

SPOTLIGHT ON

2015

Fall/Winter

TSAC Times Square Advertising Coalition



Masthead Photo: Lovis Dengler Osterrik

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Dear Colleagues and Friends:

As we close another great year of working together through TSAC, we want to congratulate all the members for an accomplished year. As our Fall/Winter issue shows, TSAC has had a busy few months. This fall, we held two separate public awareness events—for pediatric cancer and for veterans. Both were a tremendous success and we thank those sign owners who generously lent their time to these important causes.

We also want to thank and recognize our board member Tim Tompkins and the work of his staff at the Times Square Alliance. Tim and his team has been tremendously helpful to not only to TSAC, but to all of the Times Square visitors and stakeholders in identifying a number of solutions to the overcrowding of the Times Square plazas and the aggressive behavior of some of the hawkers.

We would also like to thank NYC Department of Transportation Commissioner Polly Trottenberg for her leadership in resolving the MAP-21 issue. Because of her work, TSAC members are no longer out of compliance by virtue of a little-known technicality. More information about this and other important issues is detailed in the newsletter.

As always, we want to hear from you! Please let us know how TSAC can serve you better and if you have any ideas for future events. We look forward to working with everyone in 2016 and wish you and your family a healthy, happy holiday season and new year.

Sincerely,

Fred Rosenberg, President

Harry Coghlan, Chairman

Times Square Quality of Life

The aggressive and sometimes predatory behavior of costumed and other 'characters' in Times Square has been recently covered at length in both local and national media. In September, the Times Square Alliance (TSA), in partnership with Manhattan Borough President Gale Brewer and New York City Council Members Dan Garodnick and Corey Johnson, presented their draft Community Statement and Proposed Solutions to TSAC and other key Times Square stakeholders. This meeting was in response to the aggressive solicitation from many of the costumed characters and increased pedestrian and traffic congestion surrounding the Broadway plazas.

The TSA in partnership with the local elected officials, worked tirelessly to research and identify solutions including 1) providing the legal and regulatory tools to manage these public spaces; 2) completing a Theater District congestion study to address pedestrian & vehicular issues using data-driven analysis; and 3) sustain and support a new NYPD Times Square Unit.

TSAC and numerous other stakeholders signed onto the draft plan. Concurrently, the de Blasio administration assigned a multiagency Task Force co-chaired by Police Commissioner William Bratton and City Planning Commissioner Carl Weisbrod to study the issues in Times Square and propose recommendations.

TSA's recent survey on constituent and visitor attitudes found tremendous support for what ended up being two core recommendations of the Task Force. See the chart below. For detailed information on the work of the Times Square Alliance, the task force and progress to date, visit <http://www.abettertimesquare.org/>.

% who said "yes"



Times Square Goes Gold for Pediatric Cancer Awareness

In an effort to raise awareness for pediatric cancer and declare September Pediatric Cancer Awareness month, TSAC held our second annual event when iconic signs in Times Square turned gold as part of the national “go gold for pediatric cancer” movement. TSAC leadership and elected officials were joined by a flood of families affected by pediatric cancer and pediatric cancer survivors and patients, many who are being treated at Memorial Sloan Kettering Cancer Center.

In addition, representatives from Party City attended to present a donation of \$401,000 to the Department of Pediatrics at Memorial Sloan Kettering Cancer Center and handed out gold beads, boas, hats and other gold swag to help TSAC turn Times Square into a sea of gold. Dr. Paul Meyers, Vice Chair of the Department of Pediatrics attended to accept the donation.

Supporters that attended include: Martin Golden, New York State Senator; Nicole Malliotakis, New York State Assembly Member; Vincent Gentile, New York City Councilman, District 43; Enza Boccuzzi, President and Founder of the Olivia Boccuzzi Foundation (Enza's four year old daughter passed from brain cancer); Nicole Kabel, mom to two year old "Sweet Sally Sunshine" (Sally is currently a patient at Memorial Sloan Kettering for Infantile Leukemia); Jalissa Carson, Pediatric Cancer Survivor; Dr. Paul Meyers, Vice Chair of Department of Pediatrics, Memorial Sloan Kettering Cancer Center; Gerry Rittenberg, Executive Chairman, Party City and Bill Furtkevic, Vice President of Marketing, Party City.

Veterans Day Tribute

In honor of Veteran’s Day, TSAC hosted an event with actor Tony Lo Bianco to pay tribute to the 21 million living veterans who have served the U.S.A. They were joined by dozens of veterans, active duty military and other dignitaries in Times Square’s Duffy Square for a presentation and special public viewing of “Just a Common Soldier”, a national tribute video for veterans, showcased on the iconic digital screens in Times Square.

