



Spotlight on TSAC



Message from TSAC's New Chairman

On March 24, 2011, the Board of the Times Square Advertising Coalition elected me to serve as its Chairman. I'm filling the position previously held by my colleague at Clear Channel Spectacolor, Harry Coghlan. Harry has taken on new responsibilities within Clear Channel, as President/General Manager of our New York Outdoor Division. In my new role, I hope to continue the fine work done by Harry and the rest of the Board and will be actively involved in TSAC's business in Times Square and the larger Midtown community.

As Chairman of TSAC, Harry, along with President Fred Rosenberg and the other founding members, have built a strong foundation for our trade association. TSAC has grown and its voice is increasingly being heard on matters of importance to the industry. Recently, TSAC has been part of the discussions with City Hall on the proposed relocation of the Macy's Thanksgiving Day Parade.

TSAC has also launched a number of exciting initiatives to promote the industry. We should be able to update you further on our two exciting initiatives, the Midnight Moment and the Crossroads Awards, in the near future.

It is my great pleasure to take the reins of this organization and I look forward to working with all of you. Please do not hesitate to contact me if I can be of assistance or if you have an idea for building our organization.

Sincerely,
Alan High



Left: Harry Coghlan, Alan High, Fred Rosenberg
Right: Gerald Griffin and Alan High



Board of Directors and General Meeting

The Board of Directors of TSAC met on March 24, 2011. At the meeting, the following were elected to the Board:

Alan High, Chairman

Fred Rosenberg, President

Gerald Griffin

Dave Jossen

Don Blanton

Tom Hennigan

Tim Tompkins

Manhattan Borough President Scott Stringer joined the General Membership meeting which followed. He discussed the proposed move of the Thanksgiving Day Parade to 6th Avenue, which he has opposed publicly. Mr. Stringer outlined the reasons he supports keeping the Parade in Times Square, as well as his disagreement with the Bloomberg Administration's handling of the matter. Mr. Stringer promised his support of TSAC's efforts to keep the Parade in its rightful home.

Tim Tompkins updated the group on the on-going efforts to convince the City not to move the parade, including meetings that have been held with Deputy Mayor Bob Steel. Mr. Steel has been studying the economic impacts of moving the parade. For more information on this effort, please contact Evlyn Tsimis at Nicholas & Lence Communications, Evlyn@nicholaslence.com 212-205-6696.

TSAC Welcomes New Member

Walgreens

The nation's largest drugstore chain, Walgreens, made its return to the heart of Times Square with the opening of its flagship store in 2008. Located on the first three levels of the legendary One Times Square building, the store anchors Walgreen's billboard – an advanced digital super sign soaring 341 feet above the street on three sides of the building, utilizing over 12 million LEDs. The sign represented a significant milestone in the company's efforts to gain a stronger presence in New York City. It also meant a return to the famed location where the company had operated a store for nearly four decades from the 1930s through 1970. That store can be seen in the background of the famous Life Magazine photo of the sailor kissing a nurse at the end of World War II. Walgreens' return to Times Square is an opportunity to showcase its brand locally as well as on the international scene.

TSAC Members Participate in Earth Hour

On March 26, 2011, many of the TSAC member company signs went dark in observance of "Earth Hour." Earth Hour is a project of the World Wildlife Fund (WWF). It asks individuals, businesses and communities worldwide to show their commitment to the environment by turning off lights. TSAC members agreed that darkening the signs at the Crossroads of the World in Times Square would help raise awareness about this important cause. Participating signs included: **ABC SUPER SIGN, AMERICAN EAGLE, CLEAR CHANNEL SPECTACOLOR, COCA-COLA, DISNEY STORE, HSBC, HYUNDAI, NASDAQ, NEWS CORP/SONY, TDK, THOMSON REUTERS, TOSHIBA, and WALGREENS.** WCBS 1010 Newsradio featured the TSAC Earth Hour commemoration that evening.



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Jamestown One Times Square
Monster Media
P.R.otion!
The WOW Factor
Walgreens

Clear Channel Spectacolor
Digital Domination
Lamar Advertising Company
Newmark Knight Frank
Sherwood Outdoor
Thomson Reuters
YESCO

Daktronics
Hines Management
Landmark Sign & Electric
North Shore Neon
The Times Square Alliance
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To Join TSAC or for more information please contact:

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