

Resolution #6  
Federation of Western Outdoor Clubs

## **OPPOSE ELECTRONIC (DIGITAL) BILLBOARDS**

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**Background:** Advertising agencies have plans to install new electronic billboards in many Western locations or to replace conventional billboards with electronic ones. Los Angeles has already banned these for safety reasons. Scenic Nevada has opposed such billboards in Washoe and Clark Counties for both safety and aesthetic reasons. Such billboards on highways divert drivers' attention from the road and could result in slaughter of wildlife, as well as human accidents. These billboards are conspicuous, unsightly, and unnecessary.

**Resolution:** The Federation of Western Outdoor Clubs opposes electronic (digital) billboards and requests that they be banned by appropriate city, county, and state officials for safety and aesthetic reasons.

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