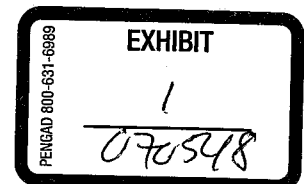


070548

Facts about Off-premise Electronic Changeable Message Signs January, 2008

1. Nationwide, these signs are being accepted in more and more communities. To date, 42 states have approved electronic changeable message technology.
2. Wisconsin state law, as well as federal law, allows for off-premise changeable message signs, displaying static messages, to change messages every six (6) seconds (EXHIBIT I).
3. Nationwide, there are at least 188 Lamar markets and 20 CCO markets with digital boards that are allowed to change messages within a 6 – 8 second time frame.
4. Electronic Changeable Message signs have now been up in Milwaukee for a year and have already become part of the landscape.
5. The six-month test of the digital sign at Oakland and North revealed LESS traffic accidents in the six-month test period (January 1, 2007 – July 1, 2008) than in the same periods in 2004 and 2005, and reveal no significant impact on traffic accidents (EXHIBIT II).
6. The two most recent encompassing studies, published this summer, both indicate that Changeable message signs (digital billboards) have no significant relationship with occurrence of driving accidents (EXHIBIT III).
7. “A comparison was made between the six-month period following installation of the digital billboard with the same timeframe from the prior year – and based on the period of review does not highlight as problem with the digital billboards,” claimed Dipak Patel, Deputy State Highway Engineer for the So. Carolina DOT (September 6, 2007) (EXHIBIT IV).
8. On December 6, 2007, Richard Wiles, Chief of Police of El Paso, TX testified before the Texas Transportation Commission that “...certainly over the last five years that we’ve done research, we have found no instances of traffic collisions being caused as a result of inattentiveness for billboards. ‘The electronic billboards have gone up on city streets, eight of them, and since they’ve been up over the last several months, we have had no instances that they have contributed to any driver inattention that has resulted in a collision. So I don’t believe that that’s an issue.”
9. FHWA Spokesman Doug Hecox commented on December 3, 2007 that “We simply allowed an existing permissibility to be extended to these newer signs because they’re so similar to the ones that were already allowed. For us to ban one and not the other... would have been very inconsistent,”



10. James R. Barrett, C.P.E.S.C, Regulatory and Compliance Manager, Asset Management Division, Virginia Department of Transportation, said on September 24, 2007 “Our study has turned up no accidents reported to local police in the vicinity of the digital signs we’ve been monitoring,”
11. “With a year behind us, we have no knowledge of any wreck or any complaints of wrecks or any distractions at any of the billboard sites,” said Bill Light, W. Virginia Dept. of Highways Division Chief for Outdoor Advertising (July 24, 2007).
12. The US DOT published a clearly worded guidance memo regarding Off-premise Changeable Message signs that supports a state’s authority to allow digital billboards because they don’t “flash” (EXHIBIT V).
13. The Outdoor Advertising Association of Wisconsin is a partner with the state’s Amber Alert program, specifically through the use of Digital Billboards, which reacts to the alerts with the same immediacy as television (EXHIBIT VI).
14. On September 19, 2007, both Lamar Advertising and Clear Channel Advertising were given commendations by the Milwaukee County Sheriff’s Department for their assistance in the “Move Over, It’s the Law” campaign, promoted exclusively using Digital Billboards.

2005 Senate Bill 548

Date of enactment: May 25, 2006
Date of publication*: June 9, 2006**2005 WISCONSIN ACT 464**

AN ACT *to amend* 84.30 (4) (b) 1.; and *to create* 84.30 (4) (bm) of the statutes; **relating to:** multiple or variable messages on off-premises outdoor advertising signs along interstate and federal-aid primary highways and granting rule-making authority.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 84.30 (4) (b) 1. of the statutes is amended to read:

84.30 (4) (b) 1. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited, except those specified in par. (bm) and those giving public service information such as time, date, temperature, weather, or similar information.

SECTION 2. 84.30 (4) (bm) of the statutes is created to read:

84.30 (4) (bm) Signs may contain multiple or variable messages, including messages on louvers that are

rotated and messages formed solely by use of lights or other electronic or digital displays, that may be changed by any electronic process, subject to all of the following restrictions:

1. Each change of message shall be accomplished in one second or less.

2. Each message shall remain in a fixed position for at least 6 seconds.

3. The use of traveling messages or segmented messages is prohibited.

4. The department, by rule, may prohibit or establish restrictions on the illumination of messages to a degree of brightness that is greater than necessary for adequate visibility.

* Section 991.11, WISCONSIN STATUTES 2003-04 : Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].