

SPOTLIGHT ON

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Fall 2013

TSAC

Times Square
Advertising
Coalition



Masthead Photo: Lovis Dengler

Dear Colleagues:

As the Executive Vice President of Specialty Businesses for Clear Channel, I am delighted to serve as the Interim Chair of the Times Square Advertising Coalition (TSAC). I look forward to meeting all of you at our annual membership meeting on December 11th at 3:30 pm in our Clear Channel Spectacolor offices.



At the October TSAC Board meeting, I had the chance to meet the other TSAC board members and learn about the important TSAC initiatives.

During the meeting, the Times Square Alliance (TSA) gave the board an update on the Times Square Advertising and Demographic Study, commissioned by TSAC, in partnership with the TSA. As you may be aware, the current TAB advertising data that measures the impact of the iconic signs in Times Square does not account for social media, dwell time and other unique pedestrian related demographics. This study, conducted by Turnkey Intelligence, will incorporate social media and the enhanced view of pedestrian demographics into the TAB market analysis. We believe the study will enhance TAB perception and valuation of spectacular out of home advertising prevalent at the Crossroads of the World.

The board also discussed the Commercial Rent Tax (CRT) audit that is affecting the advertisers throughout Times Square. In the 2nd Half of 2013, the current administration quietly began assessing the CRT of Times Square signage in a hope to raise needed revenue. Their look back period is as much as ten years. We have discussed a lobbying and public relations strategy and our next step is to meet with members of the de Blasio Administration in the coming weeks, once a new Finance Commissioner is named. Through our government relations firm Nicholas & Lence Communications, TSAC will keep members apprised of CRT developments and will advocate on your behalf.

I welcome your feedback and ideas on how TSAC can best serve your needs.

Happy holidays and best wishes in 2014!

Sincerely,

Toby Sturek

Shine the Light 2013

Times Square Turns Purple for Domestic Violence Awareness Month

On October 7, 2013, TSAC helped kick-off Domestic Violence Awareness Month in New York by co-sponsoring the "Shine the Light on Domestic Violence in Times Square" event. For the third year in a row, TSAC member signs simultaneously turned purple and carried a public service message concerning domestic violence. Participating signs included: ABC Supersign, American Eagle Outfitters, Bank of America, City Outdoors/TSQ, Clear Channel Spectacolor, Viacom, Nasdaq, Forever 21, Thomson Reuters and Walgreens/ New Tradition Media.

Standing in a sea of supporters dressed in purple, Manhattan Borough President Scott M. Stringer and the New York State Office for the Prevention of Domestic Violence (OPDV) joined a coalition of advocates, elected officials, non-profit leaders and survivors to 'shine the light' on an issue that will impact nearly one in four American women in their lifetime.



Photo Credit: Ka-Man Tse, Times Square Alliance

About Toby: Toby Sturek is Executive Vice President of Specialty Businesses at Clear Channel Outdoor. Toby is part of the Clear Channel Outdoor North America Executive Committee and reports directly to Suzanne Grimes, president and chief operating officer for Clear Channel Outdoor North America. He oversees four major lines of businesses – Clear Channel Airports, Clear Channel Malls, Clear Channel Spectacolor and Clear Channel Outdoor in Canada. In his previous role as president of Clear Channel Airports, Toby was the visionary behind innovative long-term growth strategies, strategic marketing and business development initiatives. Toby's career at Clear Channel Outdoor began in 2000 when he joined the company as senior financial analyst for mergers and acquisitions. He was named vice president and chief financial officer of Clear Channel Airports in 2005 and was named co-president a few years later in 2009. Toby graduated from Arizona State University with a B.S. in Finance in 1999.

Updates:

Advertising and Demographic Study

TSAC has partnered with Times Square Alliance and engaged Turnkey Intelligence, a leading custom research firm, to conduct the first-ever comprehensive Advertising and Demographic Study in Times Square. As you may be aware, the current TAB data available to Times Square sign holders and advertisers does not incorporate pedestrian surveys and demographics. The current data also does not account for Times Square's global social media presence, which adds immensely to the reach of advertisers.

To date, Turnkey has completed online and onsite surveys. They have collected 1,960 quality on-site surveys and 300 online follow-up surveys. These great response numbers should give Turnkey accurate and significant findings.

