



TESTIMONIAL

# Cleveland is No Place For Hate

## "No Place for Hate"

### THE PROBLEM:

Early in 2003 the Cleveland division of Clear Channel Outdoor (CCO) was called upon to help counter the tasteless acts of a local sponsor of hate and bigotry. For years an inner city deli owner had used the exterior walls of his building as a medium for spreading anti-Semitic messages. Finally, it was decided something must be done.

### THE PLAN:

A movement to spread a message of love and tolerance was launched by The Cleveland Plain Dealer and the Anti-Defamation League. A fund was established to finance the project while area school children participated in an art contest to create the message. CCO did its part by donating \$60,000 in ad space along with the services of its talented art department.

Once the contest entries were collected members of the Anti-Defamation League along with the CCO creative team judged the art. In the end several pieces were selected and passed off to the CCO creative department. There it became the responsibility of Marc DeMarco, CCO Art Director, to transform four crayon drawings into a powerful outdoor campaign.

### THE RESULTS:

This campaign not only reached the public directly through the outdoor medium on which it ran but also through the publicity and media attention it gained. A press conference was held at Cleveland's City Hall where Mayor Jane Cambel awarded the young winners of the creative contest and promoted the launch of the anti-hate outdoor campaign. The local newspaper and several news stations covered the story as well. The goal to counter a message of hate with an overwhelming message of love and tolerance was clearly achieved.

The campaign ran on over 70 billboards, both posters and bulletins, from 1/13/03 to 2/09/03.

FRIENDS COME IN ALL COLORS



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Rainbow isn't  
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