

CLEAR CHANNEL TO BUY AD SPACE OUTSIDE ALBUQUERQUE HIGH SCHOOLS



The Albuquerque school board decided unanimously to allow four high schools in the area to lease out spaces for electronic billboards along the edges of high schools located on busy streets. Clear Channel Outdoor plans on leasing the advertising space at Cibola, Del Norte, Eldorado and Manzano high schools, each space costing \$40,000 per year. According to Sally Adams, president of Clear Channel, "It's really about building a collaboration, a public-private partnership." The electronic billboards will also help schools deliver their own messages. "[The billboards give the schools] the opportunity to highlight teacher successes, student successes, sports scores, registration time, anything that the school needs to get out to the communities," said Adams. Monica Armenta, spokeswoman for Albuquerque's public schools, said "There are several restrictions. You won't be able to allow gaming, tobacco, liquor. There's a whole list."

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