



SCENIC AMERICA

Viewpoints

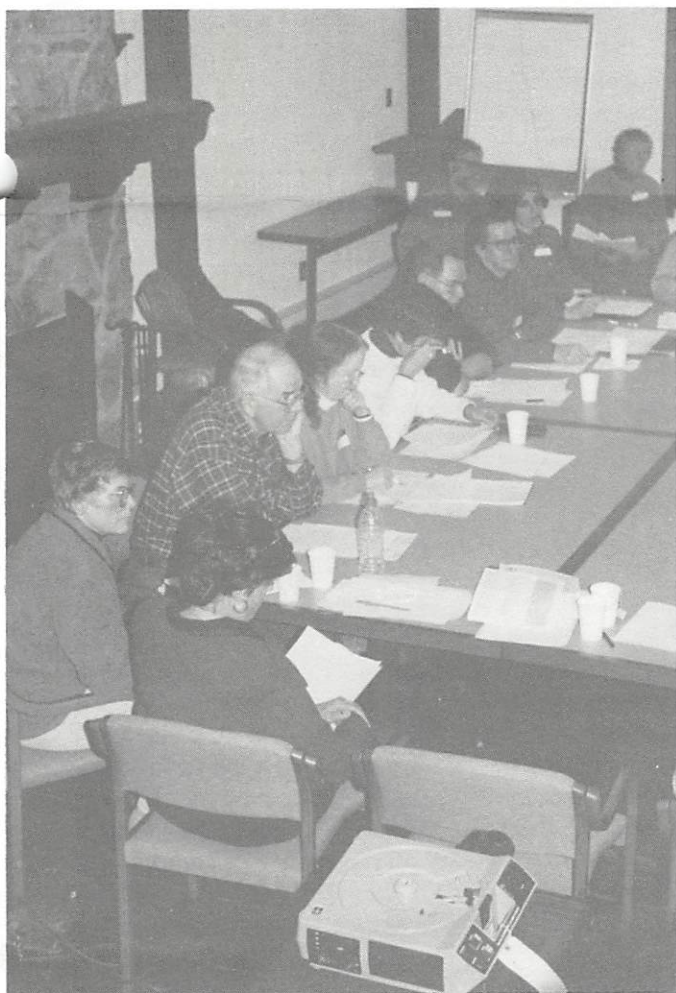
Spring 1998, Volume 15 No. 1

Focus on the Future

Educating the Next Generation of Scenic Conservationists

"The Dunn Foundation is opening people's eyes to their communities."

-- David Leach, Foundation Executive Director



Eyes already opened, Ohioans participate in a scenic resource inventory of the Ohio and Erie Canal Scenic Byway.

by David P. Leach, Dunn Foundation Executive Director

The Dunn Foundation, a small, Rhode Island-based organization, has developed a strong set of sophisticated programs, all with an eye towards education. Through networking, publishing, workshops, technical assistance and philanthropic leadership, the Foundation is opening people's eyes to their communities.

Since 1993 the Foundation has had a strong focus on developing nationally applicable K-12 educational materials concentrating on increasing youth understanding of community character. Our elementary curriculum guide, *ViewFinders*, is a key part of this focus. Published in 1996, *ViewFinders* clearly has universal appeal. To date, *ViewFinders* is in use in 40 states in this country as well as classrooms in five other countries. *ViewFinders* is designed for use by grades 3-6 in any community, and consists of a teacher's guide, background information, and student materials. In-service teacher training workshops are also offered.

Of course, *ViewFinders* is only the first part of a complete K-12 program. *ViewMakers*, a middle school curriculum blending design, planning, architecture, geography and hands-on community exploration, is in the works.

In conjunction with ABV Design of Cranston, RI and the Rhode Island School of Design, we have also developed an experimental high school/undergraduate program - *ViewWays*. Trialed in 1997, the program encourages students to record and analyze their surroundings through animation, photo collages, written journals, and video. We intend to publish a brief teacher's guide to conducting a similar program elsewhere in the country.

To improve access to educational materials, we have embarked on an ambitious program to create a national network of students and educators. Through the Internet (<http://www.dunnfoundation.org>), our "News on the Views" newsletters, teacher workshops, conference presentations and individual conversations, we connect the educational community with the issues of community character.

