



# SCENIC AMERICA

## Viewpoints

Summer, 1996 Vol. 13 No. 2

### Kool and mild in New Orleans

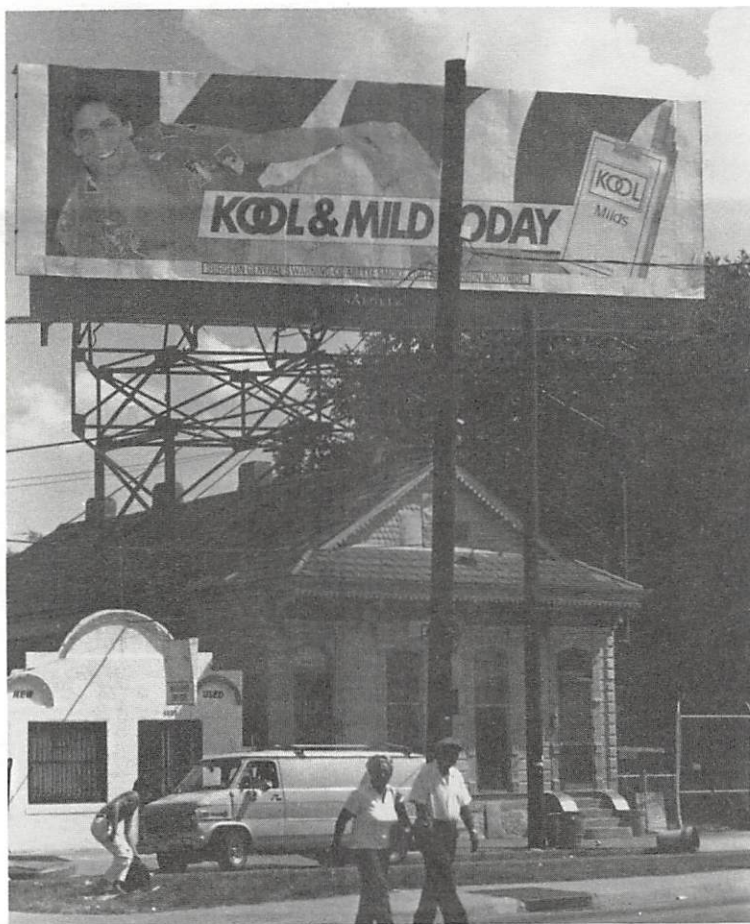


Photo by Robert S. Rutledge

Billboard mars the corner of St. Claude Avenue in New Orleans, Louisiana.

## Supreme Court grants broad protection to commercial speech

By Jules B. Gerard

In a continuing expansion of commercial speech rights, a recent Supreme Court decision may make it more difficult for communities to control the content of signs. The decision leaves intact existing precedent for the control of signs and billboards as structures. However, communities can learn important lessons from this decision.



In recent years, communities, the Food and Drug Administration, and even Philip Morris Co. have proposed strictly regulating tobacco advertising, in many cases by prohibiting or limiting its appearance on billboards (see p. 4). Some anti-tobacco advocates believe this ruling will not affect the FDA or similar efforts.

In *44 Liquormart Inc. v. Rhode Island*, 116 S. Court. 1495 (1996), the United States Supreme Court struck down as a violation of the first amendment a law that banned off-premises advertising of liquor prices. In addition, the Court revised or cast doubt on doctrine respecting restrictions of commercial speech, developments that eventually may affect efforts to regulate signs and billboards.

*44 Liquormart* was a splintered decision. What was labeled the "Opinion of the Court" was written by Justice Stevens but was joined by only two other justices

Please see **Supreme Court**, page 5

## HIGH COURT RULING ASSESSED

This edition of *Viewpoints* focuses on the impact of the Supreme Court's decision in the *44 Liquormart v. Rhode Island*, 116 S. Court. 1495 (1996) case. On page 2, Scenic America President Meg Maguire says not to be fooled by the billboard lobby's interpretations of the ruling. On page 4, find out more about other regulatory efforts.