Once the data analysis is complete, Turnkey will prepare a report with the findings, which will be shared in the public arena. The report will promote and quantify the long-term vitality of this one-of-a-kind advertising space that is truly the Crossroads of the World.

Times Square Reconstruction Project

According to the New York City Department of Design and Construction (DDC), phase I of the Times Square Reconstruction Project is nearing completion. All construction equipment and materials will be removed from the site on or before December 30, 2013. The scope of work completed during this phase includes, but is not limited to, the replacement of aging water mains, improving the sewer and drainage, installing new granite curbs and pedestrian ramps, installing precast concrete and granite pavers, and installing Spotlight on Broadway in the ground theatre map at Duffy Square.

Final installations of phase I include pavers on the mortar setting bed, grouting, and installation of expansion joint caulking. Due to cold temperatures that can cause cracking, the DDC strongly advises against trucks and heavy equipment of any type on the plaza for 6-8 weeks following the final installation on December 23rd.

Phase II of the reconstruction project will resume in February 2014, after the Super Bowl events in Times Square. For more information, contact DDC at 212-784-0181.

RECAP: Midnight Moment

"Midnight Moment" is the largest coordinated effort in history by the sign operators in Times Square to display synchronized, cutting-edge creative content on electronic billboards and newspaper kiosks throughout Times Square every night. The program premiered in May 2012 and is organized and supported by the Times Square Advertising Coalition in partnership with Times Square Arts, the public art program for the Times Square Alliance, with additional partners of participating sign holders and artists.

The seemingly ordinary event of a woman playing with her beloved cat took over the screens of September's "Midnight Moment." Created by award-winning New York art and performance group Nature Theater of Oklahoma, the colorful and intimate animated film brought this experimental theater group to the Cross Roads of the World.

The three-minute hand-drawn animation is a part of the Nature Theater of Oklahoma's epic Life and Times series, a sixteen-hour, multi-art serial created from a single phone conversation with a 34-year-old woman, who tells her whole life story up to the present day. The clip is taken from Episode 4.5, originally a 30-minute animated film that begins with the end of high school and the search for love.



Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

Fall's Colorful Content Rakes in Rave Reviews



Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

October's "Midnight Moment" featured 1st Amendment (excerpts) by graphic designer and filmmaker Andrew Sloat, reminding visitors of Times Square's strong identity as the nation's "town square."

The ALGA/NY invited a select group of New York designers to submit videos for the October Midnight Moment. Andrew Sloat's video was ultimately selected for its content, approach, and distinctive execution. Using analogue techniques, Sloat focuses on the key elements of Times Square: color, words, and movement, with excerpts from the U.S. Constitutional First Amendment literally spelled out.



Photo Credit: Ka-Man Tse, Times Square Alliance

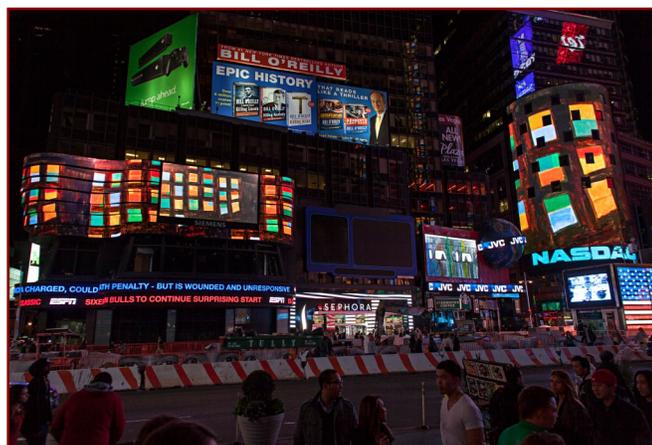


Photo Credit: Ka-Man Tse, Times Square Alliance



Photo Credit: Ka-Man Tse, Times Square Alliance

For November's "Midnight Moment," Ethiopian-born artist Ezra Wube shared his version of the New York City commuter experience through his hand-painted animation, "At the Same Moment". To create this compelling, dynamic video, Wube painted scenes of his daily journey to work from memory and then photographed them. Each frame was painted on top of the previous one, each scene triggering the following scene.