Establishing and maintaining collaborative educational initiatives is an increasingly important aspect of the Foundation's programs. Recently, the Foundation joined forces with the Cooper Hewitt Design Museum (NY) and the Center for Understanding the Built Environment (MO). Together we are creating a collective national resource for educators. Currently under development is a three-day workshop for educators to be offered in different regions starting with

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Nationwide Efforts Seek to Give Americans "Scenic Sight"

by Meg Maguire, President



It's been said that those who don't understand the past are condemned to repeat it. Similarly, if we as Americans can't understand how our actions affect the landscape, we're doomed to "uglify" it. The evidence is everywhere around us, in the billboards, strip development, and cookie cutter buildings that make everyplace look like every other place.

The question is, how can we help Americans to understand their impact on the landscape and on their communities? How can we improve "scenic sight" when most Americans have no formal visual training nor any prospect of such training?

Don't look to typical environmental education programs which have virtually ignored the scenic environment. And don't expect that you'll get much encouragement even from the best liberal arts education. "Reading the landscape" is a skill taught in very few places and very few disciplines.

"Scenic sight" isn't valued much in recent public policy either. Since the early 1980's policy makers and activists seem to have closed their eyes to scenic and aesthetic considerations in environmental policy. The words "beauty," "scenic," or "aesthetic" do not appear in the vision statement or goals of the President's Council on Sustainable Development; the "Hanover Principles" ("Bill of Rights for the Planet"); the Charter of the Congress for the New Urbanism; or the Declaration on Environment and Development of the American Society of Landscape Architects. (The term "design," which does appear in all but the PCSD document, may be intended to include aesthetics, but the authors do not state this

assumption.)

Yet, while Americans don't have much formal visual training they do have strong feelings about the way things look, and they spend big bucks traveling to communities that have protected their character and beauty. The all-too-typical, placeless ugliness of commercialized, over-built landscapes, billboards and random subdivisions is not inevitable unless our passivity makes it so.

Several efforts now underway may address this gap between what we want and what we see on the landscape. On the front page, you've read about the Dunn Foundation's pioneering work, especially at the grammar and middle school levels, to educate children about the visual environment. Elsewhere:

* Dr. Kit Salter, Chairman of the Department of Geography at the University of Missouri teaches a course called *O, SAE, Can You See?* in which students learn to observe (O), speculate (S), analyze (A), and evaluate (E) what they see around them. In his opening remarks at the Scenic America National Conference in Baltimore last May, he emphasized that seeing is the first critical step in understanding the physical world we inhabit.

* In 1996 Scenic America published a technical bulletin, *Evaluating Scenic Resources*, to give communities a methodology for identifying and ranking their visual environment. And we have just completed the field test version of *O, Say, Can You See? A Visual Assessment Tool Kit for Communities* developed in partnership with the National Park Service and the Landscape Architecture faculty at the State University of New York at Syracuse. The toolkit's 14 exercises encourage citizens to photograph, observe, and evaluate the scenic resources and appearance of their communities.

Scenic education and action can't wait for the next generation. We must open our eyes and take action. Now.

President's Message

There's a...

NEW KIDD IN THE OFFICE

Scenic America recently welcomed the addition to the staff of Greg Kidd, the new Grassroots Associate.

Greg will be working with VP for Policy and Communications Frank Vespe, and his primary responsibilities will include helping Scenic America's state affiliates and associates, providing technical assistance to individuals and organizations working on scenic preservation at the local level, and developing Scenic America's Scenic Conservation Library.

Greg recently moved back to the Washington, DC, metro area from Gig Harbor, Washington. While in Washington state Greg earned his JD from Seattle University School of Law and gained experience working in the Urban and Agricultural Resources and the Natural Resources Divisions of the state Attorney General's Office. Before his JD Greg earned his MS in entomology from Cornell University and worked in the Beneficial Insects Lab of the USDA in Beltsville, MD.

He has been an active environmentalist since his days as an undergraduate at the University of MD. He is currently the Vice Chair of the Prince George's Group of the Sierra Club.

Greg and his wife Coowe live in University Park, MD.