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# TAKE AIM AT THE MEDIUM, NOT THE MESSAGE

By Meg Maguire,  
Scenic America President

The First Amendment to the US Constitution guarantees free speech. Even deeply offensive content, such as pornography or "hate speech," enjoys a measure of constitutional protection. Now, with the recent Supreme Court decision striking down a liquor price advertising prohibition, commercial speech has obtained higher constitutional protection than previously.



But this ruling raises important questions for billboard control advocates. First, does the ruling prohibit controlling the content of billboards — a popular approach these days? Second, if it does, what can anti-smoking or alcohol advocates do to prevent impressionable minors from constant exposure to Joe Camel and his alcoholic brethren? And, finally, what does all

this mean for billboard control and scenic conservation?

As the article on page 1 explains, the ramifications of the Supreme Court's ruling in 44 *Liquormart v. Rhode Island* are not yet clear. Though it casts doubt on existing content control ordinances, anti-tobacco activists believe that strict regulation of tobacco ads will still pass Constitutional muster. It also challenges sign control advocates to think more holistically about the value of sign control.

Scenic America was founded to fight visual pollution and promote visual quality. We believe that communities should be able to protect their property values, preserve community character, foster tourism and economic growth and improve motorist safety through effective sign control. Moreover, all Americans, rich and poor alike, deserve attractive communities.

Huge cutouts of the Marlboro Man and Joe Camel, anorexic Slim Virginias, or gigantic bottles of Chivas Regal are negative community images in every way. But it's the 100 foot-high, three-sided, lighted structure that blights the community, and whether it carries a message for cancer sticks or one from the Cancer Society, the structure itself is an ugly intrusion on the landscape. Billboards are litter on a stick, no matter whose message they carry.

The right of communities to regulate or prohibit billboards is well-established, with the Supreme Court's ruling in *Metromedia, Inc. v. City of San Diego* in 1981 upholding this community power. The recent Rhode Island ruling does not erode this right.

This fact is important. For tobacco and alcohol control advocates, who have pushed the content control agenda, the new ruling may be inconvenient, but it leaves open many opportunities. The first of these is simple enforcement of existing laws. When Scenic America surveyed billboards in Baltimore eight years ago, we found that the city had over 900 illegal billboards, most advertising alcohol and tobacco in low-income, minority communities.

By enforcing their weak existing law, the city removed both the offensive ads and the intrusive, illegal structures, greatly improving the appearance of these communities and removing many of the most offensive billboards — a double victory.

The next step is enacting tough billboard controls. Enacting and enforcing tough billboard controls both encourages and symbolizes reform and recovery. What's more, it directly prevents the spread of inappropriate ads.

Removing billboards, a goal readily accomplished in the long term through amortization, completes the task. Ultimately, communities accomplish more on all fronts — health, safety, community appearance, economic — if they tackle the problem of billboards as blight, rather than billboards as messengers.

We must build bridges to the anti-smoking and other groups concerned about billboards and other "outdoor advertising." They need us, and we need them. They can add power, passion, and people to our efforts; we can help them tackle billboards, a

primary medium through which the youngest children learn of "glamorous" cigarettes. As a team, we can turn back the tide of visual pollution that threatens to swamp us.

Don't be fooled by the billboard lobby. Their lawyers will tell you the Supreme Court ruling in 44 *Liquormart* means you can't regulate billboards. They'll tell you that you must accept billboards in scenic areas, or historic districts, or looming culture-like over your homes.

Don't believe them. In 44 *Liquormart v. Rhode Island*, the Supreme Court strikes at content control. But for now, at the very least, it leaves intact the right of communities to tackle this peculiar and offensive advertising medium by passing and enforcing ordinances to ban billboards altogether.

Marshall McLuhan said, "The medium is the message." What message does your community send?

## The Big Picture

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

**Chairman:** Roberta Henderson

**President:** Meg Maguire

**Director of Policy, Editor:** Frank Vespe

**Director of Development and Planning:** Ray A. Foote

**Affiliates and Grassroots Director:** Matt Hussmann

**Office Manager:** Frances Stevens

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# FEDERAL PROGRAM ENHANCES COMMUNITIES AND TRANSPORTATION



Transportation enhancements have boosted the economies of towns like Waterford, NY, a town along the preserved Erie Canal.

