

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K
CURRENT REPORTPursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934Date of Report (Date of earliest event reported):
July 20, 1999LAMAR ADVERTISING COMPANY
(Exact name of registrant as specified in its charter)Delaware
(State or other jurisdiction
of incorporation)(Commission File
Number)72-1449411
(IRS Employer
Identification No.)5551 Corporate Boulevard, Baton Rouge, Louisiana 70808
(Address of principal executive offices and zip code)(225) 926-1000
(Registrant's telephone number, including area code)

Item 5. Other Events.

Lamar Advertising Company was reorganized into a new holding company structure on July 20, 1999, which event was reported on a Current Report on Form 8-K filed on July 22, 1999. As a result of the holding company reorganization, the Registrant is a successor issuer to Old Lamar Advertising, and pursuant to Rule 12g-3(a) of the Securities Exchange Act of 1934, the Class A common stock of the Registrant, par value \$0.001 per share, is deemed to be registered under Section 12(g) of the Securities Exchange Act of 1934 instead of the Class A common stock of Old Lamar Advertising. As used herein, "Old Lamar Advertising" refers to the company which was formerly known as "Lamar Advertising Company" prior to the holding company reorganization and which changed its name to "Lamar Media Corp." in connection with the holding company reorganization.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 20, 1999

LAMAR ADVERTISING COMPANY

By: /s/ KEVIN P. REILLY, JR.

Kevin P. Reilly, Jr.
President and Chief Executive Officer