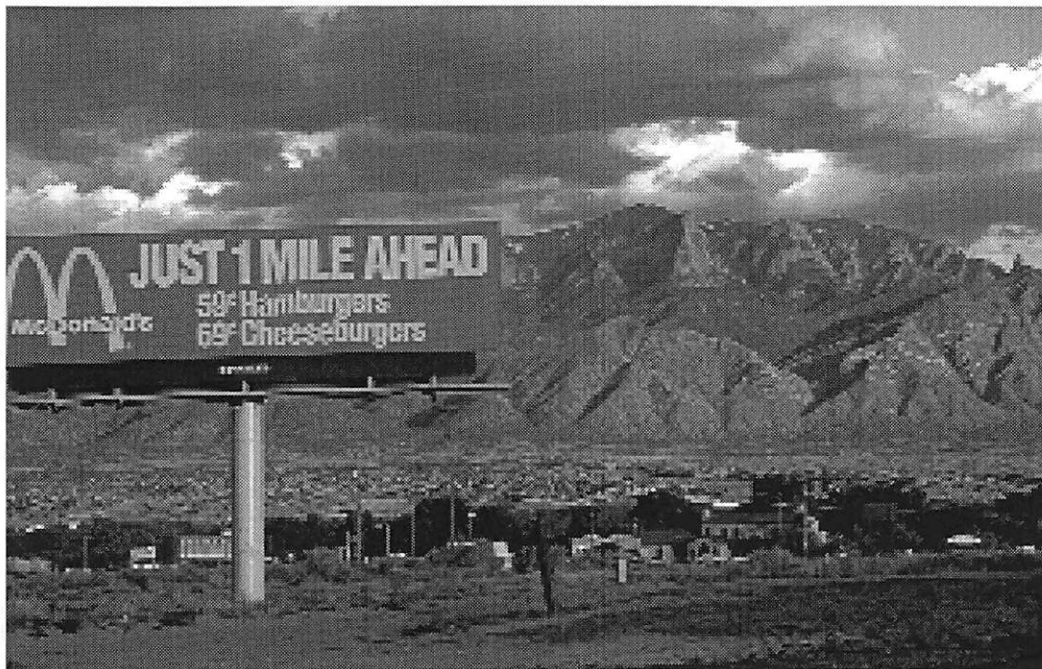


Viewpoints



SPRING, 1998 ■ VOL. 13 NO. 2



Caption for the photo at left will be placed here in some sort of color to help distinguish it from the text.

information. Still others have engaged in semantic hair-splitting to make themselves appear to be effective, while in fact protecting billboards from removal or control.

The lack of consistent and clear standards of data collection and record keeping make understanding and analyzing the Highway Beautification Act a statistical minefield. We believe that, if this law is to be useful at all, the Federal Highway Administration must step up its efforts to analyze and disseminate information on this topic.

Despite the difficulties, Scenic America wishes to thank the many people in the state Departments of Transportation who provided responses to our questionnaires and patiently helped us to sort through the data. Their efforts have made a significant contribution to efforts to understand the HBA.

In addition, we would like to thank Pauh Wang, an intern at Scenic America in the first half of this year, who created the questionnaire and worked tirelessly to obtain the best possible information from the states.

The Highway Beautification Act

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This report presents and analyzes data obtained by Scenic America between January 1 and June 30, 1996, as a result of a survey done by Scenic America of the 46 states which allow billboards. Four states, Alaska, Hawaii, Maine, and Vermont, prohibit billboards.

This report is the first comprehensive examination of the implementation of the Highway Beautification Act in some 10 years and the first since a num-

ber of small legislative changes were made which should strengthen the controls on outdoor advertising.

The genesis of this report was our conviction that there is insufficient data to make good policy decisions on the effectiveness — or lack thereof — of the Highway Beautification Act. The data we have obtained is as complete and broad-based as we could make it, but it, too, is incomplete. Some states could not or would not provide information we requested; others could provide only partial

■ Title One

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■ Title Two

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■ Title Three

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