In early June more than 300 activists, DOT officials, elected leaders, business people, and others involved with the transportation enhancements program gathered in Washington, DC, and delivered a clear message to Congress and other policy makers: Transportation enhancements make for better transportation and better communities.

That was the theme of the 1996 National Transportation Enhancements Conference, sponsored by the Federal Highway Administration, Rails-to-Trails Conservancy, Surface Transportation Policy Project, National Trust for Historic Preservation, Scenic America, and others, and was especially clear at the conference's Showcase Event, which was developed by Scenic America and brought together 25 of the nation's best transportation enhancements projects.

The transportation enhancements program has come under significant fire in recent months. The traditional highway lobby sees enhancements as a "diversion" of "their" funds. Some state governors and DOT secretaries don't like federally mandated set-asides.

What's more, anti-enhancements forces have begun to work the media. The themes are familiar: take the least defensible enhancements project (or at least the one with the worst name), portray it as representative of the entire category, and contrast it with some worthy transportation project stalled for lack of money.

## On Capitol Hill

Yet transportation enhancements advocates have discovered that many of the supposedly wasteful projects were actually quite good, and some even include supposedly "model" initiatives, such as public-private partnerships.

This line of attack is obviously full of holes. First, portraying the worst of any type of project as typical is intellectually dishonest and fails to consider worthy projects. Second, while of course some worthy transportation projects are unfunded or underfunded, that will always be true. Americans have shown no appetite for tax-

## Transportation Enhancements Facts

**Program type:** Mandatory set-aside within ISTEA, funding scenic conservation, bicycle and pedestrian facilities, historic preservation, and other community goals.

**Reauthorization:** ISTEA must be reauthorized by September 30, 1997; transportation enhancements program's future will be considered in this context.

**Funds for scenic conservation:** More than \$400 million.

**Other funds:** Bicycle and pedestrian facilities have received over \$1 billion.

ing themselves enough to pay for all the things we want. Moreover, the enhancements set-aside amounts to just two percent of the funding available under ISTEA — hardly enough to solve our transportation problems. Finally, the question of what is a worthy transportation project is a slippery one. If, as we are told, our transportation infrastructure is in such dire straits, why are DOTs building so many new roads?

Transportation enhancements have generated significant transportation, economic, and community benefits for our communities. Bicycle and pedestrian facilities, for example, connect people to jobs and communities to each other. Preserving historic ferry terminals and train stations can help to revitalize these modes. Moreover, while hard to quantify, improving the transportation experience — by, for example, removing billboards or protecting scenic roads — reduces traveler stress.

Moreover, many trails, driving tours, and scenic roads boost local economies by attracting tourists.

Please see **Enhancements**, page 7



# GOVERNMENT, CORPORATIONS VIE FOR LEAD ON TOBACCO AD CONTROLS

**T**he 44 Liquormart decision comes at a time when the tobacco industry is under widespread attack and the role of advertising seen as ever more critical.

In recent months, 3M Media, Philip Morris, and the Food and Drug Administration have taken a leading role in the heated debate involving tobacco, advertising and regulations.

On Thursday, May 2, 3M Media, one of the nation's largest billboard operators, agreed not to accept billboard contracts for tobacco products after this year. This decision was prompted by shareholders who felt it was contradictory for a firm known for making medical supplies also to advertise cigarettes, which kill 400,000 Americans a year. 3M Media was applauded by President Clinton "for accepting responsibility for the impact billboards have."

