

FOR IMMEDIATE RELEASE

## Experts to address billboard blight in America at public forum

SAN FRANCISCO, April 18, 2013 – For over a century the billboard industry has blighted America’s roadways, landscapes and city streets with countless commercial signs, but now the industry stands poised to afflict motorists and residents with a new generation of bigger and brighter electronic signs that will be more intrusive than ever before.

Recent proposals in California and other states would allow for giant digital billboards on public property, historic buildings and even in wetlands. Public officials are failing to uphold local, state and federal laws meant to protect citizens from intrusive outdoor advertising. In the process our elected leaders risk permanently damaging the country’s visual environment and the quality of life for Americans everywhere.

Scenic America, the leading national organization working to combat visual pollution, is rallying to oppose these forms of growing blight and will hold a public seminar titled: “Billboard Blight in America: How We Got Here and How We Can Fix It,” on **Wednesday, May 1 at the City Club of San Francisco**. The seminar is being held as part of a 3-day conference of Scenic America leadership, affiliates and allies from around the country.

The panel discussion will be led by William D. Brinton, Esq., a Jacksonville-based attorney and leading national authority on scenic issues and billboard regulation. Mr. Brinton will be joined by Dr. Charles Floyd, author of dozens of articles on billboard industry abuses of the American landscape, and Ryke Longest, Esq., a Clinical Professor of Law and Director of the Environmental Law and Policy Clinic at the Duke University School of Law.

The panelists will highlight both recent and longstanding issues involving the outdoor advertising industry, including current legal, technical and advocacy efforts to make public officials uphold the law and protect America the Beautiful.

The seminar is open to members of the public interested in learning more about outdoor advertising law and how to advocate for beauty in their community. It will be held from **5-6:30pm on Wednesday, May 1 at the City Club of San Francisco, 155 Sansome Street**.

The seminar is free but pre-registration is required: [www.scenic.org/seminar](http://www.scenic.org/seminar)

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*Scenic America is the only national 501(c)(3) nonprofit organization dedicated to preserving and enhancing the visual character of America's roadways, communities and countryside.*