

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

LAMAR ADVERTISING CO/NEW
Form SC 13G
December 10, 2008

Page 1 of 11 Pages

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No.) *

Lamar Advertising Company

(Name of Issuer)

Class A Common

(Title of Class of Securities)

512815101

(CUSIP Number)

Check the following box if a fee is being paid with this statement [].
(A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.)
(See Rule 13d-7.)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Page 2 of 11 Pages

Schedule 13G (continued)

CUSIP No. 512815101

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Baron Capital Group, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

(a) []
(b) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

| | | |
|----------------------------------------------------------------------------------------|---|---------------------------------------|
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 5 | SOLE VOTING POWER 0 |
| | 6 | SHARED VOTING POWER 7,555,636 |
| | 7 | SOLE DISPOSITIVE POWER 0 |
| | 8 | SHARED DISPOSITIVE POWER 8,062,379 |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

8,062,379

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

10.6%

12 TYPE OF REPORTING PERSON*

HC, CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

Page 3 of 11 Pages

Schedule 13G (continued)

CUSIP No. 512815101

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

BAMCO, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

(a) []
(b) []

3 SEC USE ONLY

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

| | | |
|----------------------------------------------------------------------------------------|---|---------------------------------------|
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 5 | SOLE VOTING POWER 0 |
| | 6 | SHARED VOTING POWER 7,311,949 |
| | 7 | SOLE DISPOSITIVE POWER 0 |
| | 8 | SHARED DISPOSITIVE POWER 7,810,709 |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

7,810,709

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

10.2%

12 TYPE OF REPORTING PERSON*

IA, CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

Page 4 of 11 Pages

Schedule 13G (continued)

CUSIP No. 512815101

| | |
|---|---------------------------------------------------------------------------------------------------------------------|
| 1 | NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON Baron Capital Management, Inc. |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) [] (b) [] |

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

| | | |
|-------------------------------------|---|------------------------|
| NUMBER OF SHARES BENEFICIALLY | 5 | SOLE VOTING POWER 0 |
|-------------------------------------|---|------------------------|

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

OWNED BY 6 SHARED VOTING POWER
EACH 243,687

REPORTING
PERSON 7 SOLE DISPOSITIVE POWER
WITH 0

8 SHARED DISPOSITIVE POWER
251,670

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
251,670

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
3.3%

12 TYPE OF REPORTING PERSON*
IA, CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

Page 5 of 11 Pages

Schedule 13G (continued)

CUSIP No. 512815101

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Ronald Baron

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

(a) []

(b) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
USA

NUMBER OF 5 SOLE VOTING POWER
SHARES 0

BENEFICIALLY
OWNED BY 6 SHARED VOTING POWER
EACH 7,555,636

REPORTING
PERSON 7 SOLE DISPOSITIVE POWER
WITH 0

8 SHARED DISPOSITIVE POWER

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

8,062,379

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

8,062,379

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

10.6%

12 TYPE OF REPORTING PERSON*

HC, IN

*SEE INSTRUCTIONS BEFORE FILLING OUT

Page 6 of 11 Pages

Item 1.

- (a) Name of Issuer:
Lamar Advertising Company
- (b) Address of Issuer's Principal Executive Offices:
5551 Corporate Blvd., Suite 2-A
Baton Rouge, LA 70808

Item 2.

- (a) Name of Persons Filing:
Baron Capital Group, Inc. ("BCG")
BAMCO, Inc. ("BAMCO")
Baron Capital Management, Inc. ("BCM")
Ronald Baron
- (b) Address of Principal Business Office:
767 Fifth Avenue
New York, NY 10153
- (c) Citizenship:
BCG, BAMCO and BCM are New York corporations. Ronald Baron is
a citizen of the United States.
- (d) Title of Class Securities:
Class A Common
- (e) CUSIP Number:
512815101

Item 3. PERSONS FILING:

BCG and Ronald Baron are:

- (g) Parent holding companies, in accordance with
Section 240.13d-1(b)(ii)(G)