TSAC Member Profile: P.R-omotion

P.R.omotion!, one of the nation's largest event permitting companies, is a Times Square Advertising Coalition TSAC member and serves on the TSAC board of directors. P.R.omotion! has a strong presence in the Times Square Area through two subsidiaries: EventPermits and Times Square Domination.

EventPermits secures permits, sites and venues for special events, such as on street sampling activities, filming, park events, mobile marketing vehicle tours (mmv) and pop-up stores in major cities from coast to coast. EventPermits' team works exclusively with advertising, public relations and experiential marketing agencies to strategically navigate projects through the red tape of the special event process, in order to secure the necessary permits required for a successful event marketing campaign, promotional activation, or mobile tour for cities across the country. Some high profile clients that EventPermits has permitted for Times Square events include: Bank of America, Microsoft, PepsiCo, Procter & Gamble Brands, A&E Networks, Kraft Brands and various other brands during the famous New Year's Eve celebrations.

Founded in 2008, Times Square Domination™ (TSD) specializes in immersive branding experiences, both on-screen, and with accompanying events in the Times Square pedestrian plazas, Military Island, and Father Duffy Square, all with clear sightlines to 20+ screens in the "WTSQ Digital Media Network™." The TSD screens, powered by WIND™, are exclusively capable of delivering true in-sync, dynamic motion, and is the only true option for providing synced sound and video to each of the screens in Times Square.

Some notable TSD projects in Times Square include: Microsoft Windows 8 Launch and Microsoft Kinect, the CNN Live Broadcast of the 2012 Inauguration, American Express/YouTube Coldplay in Concert that was uploaded in Times Square Live from Madrid, Univision Upfronts, Brazil's tourism campaign and the Soul Train Video Music Awards.

For more information about any of these services, visit eventpermits.com and tsd360.com or contact Stella Fitzpatrick at 201-223-1602 x 101 or stella@pr-omotion.com.

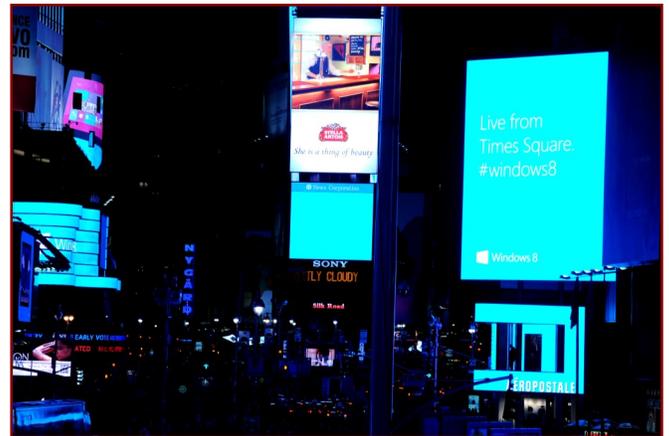


Photo Credit: P.R-omotion

Commercial Rent Tax on Signs

The New York City Department of Finance has recently undertaken a breathtaking effort to collect commercial rent tax (CRT) on billboards—going back a decade or more. Nicholas & Lence Communications (NLC), as government relations counsel to the Times Square Advertising Coalition, is developing TSAC's lobbying strategy on this issue. In this regard, they have met with the law firm of Herrick, Feinstein LLP and continue to discuss strategies with stakeholders.

NLC recently sent out a legal advisory from the law firm of Herrick, Feinstein LLP explaining the applicable CRT legislation to all TSAC members. The legal communication concluded that, assuming the CRT applies to outdoor advertising, it would be challenging for the City to successfully claim entitlement to CRT going back beyond three years.

With the de Blasio Administration taking office in January, NLC has an opportunity to meet with the newly appointed Finance Commissioner and Deputy Mayor and advocate on behalf of TSAC regarding the CRT audit. NLC will keep members updated as we make progress on this very important issue.



For more information on TSAC please visit:
<http://www.timessquareadcoalition.org>

For membership info & press contact: Laura Rothrock, Laura@nicholaslence.com

ABC Regional Sports & Entertainment Sales
American Eagle Outfitters
Clear Channel Spectacolor
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D3 LED
Digital Domination
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Jamestown One Times Square
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