



Request for City Council Committee Action from the Department of Communications

Date: April 13, 2015

To: The Honorable John Quincy, Chair Ways & Means Committee

Subject: **Accept donation of billboard display time from Clear Channel Outdoor**

Recommendation: That the City Council accepts donated billboard space from Clear Channel Outdoor for the purpose of communicating to the public.

Previous Directives:

Department Information

Prepared by: Casper Hill, Communications Dept., 673-2342

Approved by: _____

Matthew Laible
Interim Director of Communications

Presenters in Committee: Bridgette Bornstein, Deputy Communications Director

Financial Impact

- No financial impact

Supporting Information

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates several billboards within the Minneapolis city limits. These billboards include 16 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute.

From Jan. 1 through March 31, 2015, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to help communicate about Snow Emergencies, to show support for an MPD officer injured in the line of duty, to welcome people to Minneapolis and to inform the public about the 311 smart phone app.