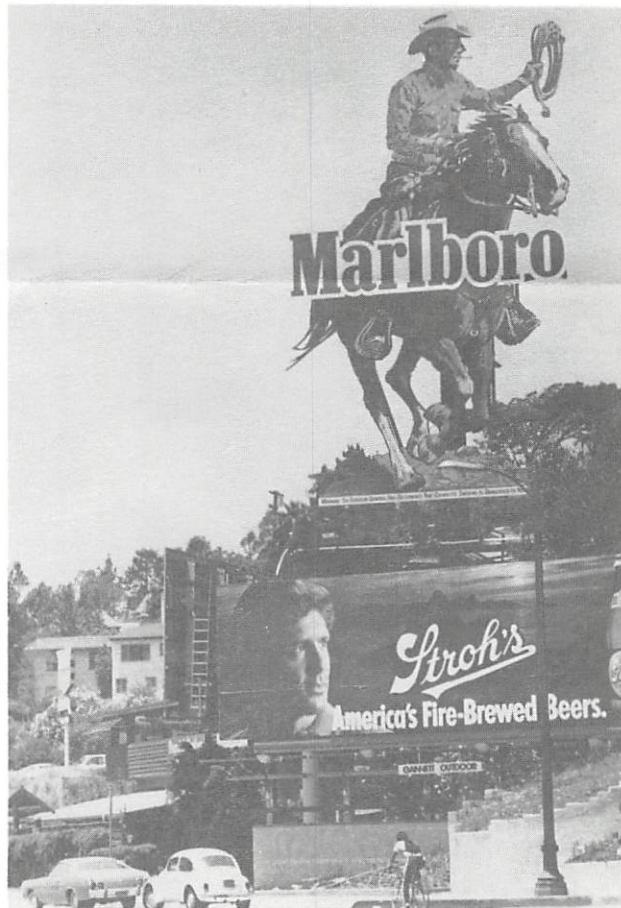
In order to short-circuit FDA regulation of tobacco, Philip Morris Company has made six proposals to restrict tobacco advertising with a few that parallel those of the Food and Drug Administration. Critics complain the provisions are less dramatic than the FDA's and would, therefore, have less effect.

Philip Morris Company's proposals would:

- Ban all outdoor boards, including outward-facing retail signs, within 1,000 feet of a playground or school; ban smaller 8-sheet boards (common in inner-city neighborhoods) anywhere;
- Ban tobacco ads on mass transit;
- Limit event sponsorship in all but motor sports, rodeo productions or other events where 75% of attendees are 18 or over;
- Limit stadium signage to facilities primarily used for motor sports, rodeos or over facilities with attendance at least 75% over 18;
- Limit tobacco advertising to publications where 85% of subscribers are over the age of 18;
- Ban sales or distribution of items like caps, T-shirts or gym bags carrying cigarette brand logos. (The caps, T-shirts and gym bags could still be marketed minus the brand name.)

Meanwhile, the public comment period has closed on the Food and Drug Administration's proposed rules designed to cut smoking by minors by 50 percent within seven years of the rules' implementation. This rule will not only limit minors' access through restrictions on tobacco sales, but will also reduce tobacco appeal to young people by restricting advertising and promotion. Final rules are expected by the end of the summer.

Younger children, in particular, learn about cigarettes in large measure through billboard advertising. In 1988, as a result of public pressure, the Outdoor Advertising Association of America



**Billboard industry abuses have caused repeated backlashes against visual pollution.**

adopted a code of advertising practices, which establishes exclusionary zones which prohibit advertisements of all products illegal for sale to minors that are either intended to be read from, or within 500 feet of, established places of worship, primary and secondary schools, and hospitals.

Too often, however, the billboard industry ignores its own code and erects billboards anyway. For example, in San Francisco, junior high students wrote a letter to Philip Morris stating they did not want a Skoal tobacco advertisement near their school. Recently, the Hudson County (NJ) Community Partnership found dozens of billboards advertising alcohol and tobacco near schools, playgrounds, and churches.

The billboard industry has shown that it either will not or cannot be a "good neighbor," and the tobacco industry has a similarly dismal record. The inability of these two industries to even pretend to be a good neighbor is almost certain to mean that frustrated community activists will continue to fight the twin blights of billboards and tobacco advertising.



# Supreme Court grants broad protection to commercial speech

SUPREME COURT, from page 1

a plurality of three. Justice O'Connor wrote a concurring opinion that was joined by three others. Justices Scalia and Thomas both wrote individual concurrences.

