



## Request for City Council Committee Action from the Department of Communications

**Date:** Feb. 9, 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 about the November election, the 311 smart phone app and Snow Emergencies.

**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 15 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute.

From Oct 1 through Dec. 30, 2014, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to help inform the public about the November election, the 311 smart phone app and Snow Emergencies.