved by Congress are likely to be challenged in court on free speech grounds.

President Obama signed the legislation Monday, which authorizes the Food and Drug Administration (FDA) to regulate tobacco marketing.

The legislation includes a 1,000-foot ad-free radius around schools.

Advertisers and the American Civil Liberties Union predict the federal courts will throw out the marketing restrictions.

In 2001, the US Supreme Court struck down a similar 1,000-foot advertising ban in Massachusetts (Lorillard Tobacco v. Reilly, 533 U.S. 525, 2001).

The outdoor advertising industry's voluntary code calls for a 500-foot buffer for schools, parks, and places of worship.

Since 1999, the major cigarette brands have not advertised on outdoor formats as part of their multi-billion-dollar set-

tlement with states.

OSHA Update

The Obama Administration wants to beef up OSHA (Occupational Safety and Health Administration); his budget for Fiscal Year 2010 includes a 10 percent increase.

If approved, the extra money would pay for more compliance officers, additional bilingual staff, and would enhance the regulatory role of the agency concerning worker and workplace safety.

Meanwhile, there is rulemaking underway by OSHA affecting the outdoor advertising industry, regarding crane safety and fall protection.

Recently, OAAA members testified at an OSHA informal hearing on crane rules.

It is expected that final crane rules will be issued in late 2009 or early 2010. Personal fall protection issues are subject to a final rule; a hearing date is pending.

Eye Catcher



Spetzel Shiner Bock is a favorite among Texans. But when the Austin City Limits Music Festival came to town with Heineken as its "official beer," the local brewery called on creative agency McGarrah Jessee to ensure its beer would have a presence of its own. Three creative executions were posted on this board over the course of the three-day festival, culminating with the above creative. The series won a Finalist award in the 2009 OBIE Awards.