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

Madeleine Appel, Chair
Meg Maguire, President
Frank Vespe, VP of Policy and Communications, *Viewpoints* Editor
Ray A. Foote, VP of Program Development
Anna El-Eini, Policy Associate
Greg Kidd, Grassroots Associate
Deborah Myerson, Program Associate
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Djuana Waters, Office Manager
Susan Kidd, Director, Georgia Scenic Byways Project

Wanda Seguin, GA Scenic Byways Project
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Scenic Advocates Near ISTEAE Triumphs

Even as House and Senate negotiators meet, feverishly seeking agreement on the federal transportation bill, one fact has become increasingly clear: the bill will represent another big step forward for scenic conservation.

Key provisions will likely include big increases in scenic byways and transportation enhancements funding and no change in current billboard law.

The bill to reauthorize the Intermodal Surface Transportation Efficiency Act (ISTEA) will set federal transportation spending for six years, sending over \$210 billion to the states.

At press time, both the House and Senate have passed reauthorization bills. Negotiators hope to iron out the differences by the Memorial Day recess.

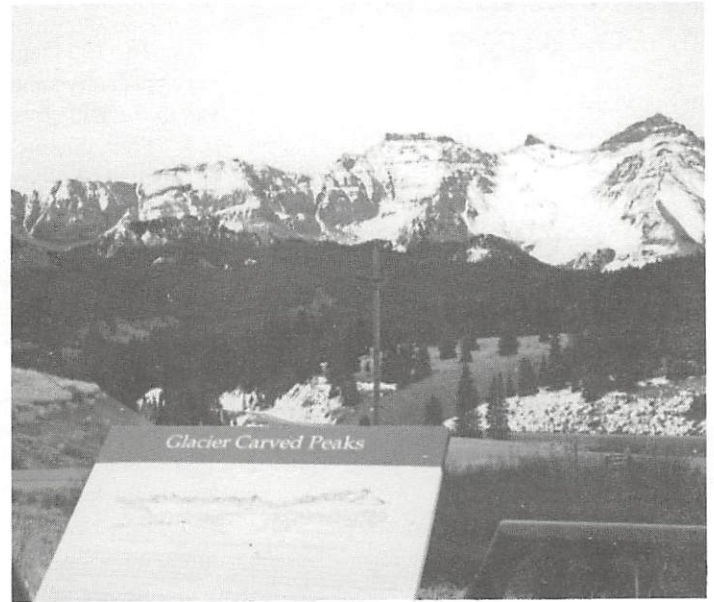
Good news for scenic conservation

Both bills have much for scenic conservationists to like.

Both reauthorize and expand the National Scenic Byways Program. Scenic America favors the Senate's program language, which ties funding more clearly to corridor management plans. The Senate bill would provide \$116 million over six years, a 45% increase from current law. The House bill would provide \$180 million, more than doubling current funding.

Both bills also expand funding for transportation enhancements. Funding for these projects, including billboard control, scenic byways, landscaping and beautification, bicycle and pedestrian facilities, and other activities, could rise to as much as \$650 million a year.

Neither bill changes current billboard law — despite billboard lobby efforts to further weaken it. The Highway Beautification Act continues to need significant reform. We took the first steps this year with the introduction of reform bills in both the House and Senate; look for further progress in the coming years.



ISTEA reauthorization will likely provide funding to projects like this interpretive pullout along the San Juan Skyway in Colorado...

Big issues still to be decided

In some ways the bills are quite similar. Both maintain the general program structure of ISTEA. Both dramatically increase funding from ISTEA, with the Senate bill providing \$214 billion over six years and the House, \$217 billion.

But major issues remain unresolved.

The critical difference, which will dominate the conference committee, is the status of the federal highway trust fund. Rep. Bud Shuster (R-PA), chairman of the House Transportation and Infrastructure Committee, has spearheaded an effort to take the highway trust fund — the repository of federal gas tax moneys — "off budget."