On some things there was agreement. Posados de Puerto Rico Associates v. Tourism Co., 478 US 328 (1986), was overruled. Posados had upheld a regulation banning gambling advertisements aimed at local residents, permitting only those directed at tourists. The Court upheld the regulation and went on to say that governments could limit advertising about any activity they could forbid outright. This raised the possibility that ads about tobacco products or alcoholic beverages might likewise be banned. 44 Liquormart disavowed that rationale. Moreover, the Court vacated and remanded to lower courts two cases that had sustained such restrictions. Anheuser-Busch, Inc. v. Schmoke, 63 F.3d 1305 (4th Cir. 1995), vacated, US, 116 S. Court 1821 (1996) (ordinance banned billboards advertising alcoholic beverages); Penn Advertising of Baltimore, Inc. v. Mayor & City Council, 63 F.3d 1318 (4th Cir. 1995), vacated, US, 116 S. Court (1996) (ordinance prohibiting billboard ads for cigarettes.)

No law that completely bans the advertising of legal products or activities is likely to survive 44 Liquormart, and any sign regulation that is based on such a ban is almost certainly invalid.

There was also agreement that the prohibition in 44 Liquormart failed the so-called "Central Hudson test" (Central Hudson v. Public Service Comm'n, 447 US 557, 553-556, 100 S. Ct. 2343 (1980)) for determining the validity of restrictions on commercial speech. The fourth part of that test requires that a restriction on commercial speech be "no more extensive than necessary" to meet the government's professed goal in imposing the restriction (see box). This test has not required the "least restrictive alternative" but has instead been used to ensure that the government regulations are reasonable. In 44 Liquormart, the state claimed that its ban on advertising liquor prices would drive up the price of liquor and discourage its consumption. All nine justices seemed to agree that the ban was not a reasonable way to accomplish that goal.

Other methods, the Court felt, would have been more direct: for example, establishing the price, or the minimum price, at which the beverages could be marketed. Thus, five justices argued that the appropriate thing for the Court to do was to announce its judgment that the law failed the Central Hudson test and was thus invalid. Those five consisted of the four on the O'Connor opinion and

Justice Scalia. But Scalia made it clear that he was ready to junk Central Hudson in an appropriate case. Judging from the various opinions, it appears that a majority of the Court no longer views the Central Hudson test as controlling.

In addition, the plurality opinion of the Court examined so rigorously the fit between the measure and the state's goal as to make it appear that the Court will now require government regulations to meet the "least restrictive alternative" test. Justice O'Connor's concurrence conceded that the Court had examined that fit more closely in recent cases than it had in earlier ones but expressed doubt that it had gone that far. Justice Thomas' concurring opinion would have gone still further in overturning restrictions on advertising.

What, then, is the standard for determining whether a regulation banning certain kinds of commercial speech from billboards is "no more extensive than necessary?" That remains to be seen. All one

can tell from 44 Liquormart is that seven justices believe that it is more stringent than the Court has let on in the past.

Although the Court did not scrap Central Hudson, the 44 Liquormart decision indicates that the Court will scrutinize government actions much more closely to determine if they meet the third part of the Central Hudson test, by "directly advancing"

## THE "CENTRAL HUDSON" TEST

In Central Hudson v. Public Service Commission, the Supreme Court set out a four-part test to protect commercial speech against overly broad restrictions. The test is as follows:

■ Is the speech lawful and not misleading? If not, the government may prohibit it. If so, it enjoys some First Amendment protection, and a government regulation must meet the following criteria:

■ Does the government regulation seek to implement a substantial government interest?

■ Does the government regulation directly advance that interest?

■ Does the government regulation reach no farther than necessary to accomplish that objective?

44 Liquormart seems to indicate two trends. First, the Court will likely require governments to provide more scientific proof that proposed regulations directly advance such objectives as temperance, safety, and so on. Second, the Court may move towards using the fourth part of the test to require the "least restrictive alternative" rather than using it to ensure reasonableness.