BAMCO and BCM are:

- (e) Investment Advisers registered under Section 203 of
the Investment Advisers Act of 1940

All persons filing are:

- (j) Group, in accordance with Rule 13d-1(b)(1)(ii)(J)

Item 4. OWNERSHIP^

(a) Amount Beneficially Owned as of November 30, 2008:

| | |
|---------------|------------------|
| BCG: | 8,062,379 shares |
| BAMCO: | 7,810,709 shares |
| BCM: | 251,670 shares |
| Ronald Baron: | 8,062,379 shares |

(b) Percent of Class:

| | |
|---------------|-------|
| BCG: | 10.6% |
| BAMCO: | 10.2% |
| BCM: | 3.3% |
| Ronald Baron: | 10.6% |

^BCG and Ronald Baron disclaim beneficial ownership of shares held by their controlled entities (or the investment advisory clients thereof) to the extent such shares are held by persons other than BCG and Ronald Baron. BAMCO and BCM disclaim beneficial ownership of shares held by their investment advisory clients to the extent such shares are held by persons other than BAMCO, BCM and their affiliates.

(c) Number of shares as to which such person has:

(i) sole power to vote or direct the vote:

| | |
|---------------|---|
| BCG: | 0 |
| BAMCO: | 0 |
| BCM: | 0 |
| Ronald Baron: | 0 |

(ii) shared power to vote or direct the vote:

| | |
|---------------|-----------|
| BCG: | 7,555,636 |
| BAMCO: | 7,311,949 |
| BCM: | 243,687 |
| Ronald Baron: | 7,555,636 |

(iii) sole power to dispose or to direct the disposition of:*

| | |
|---------------|---|
| BCG: | 0 |
| BAMCO: | 0 |
| BCM: | 0 |
| Ronald Baron: | 0 |

(iv) shared power to dispose or direct the disposition of:*

| | |
|---------------|-----------|
| BCG: | 8,062,379 |
| BAMCO: | 7,810,709 |
| BCM: | 251,670 |
| Ronald Baron: | 8,062,379 |

Item 5. OWNERSHIP OF 5% OR LESS OF A CLASS

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

Not applicable.

Item 6. OWNERSHIP OF MORE THAN 5% ON BEHALF OF ANOTHER PERSON

The advisory clients of BAMCO and BCM have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the Issuer's common stock in their accounts. To the best of the Filing Persons' knowledge, no such person has such interest relating to more than 5% of the outstanding class of securities.

Item 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

BAMCO and BCM are subsidiaries of BCG. Ronald Baron owns a controlling interest in BCG.

Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

See Item 3.

* By virtue of investment advisory agreements with their respective clients, BAMCO and BCM have been given the discretion to dispose of the securities in the advisory accounts.
All such discretionary agreements, are however, revocable.

Page 9 of 11 Pages

Item 9. NOTICE OF DISSOLUTION OF GROUP

Not applicable.

Item 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: December 10, 2008

Baron Capital Group, Inc.,
BAMCO, Inc., and
Baron Capital Management, Inc.
By:

/s/ Ronald Baron

Ronald Baron, Chairman and CEO

Ronald Baron, Individually

Edgar Filing: LAMAR ADVERTISING CO/NEW - Form SC 13G

By:

/s/ Ronald Baron

Ronald Baron

Page 10 of 11 Pages

Joint Filing Agreement

The undersigned each hereby agree that the Schedule 13G dated December 10, 2008, which relates to the class A common stock of Lamar Advertising Company to be filed jointly on behalf of each of them for the reasons stated therein, and any amendments thereto shall be filed jointly by the undersigned.

Dated: December 10, 2008

Baron Capital Group, Inc.,
BAMCO, Inc., and
Baron Capital Management, Inc.
By:

/s/ Ronald Baron

Ronald Baron, Chairman and CEO

Ronald Baron, Individually
By:

/s/ Ronald Baron

Ronald Baron