Under current budget law, any balance in the Highway Trust Fund is counted as part of the overall federal budget. Thus, if there is \$10 billion in the trust fund, the federal deficit is re-

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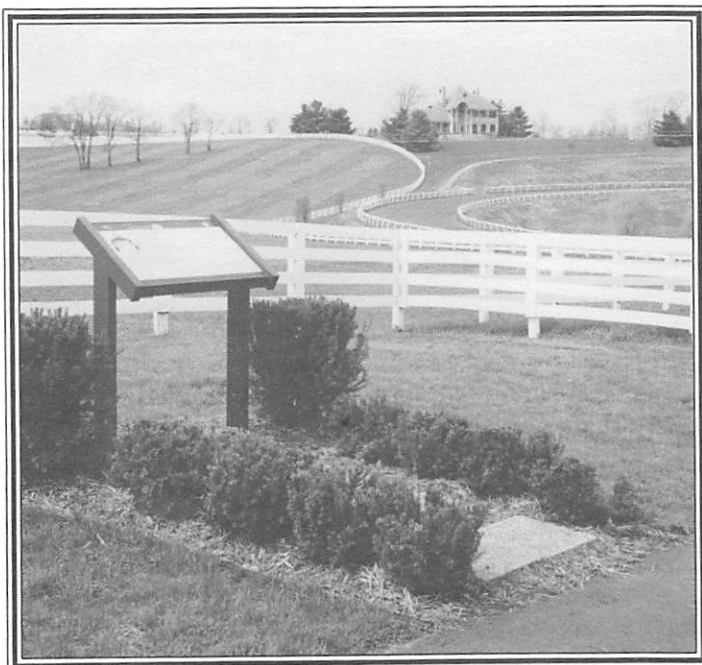
JOIN THE SCENIC ACTION NETWORK TODAY!

What's the best way to keep abreast of scenic conservation efforts in the Congress? Join Scenic America's Scenic Action Network.

By joining Scenic America's Scenic Action Network, you can help us to support federal policies that protect the quality of life of our communities and the scenic beauty of our land.

As a member of the Scenic Action Network you will be informed about Scenic America's work to reform the Highway Beautification Act, and about other national scenic issues such as transportation funding and protecting scenic byways. You will receive monthly updates on current legislation in Congress — and information on how you can affect the policies that affect your scenic environment.

Please join the Scenic Action Network today!



... and this one along the Old Frankfort Pike in Kentucky.

KENTUCKY, MISSOURI HIGHLIGHT STATE BILLBOARD FIGHTS

MISSOURI INITIATIVE NEARS LANDMARK

Missouri may become the first state where residents will have the chance to vote on billboard control — a fact which has the billboard industry on the run.

The Save Our Scenery (SOS) Campaign has collected well over 100,000 signatures in its bid to place billboard control on the November ballot. The proposed constitutional amendment would allow local governments to control the number, spacing, size and lighting of billboards. The Missouri Scenic Conservation Coalition, which includes local government and conservation groups like Scenic Missouri, the Missouri Municipal League, the Missouri American Institute of Architects and the Conservation Federation of Missouri, supports the amendment.

The initiative will need nearly 120,000 valid signatures by July 3 to be placed on the ballot.

Over the years, the powerful billboard lobby in Missouri has managed to strip local governments of their power to control billboards in their communities. On state roads, local laws regarding billboards can be no stricter than the state's very weak controls. Scenic Missouri's ballot initiative arose out of the need to reinstate the right for local communities to make decisions about billboard advertising.

Scenic Missouri members joined by volunteers from the Sierra Club, the American Institute of Architects, the American Society of Landscape Architects and many other groups, have been actively collecting signatures for the past few months and are now heading into the homestretch of the petition drive.

Meanwhile, the Missouri Outdoor Advertisers Association, the billboard lobby, has done an about-face and, after years of fighting local control, now is trying to pass state legislation to return to local governments the right to control billboard size and spacing. Billboard lobbyists hope that such a law would take the wind out of the ballot movement's sails.

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KENTUCKY TREES SAVED!

The 1998 legislative session proved a very productive one for scenic conservationists in the Bluegrass State.

First, Scenic Kentucky successfully defeated two billboard industry bills this year. HB 613 would have allowed as many as 4,400 more billboards on Kentucky's interstates and parkways. SB 233, like HB 613, would have allowed clear-cutting of trees on the public rights-of-way for billboard visibility. Both bills would have overturned longstanding state policy and ignored the recommendations of the 1993 Governor's Task Force on Signage and Tourism. Scenic Kentucky led the fight to stop these bills and, against very long odds, emerged victorious.

To this key victory Scenic Kentucky added passage of a new state scenic byways program.