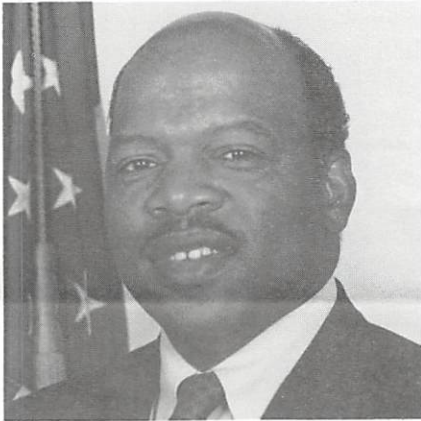
ing" the government's asserted interest. In the past, the Court has accepted legislative conclusions that the challenged regulation would accomplish the government's goal even though they were not supported by compelling scientific proofs. The plurality opinion in 44 Liquormart appears to demand evidence of a much more substantial nature.

Where does 44 Liquormart leave community sign controls? While it is too soon to know exactly, communities will be wise to ensure their sign controls are as content-neutral as possible and to marshal significant evidence to ensure that their sign ordinances "directly advance" their goals. The right of communities to control or prohibit billboards remains intact.

**Jules B. Gerard** is a professor of law at Washington University, St. Louis. He is co-author of Federal Land Use Regulation, one chapter of which deals extensively with sign regulations, and the author of Local Regulation of Adult Businesses.



# SCENIC AMERICA WELCOMES NEW BOARD MEMBERS



**Rep. John Lewis**  
Advisory Board

At its May meeting, Scenic America's Board of Directors elected a new chairman, added five new Members to the Board, and elected two new members to the Advisory Board.

Directors elected **Roberta M. Henderson** chairman. Chris Duerksen, outgoing chairman, said, "Roberta Henderson brings years of experience in scenic conservation, and we are fortunate to have her leading the organization at this critical time. Also, our five new board members add diverse experience and insights to this board. We expect they will play leading roles as Scenic America prepares for the new century."

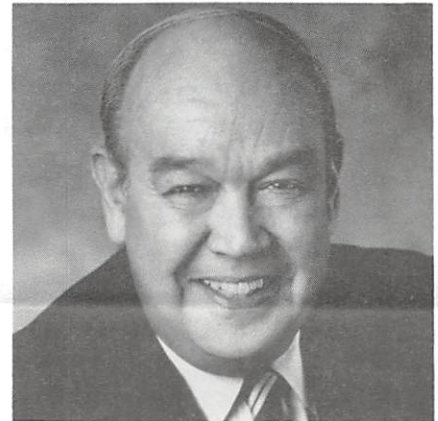
Henderson is a founder and Executive Committee member of Scenic Kentucky, one of Scenic America's four affiliates. She serves on the boards of the St. John's Shelter for the Homeless, Louisville Visual Art Association, and the Salvation Army. She served as President of Planned Parenthood and Chairman of the Glenview Garden Club. She received a Bachelor of Art degree from Sweet Briar College in French and did graduate work in English at Columbia University. She is joined on the Board by five new members including:

**Christopher T. Bayley**, Chairman of Dylan Bay Companies, Dylan Bay Consulting, and New Pacific Partners. Bayley is Chairman of the Graduate School

of Design and Arnold Arboretum Visiting Committees of Harvard University. He served as Sr. Vice President for Law and Corporate Affairs for Burlington Resources (formerly Burlington Northern) and on the Board of The Nature Conservancy.

**Bill Brinton** of Jacksonville, FL, is an attorney and scenic activist. Named Jacksonville's 1995 "Lawyer of the Year," Brinton founded Capsigns, a nonprofit organization whose nine-year fight against billboards culminated in a pioneering agreement which will bring down over 1000 billboards in coming years, one of the largest cleanups of visual pollution in America.

**Hooper L. Brooks** of Ossining, NY, is a Program Officer at the Surdna Foundation in New York, NY. He has served as a Vice President at the Regional Plan Association, and has worked for the Boston Natural Areas Fund, the Brookline Conservation Commission and as a consultant. Trained as a landscape architect, Brooks brings over 20 years of professional experience in environmental land planning and open space preser-



**Charles Kuralt**  
Advisory Board

79and as the chief outdoor recreation planner for the province of Manitoba, Canada. He has recently launched Changing Directions Corporation focused on volunteer development and exploring opportunities for pre-retirement and retirement-aged individuals.

