

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
JULY 29, 2003

LAMAR MEDIA CORP.
(Exact name of registrant as specified in its charter)

DELAWARE
(State or other jurisdiction
of incorporation)

0-20833
(Commission File
Number)

72-1205791
(IRS Employer
Identification No.)

5551 CORPORATE BOULEVARD, BATON ROUTE, LOUISIANA 70808
(Address of principal executive offices and zip code)

(225) 926-1000
(Registrant's telephone number, including area code)

CO-REGISTRANT

Exact name of registrant as specified in its charter	State or other jurisdiction of incorporation	IRS Employer Identification No.
LAMAR ADVERTISING COMPANY	DELAWARE	72-1449411

ITEM 9. REGULATION FD DISCLOSURE (INFORMATION HEREIN ALSO FURNISHED PURSUANT TO ITEM 12)

In connection with the filing by Lamar Media Corp. (the "Company") of a Registration Statement on Form S-4 to register \$125 million of its 7 1/4% Senior Subordinated Notes due 2013, the Company is disclosing certain unaudited pro forma financial information that relates to the adoption by the Company and its parent, Lamar Advertising Company, of Statement of Financial Accounting Standard (SFAS) No. 143, "Accounting for Asset Retirement Obligations" on January 1, 2003.

Exhibit 99.1, which is furnished herewith and incorporated by reference herein, sets forth the effect of Lamar Advertising Company's adoption of SFAS 143 on its results of operations and financial condition for the periods presented.

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: July 29, 2003

LAMAR MEDIA CORP.

By: /s/ Keith Istre

Keith Istre
Chief Financial Officer

Date: July 29, 2003

LAMAR ADVERTISING COMPANY

By: /s/ Keith Istre

Keith Istre
Chief Financial Officer

EXHIBIT INDEX

Exhibit No.
Description

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- 99.1
Unaudited
pro forma
financial
information
of Lamar
Advertising
Company that
relates to
its adoption
of SFAS No.
143, "Asset
Retirement
Obligations."

ASSET RETIREMENT OBLIGATION (UNAUDITED)

In 2001, the FASB issued Statement 143. Statement 143 requires entities to record the fair value of a liability for an asset retirement obligation in the period in which it is incurred, a corresponding increase in the carrying amount of the related long-lived asset and is effective for fiscal years beginning after June 15, 2002. Lamar Advertising Company adopted Statement 143 effective January 1, 2003, using the cumulative effect approach to recognize transition amounts for asset retirement obligations, asset retirement costs and accumulated depreciation. The effect of adopting Statement 143 on January 1, 2003 on Lamar Advertising's results of operations and financial condition, included a net increase in long-term liabilities of \$26.0 million; an increase in net property, plant and equipment of \$14.3 million; a cumulative effect of adoption expense of \$11.7 million, net of deferred income taxes of \$7.5 million.

The following pro forma data summarizes Lamar Advertising's net loss and net loss per share as if Lamar Advertising had adopted the provisions of Statement 143 on December 31, 1999, including an associated pro forma asset retirement obligation of \$33.5 million, \$30.9 million and \$25.7 million as of December 31, 2002, 2001 and 2000, respectively.

	DECEMBER 31, 2001	DECEMBER 31, 2000	DECEMBER 31, 2002
--- Net loss applicable to common stock, as reported.....			
\$ (36,693) \$ (108,999) \$ (94,470) Pro forma adjustments to reflect retroactive adoption of Statement 143.....			(2,306)
(2,216) (1,962) -----			
Pro forma net loss.....			\$ (38,999)
\$ (111,215) \$ (96,432) =====			
===== Net loss per share: Basic and diluted -- as reported.....			\$ (0.36)
\$ (1.11) \$ (1.04) =====			
===== Basic and diluted -- pro forma.....			\$ (0.39) \$ (1.13) \$ (1.06) =====