VIRGINIA TREES AXED

Not content with listening to overwhelming public opinion opposing tree-cutting for billboard visibility, the billboard industry was back again in the Virginia legislature this year, pushing the same tree cutting bills that had been rejected last year. Meanwhile the Garden Club of Virginia, which led last year's successful fight against the bill-

board industry's bills, helped prepare legislation that was introduced this year to prohibit new billboards in Virginia.

This year's fight in Richmond centered around this proposal and the billboard industry's bills to expand clear-cutting of trees on the public rights-of-way. Despite huge public outrage, the Virginia legislature passed the bill to allow billboard operators to cut down publicly owned trees up to 6" in diameter on the public rights-of-way to improve billboard visibility and threw out the bill to stop new billboards. The new law even allows tree-cutting in front of billboards that don't conform to current law. Some state legislators and conservationists, including members of the Garden Club of Virginia, who opposed the bill have begun work towards reversing this bill in the future and are considering forming a Scenic Virginia.

GEORGIA LEGISLATURE IGNORES SUPREME COURT

Despite a Georgia Supreme Court Ruling in 1995 that ruled the practice to be unconstitutional, the Georgia legislature passed a bill this year to allow tree-cutting on the public rights-of-way for billboard visibility.

After several years of fighting off the billboard industry, the Garden Club and other conservation groups agreed this year to ne-

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Virginia conservationists outside the State House prepare to educate state legislators about billboard control.

Scenic America Fosters Scenic Conservation in Communities Nationwide

Beyond the national leadership work highlighted elsewhere in *Viewpoints*, Scenic America is providing critical assistance in communities just like yours around the nation.

Technical Assistance

As a national clearinghouse on scenic issues, Scenic America provides assistance daily to activists and communities across the country working on a range of issues including billboard and sign control and scenic byways. For example, Scenic America staff recently have:

- Assisted Scenic Kentucky and conservation groups in Georgia and Virginia in their efforts to defeat the billboard industry's bills to allow the cutting of publicly owned trees in front of billboards;

- Advised activists in Oakland (CA), Orlando (FL), Wassau County (WI), and Memphis, (TN), among many others, on billboard control;

- Produced and distributed "Scenic Beauty Benefits Business: Commercial Design Guidelines for Business Districts."

Program Development

In addition to providing technical assistance as needed to communities nationwide, Scenic America has a number of ongoing programs. Recent program highlights include:

- Boosting our Pennsylvania scenic byways work with the hiring of a new Laurel Highlands (PA) Scenic Byway Coordinator, Bobbie Mikita;

- Working with Scenic Ohio and the Georgia Scenic Byway Advisory Board to advocate for the strongest possible scenic byways programs in those states.

Presentations

Educating people about scenic conservation and the role Scenic America plays in preserving scenic beauty is essential to achieving our mission. We've recently made presentations to:

- The National Park Service's Rivers, Trails and Conservation Assistance (RTCA) Programs;

- The Southeast Tourism Society's Annual Meeting;

- The International Municipal Lawyers Association;

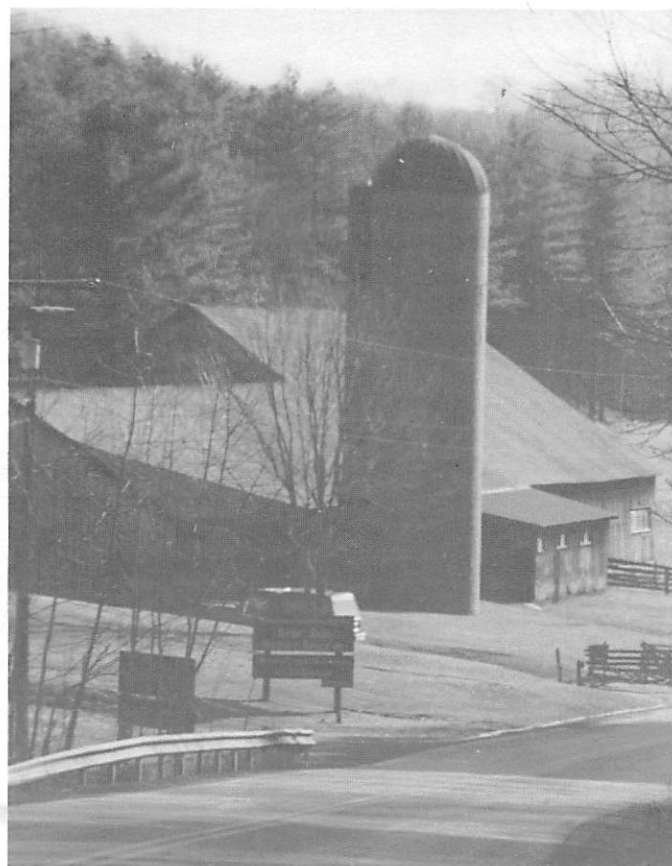
- The Garden Club of Virginia, the Virginia Preservation Alliance, and citizens in Orange and Charlottesville, VA, on scenic byways and scenic conservation in Virginia;