Scenic America's Advisory Board provides invaluable guidance and assistance. New members include **Charles Kuralt**, author and former CBS news anchor whose "On the Road" series explored and celebrated America's back roads; and **Congressman John Lewis**, who represents Georgia's fifth district. A civil rights movement stalwart, Lewis was elected

to Congress in 1986 where he now serves on the Ways and Means Committee. Kuralt and Lewis join four others on Scenic America's Advisory Board: Mrs. W.L. Lyons Brown, of Harrod's Creek, KY; William Least Heat-Moon, of Columbia, MO; Mrs. Lyndon B. Johnson, of Stonewall, TX; and Laurance Rockefeller of New York, NY.

Meg Maguire, Scenic America's president commented, "We are very excited that these new board members have joined us in our fight to preserve America's scenic beauty and attractive communities. I look forward to working with them and am certain that their experience, vision, and commitment to a scenic America will be wonderful assets to us."

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-Meg Maguire, Scenic America's president

vation to Scenic America.

**Eve D. Fout** is a Middleburg, VA, land-use activist. Formerly a member of the Goose Creek Association Board, she is now in her second term on the Executive Board of the Piedmont Environmental Council. A founder of the Middleburg Orange County Pony Club and Chapter 23 of Colonial Dames in Virginia, Fout also serves as Conservation Chair for Fauquier Loudoun Garden Club and on the Board of Stewards of the Orange County Hunt.

**Gerald F. Schnepf** of West Des Moines, IA, was a founder and the first president of the Iowa Natural Heritage Foundation, a statewide land conservation group. Before that, Schnepf served as Chief Planner for the Iowa Conservation Commission from 1969-



## Publication changes enhance SA-member communications

As you thumb through the pages of this issue of *Viewpoints*, you should notice some changes. Fewer, more in-depth articles. Less focus on local news and more on national news and trends. Gone is an old friend: "News Around the Nation."

If you're a direct member of Scenic America, you may also have noticed recently that each month you receive a

legal-sized flyer, *The Grassroots Advocate*. The *Advocate* provides readers with information on local scenic conservation initia-

tives around the nation: what's hot and what's happening in the 50 states. The *Advocate* is the monthly journal of scenic conservation news.

These changes are part of our commitment to provide you with the most accurate, up-to-date information on scenic conservation and visual pollution control efforts around the nation. The *Advocate's* frequent publication schedule makes it an excellent vehicle for keeping readers posted on fast-breaking news. Our publication schedule will change, too, with *Viewpoints*

published three times annually, in addition to the *Advocate's* monthly schedule.

Look to *Viewpoints* to provide you with opinion and more in-depth analysis of issues and alternatives, as well as with news from Capitol Hill. This issue includes an examination of recent trends and court rulings involving content control of billboards — and what that means for

local efforts around the nation. In coming months, we'll look into other key issues, like cellular telephone

towers, road design, and so on.

We believe that these changes will make both of our publications better and more useful and will enable us to better serve you, our customers. But it's your opinion that really matters. So, let us know what you think. Call or write with your point of view.

Our phone number is (202) 833-4300, and our address is 21 Dupont Circle, N.W., Washington, D.C. 20036.

*Frank Vespe,*  
Editor

### LETTER FROM THE EDITOR

## Enhancements a boon for communities

**ENHANCEMENTS**, from page 3

Trail-related recreation encourages new businesses. Even more impressive in places like Indianapolis and West Memphis, AR, enhancements funds have helped these cities remake their downtowns into thriving business districts.

Finally, by preserving community landmarks, by improving parks and public spaces, by providing alternative transportation options, and by bringing new constituencies into the transportation process, enhancements are making transportation more fully a part of the communities it serves. After years of policy making that gave us elevated freeways cutting people off from waterfronts, highways destroying thousands of homes, and

departments of transportation accountable to no one, these changes are critical.

Transportation enhancements are less than 2% of federal transportation funding, yet one DOT official recently estimated they attract 95% of the public participation in transportation decision making. Shutting off the funding would cut off most "ordinary" citizens from the process and return us to the days when transportation decisions reflect not the will of the people but the whim of the highway lobby. That's a step we can't afford to take.

Scenic resource advocates must join with others in the bicycle, pedestrian, historic preservation, and public interest communities to ensure that the transportation enhancements set-aside is reauthorized next year.

