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Scenic News:

Parade Magazine: 6 [scenic drives](#) to celebrate 100 years of National Parks...

Op-Ed: Billboard [devalues](#) Birmingham skyline...

Court [upholds](#) Los Angeles billboard ban...

Determining [the value](#) of the urban forest...

Capturing [Texas' bluebonnet](#) season...

Pawley Island, SC highway beautification program [expands median efforts](#)...

Washington State's Hidden Coast Scenic Byway to [hold celebration](#) May 10...

Commentary: Los Angeles and the [politics of ugly](#)...

Commentary: Austin [should say 'no'](#) to digital billboards...

Editorial: [No room in](#) Montana for digital billboards...

Scenic America releases Taking the Long View white paper

Scenic America is proud to make our new white paper, *Taking the Long View: A Proposal for Realizing America the Beautiful*, available as a free PDF download to our members and the public.

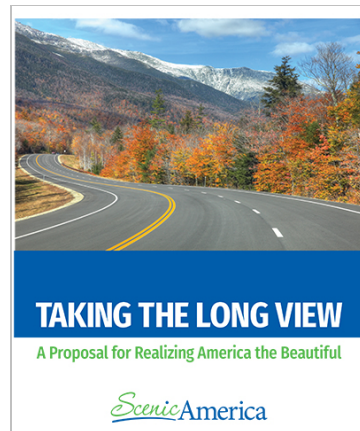
[Download Taking the Long View as a hi-resolution PDF.](#)

Use the blue "download" button in the upper right corner to save a copy to your computer.

Taking the Long View was written by the Board of Directors and staff of Scenic America with help from allies and partners in the scenic conservation movement. It is part of our efforts to [recognize the 50th anniversaries](#) of the White House Conference on Natural Beauty and the Highway Beautification Act and honor the legacies of scenic visionaries like President and Lady Bird Johnson and Laurance S. Rockefeller.

We intend for *Taking the Long View* to serve as a blueprint for the work of Scenic America, our affiliates and the broader scenic conservation movement in the coming years. Each of its five overarching issue areas is illuminated by the challenges that we see most pressing and the solutions that we believe need to be implemented to address those challenges.

If you would like hard copies of *Taking the Long View* please [contact us](#) to discuss shipping costs.



Scenic Knoxville receives Stafford Award for sustained beautification efforts

On April 20th more than 100 people joined Scenic Knoxville at the East Tennessee History Center for a celebration of eight years of successful advocacy and accomplishment in Knox County.

Formed in 2008, Scenic Knoxville has worked hard to achieve victories including [bans on digital billboards](#) in the city and county, and a [new city sign code](#) that will dramatically improve Knoxville's appearance over time.

The event's keynote speaker

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In Memorium:

Henry Diamond, 1932-2016, co-director of the 1965 White House Conference on Natural Beauty

Read obituaries from the [New York Times](#) and [Washington Post](#)



(click image to watch a 2015 interview with Mr. Diamond)

was Mary Tracy, president of Scenic America, who presented the Stafford Award to Scenic Knoxville for their focused and sustained campaign to preserve and enhance scenic beauty in Knoxville city and county. Scenic America's highest honor, the Stafford Award is named for former U.S. Senator Robert Stafford of Vermont, for his bold support of scenic conservation and highway beautification efforts.



Mary Tracy gives the Stafford Award to Joyce Feld, president of Scenic Knoxville

[Click here](#) to read more about the award and event.

Media putting spotlight on digital billboard traffic safety concerns

A growing number of media outlets are putting the spotlight on safety concerns around digital billboards after the release of a compendium of studies showing the bright, constantly-changing signs are distracting drivers.

The [compendium](#), first highlighted by the public interest reporting group [FairWarning](#), includes a recent study that found traffic accidents in Florida and Alabama increased 25% and 29%, respectively, where digital billboards have been erected.



The FairWarning piece has been republished by several outlets including California's [Capitol Weekly](#), the [Florida Bulldog](#) and the [Montana Free Press](#).

The national Fox News Network recently aired a report on concerns about driver safety near digital billboards. [Click here to view](#) the story by Fox News reporter William La Jeunesse.

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