- The National Promoting Historic Roads Conference in Richmond, IN;

- Laurel Mountain Chamber of Commerce (PA).

- Scenic Tennessee's conference, "Economic Benefits of Enhancing Tennessee's Scenic Beauty."

Need technical assistance? Want a Scenic American to address your group? Give us a call or write us.



Scenic America's new Laurel Highlands Scenic Byways Coordinator, Bobbie Mikita, will work to protect and promote this scenic road in western Pennsylvania.

ISTEA

(continued from p. 3)

duced (or surplus, increased) by that amount — limits transportation spending by submitting it to the overall budget process.

Taking the trust fund "off budget" would remove that brake and significantly boost transportation spending. Many in both parties oppose such a move, some because they are concerned about overall federal spending; others because they fear that allowing more spending on transportation will force reductions in other expenditures, like health care or the environment; and still others because they dislike treating transportation as distinct from other important programs.

The Senate bill takes a different tack. It would make the trust fund a so-called "revenue constrained fund." This approach would allow for the expenditure of all gas tax revenues each year but would not allow the existing balance in the trust fund to be spent. It represents a middle ground between taking the fund off budget and the status quo.

While at press time, many issues remain to be resolved, we in the scenic conservation community can take pride in our strong efforts to tell Congress that beauty matters. With the passage of ISTEA imminent, it looks like they're listening on Capitol Hill!

SCENIC AMERICA -- NEWS AND NOTES

First and foremost, we've moved our office. You'll now reach us at:

Scenic America
801 Pennsylvania Avenue, SE
Suite 300
Washington, DC 20003
ph. (202) 543-6200
fax (202) 543-9130

Our e-mail remains the same:
scenic@scenic.org.

Second, an apology. If you're wondering why it's been so long since you last received Viewpoints, you're not alone. The Post Office lost our last issue, which would have come out around Christmas. We apologize for any inconvenience this may have caused.

AND COMING IN THE NEXT ISSUE...

Big doings here at Scenic America - all coming in the next issue.

We have a new Chairman of the Board -- Madeleine Appel of Houston, TX. She replaces Roberta Henderson of Louisville, KY, whose term expired in May. Next issue: a look ahead and a look back.

ISTEA will be complete, and we'll have the facts and figures you need.

Coupled with our new address, we have a new logo. Next issue we debut an all-new look for *Viewpoints*.

Plus, lots more...

All in the next issue of *Viewpoints*!

Missouri Advocates

(continued from pg. 4)

However, the bill fails to address the rights of communities to remove billboards and control the number of billboards. In addition, Scenic Missouri believes that without a constitutional amendment, the billboard lobby would be back next year at the state house next year to weaken the law.

If you are a Missouri resident and can help out in any way, please contact Karl Kruse on (573) 446-3129, or scenicmo@tranquility.net, to volunteer.



The billboard lobby and scenic advocates have clashed over industry tree cutting proposals in three states this year.

Dunn Foundation

(continued from pg. 1)
the upper mid-west in 1999. The workshop will engage educators in the study and teaching of various aspects of the visual environment.

The Dunn Foundation has also been working with land trusts, arts organizations, and historic preservationists in Maine and Rhode Island to develop joint teacher workshop models. Covering a variety of subjects, including urban trails, historic preservation, schoolyards, litter prevention and urban farming, these workshops are intended to provide ideas for linking schools, the landscape and community projects.