## MARK YOUR CALENDARS NOW FOR MAY 'SCENIC CENTURY' CONFERENCE

Scenic America has embarked on an 18-month initiative, **Foundation for a Scenic Century**, to develop a clear message and action plan for the scenic conservation movement. The centerpiece of the effort will be a national conference, **"O Say Can You See....Leadership for A Scenic Century,"** to be held in Baltimore May 11-14 at the Radisson Plaza Lord Baltimore hotel. The conference will engage a wide variety of national and community leaders in discussion and debate over the best practices and most effective strategies for broad-scale action on scenic conservation. Charles Kuralt will be the keynote speaker for the conference.

In addition to plenary sessions which will address major issues in the scenic conservation movement, **Leadership for a Scenic Century** will be organized around four tracks which focus on practical and substantive topics. The Scenic Countryside track will address a number of elements including scenic resources evaluation, rural and urban landscape preservation, scenic easements, land use policy, and the use of technology in the field. Scenic Byways/Better Highways will use our Georgia, Pennsylvania, and Ohio scenic byways projects as case studies to discuss corridor management planning, heritage tourism development, and appropriate economic development along scenic byways. Broader issues of policy like highway design standards and vegetation management will also be explored.

The Scenic Communities track will focus on community gateways, franchise design, and citizen responses to the ongoing proliferation of cellular towers and billboards. The leadership track will bring together successful practitioners to discuss effective strategies for citizen activists.



## NEW FUNDERS SPARK SCENIC AMERICA INITIATIVE

In the past four months, five foundations have made first-time grants to Scenic America. "These grantmakers' investments are crucial to our success," noted Scenic America president Meg Maguire. "With solid foundation support, we can advance our agenda to protect and enhance the scenic character of America's communities and countryside."

Two grants will help launch the Scenic Conservation Resource Center through which Scenic America will intensify technical assistance, materials dissemination, and networking among activists nationwide. "We saw an opportunity to provide critical early money as Scenic America expands its outreach among the grassroots," remarked Tony Wood, executive director of the New York-based Ittleson Foundation, one of the funders. "The Resource Center leverages the organization's ability to assist citizens and elected officials efficiently." Another first-time grant, from "Furthermore," a publishing project of

the J.M. Kaplan Fund, will help Scenic America produce fact sheets on billboard control and scenic conservation.

New sources of support are bolstering Scenic America's Pennsylvania Scenic Byways Initiative, which has already netted one designated scenic byway, the Laurel Highlands Scenic Byway. A grant from the Katherine Mabis McKenna Foundation in Latrobe, PA, is supporting education in southwestern Pennsylvania on the benefits of preserving the beauty and character of the Laurel Highlands region. Through a William Penn Foundation grant, Scenic America and the Heritage Conservancy are promoting scenic corridor protection along the Delaware River watershed.

Along with the Claneil and Laurel Foundations, these philanthropies have enabled Scenic America meet a \$125,000 challenge from the Richard King Mellon Foundation. "Not only do foundations provide essential backing for our work, but they

also stimulate important new ideas about program design, partnerships, and project evaluation," explained Ray Foote, director of planning and development for Scenic America.

Other grants support joint efforts. The Prince Charitable Trusts funded Scenic America's proposal to work with the Piedmont Environmental Council to promote flexible road design in Virginia's threatened Piedmont region. With support from the Joseph P. Whitehead Foundation in Atlanta, Scenic America, the Georgia Trust for Historic Preservation, and Georgia DOT have formed a partnership to develop a conservation-based scenic byways program for the state over the next three years.

"Scenic America is grateful for the confidence and support these foundation leaders have shown in us," added Maguire. "We feel a profound responsibility to use these funds wisely and efficiently to fulfill our mission."

### JOIN SCENIC AMERICA...YES, I WANT TO HELP SAVE OUR SCENERY!

Citizen Membership: ☐ \$20 ☐ \$35 ☐ \$50 ☐ \$100 ☐ Other \$ \_\_\_\_\_

Organizational Membership: ☐ \$50 Local or State Organization ☐ \$100 Regional or National Organization

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