The event also featured remarks from: Lt. General Dick Newton of U.S. Air Force; Stephan Clouse, lead producer of “Just a Common Soldier” and Ken Fisher, Chairman of the Fisher House Foundation.

The tribute video featured actor Tony Lo Bianco, delivering a poem by A. Lawrence Vaincourt entitled, “Just A Common Soldier,” also known as “A Soldier Died Today.” Since releasing the video it on Memorial Day 2015, it has received 540,000 shares and 9.4 million views. The campaign exists with the goal of achieving 21 million likes, shares, and views, to represent every living veteran in America. To view the video, please visit:

www.justacommonsoldier.com.



Go Gold Photos by: Nathan Congleton



Veteran's Day Photos by: Perry Bindelglass



MAP-21 Update

TSAC is pleased to announce that the MAP-21 issue has been resolved, thanks to our partners in the New York City Department of Transportation, under the leadership of Commissioner Polly Trottenberg. As you may recall, The Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law in 2012 and extended the Highway Beautification Act to include Broadway and 7th Avenue in Times Square. The wide reaching federal legislation states that that billboards within 660 feet of the “highway” shall not be more than 1,200 square feet and districts that are out of compliance with this law face the threat of reduced federal funding. However, NYC DOT Commissioner Polly Trottenberg identified the problem and worked with state and federal DOT partners to identify a solution so that the Times Square billboards will not be affected.



Midnight Moment Photos: Ka-Man Tse, Times Square Alliance, @TSqArts

Midnight Moment Recap

The 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 of the Times Square Alliance, with additional partners of participating sign holders and artists. Here is a recap of the recent digital exhibits:

Artist Shahzia Sikander manipulated hundreds of digitally animated drawings to create the idea of swarming, or collective behavior, as an observable phenomenon in *Gopi-Contagion*, for the October *Midnight Moment*. The showing garnered a total of 31,203,000+ media impressions and was featured in Newsweek Pakistan, Huffington Post, Art Daily among other publications. (Pictured top left.)

November's *Midnight Moment* was presented in partnership with Performa15, the world's largest performance art Biennial. Featured artists Jesper Just touched on society's obsession with youth and beauty in *The Young Girl*, featuring actress Dree Hemingway. *The Young Girl* explored the tension between femininity and autonomy in our capitalist society. November's show was featured in the New York Times (online) and garnered a total of 64,740,000+ media impressions. (Pictured middle left.)

For December's *Midnight Moment*, artist Antony Nagelmann led a journey across the Atlantic Ocean in a sailboat and imparts the extreme experiences and emotion faced along the way in *The Odyssey*. The footage was shot in Progressive HD taking advantage of the technology that only the signs in Times Square can offer. *The Odyssey* depicts a personal journey taken by the artist across the Atlantic Ocean on the 1929 wooden sailboat *The Blue Peter* in the winter of 2013-2014. Viewed simultaneously with an immersive audio component, these channels allow the fullness of the transformative journey at sea to wash over viewers in Times Square. On December 10th, Nagelmann was on site at a gathering to view his piece. (Pictured bottom left.)



Member Profile: North Shore Neon Sign Co.



North Shore Neon Sign Co. is one of today's signage design, manufacturing and installation leaders. Our broad range of specialized services provides our clients with everything they should expect, from concept to completion. Our world-class signature can be seen on many signs that are seen throughout New York City, especially in the famed Times Square.

Established in 1954, North Shore Neon Sign Co. has been providing signage services in the New York Metropolitan region for over 60 years. Our red & white trucks, cranes and specialized equipment has become part of the landscape of Times Square. You can constantly find tourists stopping to take photos of our men working and our equipment. The nostalgia and magnificence of signage is alive and well in New York and we like to think we help keep it that way.

North Shore has been here throughout the transformation of Times Square and take great pride in having been part of it. Whether we are installing the largest digital billboard in Times Square (NY Times Nov. 16th 2014), posting a 5,000 square foot flex face advertising the latest Broadway play, installing the latest in architectural lighting or refurbishing a classic neon display, our mission to keep New York the brightest city in the world is an ongoing and exciting one.

It is responsibility that we take very seriously and look forward to the continuing evolution of Times Square. We look forward to the future and will help guard the efforts of the past that have made this area a world class destination.

For more information on services we provide, please contact us at info@northshoreneon.com



Photos courtesy of North Shore Neon Sign Co.

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

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