Not content only to focus on youth education, the Dunn Foundation recently established an exciting partnership with a prominent Rhode Island architectural and planning firm, Newport Collaborative Architects. Dunn Foundation and the firm's nonprofit arm, The Center for Community Character (CCC), have implemented a new philanthropic initiative: "Project Small Town - Conserving the Character of New England's Small Communities." This project will assist New England's small communities in dealing with the effects of unplanned growth, economic decline, and neglect on their landscape and character.

Project activities are underway in Rhode Island, Connecticut and Massachusetts, and include the facilitation of comprehensive planning for a small rural town and advocacy for a new village center in a suburban community.

The Dunn Foundation is not only an educational organization but also a philanthropic grant-maker. The Foundation has given nearly \$1 million to like-minded programs helping to fulfill the Foundation's mission. Funding is focused on youth education nationally, improving regional understanding of visual conservation and small town preservation within New England, and conservation of the Rhode Island landscape.

For more information, call us at (401) 941-3009 or e-mail us through our web page.

Georgia Trees

(continued from pg. 4)
gotiate on tree-cutting with the billboard lobby, and a so-called compromise bill was introduced at the beginning of the session. By the time the bill made its way through the House, however, it had been amended beyond the original intent of the compromise bill by allowing billboard operators to clear-cut trees on public highway right of way to improve billboard visibility. The amended bill has passed both houses and is now before the Governor.

For Your Bookshelf

Two New Books Deserve a Place in Your Scenic Conservation Library

Beyond the National Parks: A Recreation Guide to Public Lands in the West

Looking to enjoy the hiking, rafting, biking, hunting, fishing and other recreational activities in the natural beauty of the western United States? You might think of making a trip to the treasures of a National Park. But did you know there are 264 million acres of public lands out West - in addition to the National Parks - that offer an incredible range of recreational opportunities and scenic beauty?

The Bureau of Land Management (BLM) manages many of these public lands and showcases dozens of choice spots in a new book, *Beyond the National Parks: A Recreation Guide to Public Lands in the West*. The book highlights BLM lands with dozens of color photographs capturing the scenic magnificence of the western US. To select the sites, BLM teamed up with 21 conservation organizations, including Scenic America, each of which has a page in the book describing the organization's favorite BLM lands.

With complete visitor information -- telephone numbers, maps, and activities for each site -- this guide offers the perfect way to plan your next vacation west of the Rockies.

Flexibility in Highway Design

Communities around the nation are increasingly confronted by transportation "improvements" that really aren't improvements at all. These improvements can transform a sleepy two-lane country road into a sprawling 4-lane highway, or replace a historic stone arch bridge with an imposing steel behemoth. Citizens have long protested the loss of community character caused by such projects; now, highway engineers and transportation planners are beginning to respond.

Flexibility in Highway Design, published by the Federal Highway Administration (FHWA) last fall, highlights more creative approaches to transportation improvements. The glossy, illustrated manual was developed in response to language Scenic America obtained in the National Highway System Act of 1995, which states that highway design may take into account "the environmental scenic, aesthetic, historic, community, and preservation impacts of..." road projects. The manual is rich with photographs and drawings depicting a variety of options in highway design. Almost half of the publication is devoted to six case stud-

ies from around the nation that provide in-depth examples of the public-oriented processes and attractive results of collaborations between FHWA and state departments of transportation.

Building on the growing interest in alternatives in highway design, on May 3 - 6 the Maryland state Department of Transportation and the FHWA co-sponsored *Thinking Beyond the Pavement: A National Workshop on Integrating Highway Development with Communities and the Environment*. This conference, spearheaded by consultant and former SA president Sally Oldham, aimed to identify a better design and development process for road improvements that are responsive to communities and the environment. Scenic America President Meg Maguire spoke on *Integrating Community Values: Identifying, Obtaining, and Managing Information on Scenic, Aesthetic, Historic, and Environmental Resources*. Look for more info in our next newsletter.

Flexibility In Highway Design is available from Scenic America, (202) 543-6200, for \$4.00 to cover the cost of shipping and handling.

ORDER BOTH BOOKS BELOW!

