

**Layne Lawson**  
**Director of Public Affairs, Southern California Division**



Layne Lawson began his career in the Outdoor Advertising Industry in 1995 as a Public Affairs Representative for a Southern CA bus shelter company. In 1998 he came to work for Clear Channel Outdoor in Los Angeles, continuing his role as a Public Affairs Representative. In 2001 he was promoted to the position of Manager of the Los Angeles Transit Shelter Division, and in 2004 was promoted to Director of Public Affairs.

Mr. Lawson's responsibilities include protecting all company assets by dealing with local and state governmental issues concerning the Outdoor Advertising industry, maintaining a daily working relationship with elected officials, representing Clear Channel Outdoor at civic and community events, maximizing local inventory by finding new opportunities, managing the division's bus shelter and transit division, directing Public Affairs Rep's and Assistant's in day to day operations, handling media inquiries, and maintaining the company's Code of Advertising Practices.