



Lamar to electrify Dem primary results

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Just in case Indiana Democratic presidential primary results on television, radio and the Internet are not enough for some people Tuesday, electronic billboards will be added to the mix.

Lamar Advertising Co. of Gary will post results for the race between Barack Obama and Hillary Clinton, starting soon after polls close, on two of its electronic billboards in Northwest Indiana, according to advertising manager Karen Steininger.

"We've been such a nonentity in Indiana for the past 40 years when it comes to presidential primaries," Steininger said. "Now, Indiana counts. It's our turn."

She will control the billboards from her home in Winfield, keeping an eye on CNN while she taps in results on her keyboard.

The Indiana General Assembly last year lifted what was an effective ban on off-premise electronic billboards along highways and byways. So, Tuesday will be the first time election results have been posted in real-time on electronic billboards in the state.

Lamar received rave reviews for posting "Super Tuesday" primary results on electronic billboards in Illinois on Feb. 5, Steininger said.

One of the two billboards posting the results is on the east side of Taft Street south of U.S. 30 and the other is on the north side of 30 just east of Cline Avenue.

The results will be posted once every minute for 10 seconds, as part of the regular cycle of ads that run on the two billboards. Steininger said Lamar already has created two separate graphics, one for Clinton and one for Obama, which will go up when a winner is declared.

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