Name _____

Beyond the National Parks -- \$19.95

Address _____

Flexibility in Highway Design -- \$4.00

City _____ State _____ Zip _____

Method of Payment: ☐ Check ☐ Purchase Order

Material Total: _____

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Phone _____

Please mail or fax this form to: Scenic America, 801 Pennsylvania Ave., SE, #300, Washington, DC 20003

Tel: (202) 543-6200 Fax: (202) 543-9130

Please make checks payable to Scenic America. *Thanks!*

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SPECIAL GIFTS HELP PROTECT YOUR SCENIC VISTAS

In his classic *A Sand County Almanac*, Aldo Leopold wrote "Everything is connected to everything else." Leopold understood the complex and interdependent relationships between land, water, air, people, and animals.

Over the past twenty-five years, we've learned that the same interdependence exists between people, their communities, and the countryside. Scenic America works to inform citizens that their actions today are tied closely to how their community will look tomorrow.

We rely on the power of the individual to accomplish positive change locally. When we succeed, it is because we have tapped the power of individuals who understand the connections between places and quality of life: the citizen in Monroe, NC, or Chicago who fights to end the plague of billboards in their hometowns; the small, volunteer groups in Georgia working to preserve the special byways that tie together their towns; activists fighting to keep the world-famous Pacific Coast Highway scenic. Yet all this, ultimately, comes back to you, our members and friends.

We recently wrote to ask for a special gift to help us kick off our 1998-99 year. We've also enclosed a gift envelope with this newsletter. Your contribution helps *people in your state and across the country*. Sending in your check today means we can immediately provide the critical, timely information these people need. It means we can strengthen our growing network of state affiliates and help

people understand their awesome ability to preserve the scenic beauty of their countryside and communities.

Charles Kuralt spoke last year at our conference about the "scenic discord which depresses people" versus the "natural harmony which elevates" us. We know that plenty of places today are discordant and depressing. Yet there are many more places that elevate us, and Scenic America is working to ensure that they remain scenic.

While we are optimistic about our progress, we know that this year we face some of our stiffest challenges ever: an increasingly aggressive billboard industry; the rapid loss of our scenic countryside to unplanned development; proliferating cellular telecommunications towers dotting the landscape.

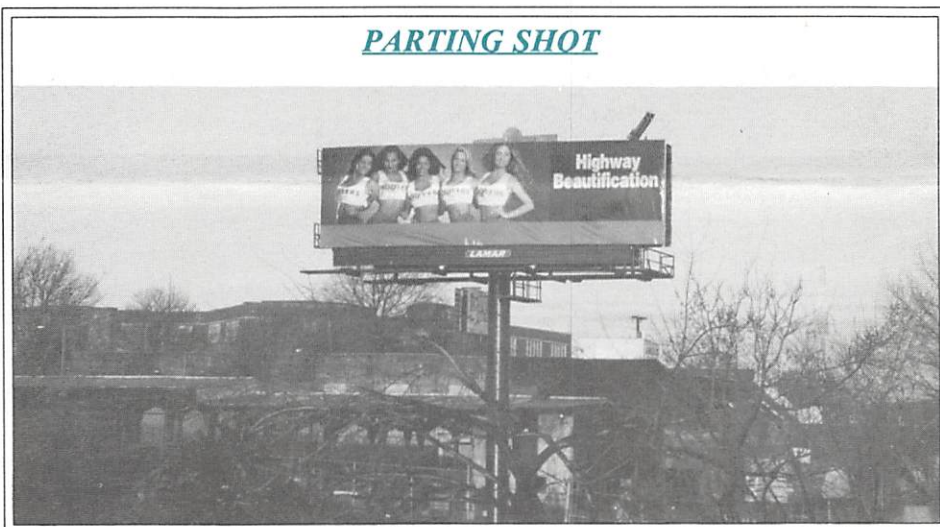
These threats mean we need your sup-

port today. Now is also an excellent time to use *your gift* to trigger *additional* support. If you give \$100 or more now using the enclosed envelope, we can match your contribution under a special challenge grant. What better way to double your support for scenic conservation?

Indeed, everything is connected to everything else. You rely on Scenic America to lead the charge against visual pollution and for preserving our communities and countryside. We rely upon you for continued support. Please send in your special contribution today. Thank you.

If you would like a copy of Charles Kuralt's full address, please indicate that on the special reply envelope when you return your gift. We'll mail it out right away.

PARTING SHOT



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