

Spring 2010

We've won – but it was close.

It was down to the 11th hour. Yet we prevailed.

The battle was over Billboards with **non-commercial messages** (religious, community service, etc.) **being allowed without permits** – they could go up at any time, at any place and without any regulation along our roads impacting our beautiful countryside. In addition, a “ghost” amendment (a dead earlier bill) would have also **allowed a “test case“ for clear cutting of public lands in a cone of vision** either side of 90 industry identified billboards around the state.

The battle was on -- did you see the headlines, both in the Louisville Courier-Journal and the Lexington Herald Leader? Did you see the various letters to the editor?

Newspaper headlines:

**Keeping Kentucky beautiful --- “Hell is real” billboard bill dead ---
Billboard measure dies in Senate --- “Hell is real” bill could cost state
\$42 million a year**

Letters to the editor:

**Bill jeopardizes highway funding --- Litter on a stick --- “Hell is near”
on highways --- Kentucky the cluttered?**

These headlines and letters to the editor reflect Scenic Kentucky’s major effort to help defeat the proposed legislation that was before the Kentucky Legislature. This effort included members testifying before several committees and everyone calling and e-mailing their respective legislators. Two bills were under consideration that, if not defeated, would have opened the Commonwealth to a new rash of billboards. **You helped tremendously to stop this.**

This is what Scenic Kentucky can do and has done for many years. **To be successful we need your help.** If you have already given, thank you. If you have not, this is the time to help us strengthen our capabilities. If you have given and wish to do so again, fantastic, and thank you. **Only with your donations can we continue to be successful in meeting our mission to “preserve, protect and enhance” the scenic beauty of the Commonwealth.**

Sincerely,

Marlene M. Grissom
President
Scenic Kentucky, Inc.