

BILLBOARD NIXED

We wanted to display a Christmas message on billboards, but we got shot down. So we came up with a new idea—alerting Homeowners Association Managers to the religious rights of residents. Here's what happened to our billboard idea.

In September, we contacted a company that deals with outdoor marketing in Washington, D.C., hoping to run a Christmas message on billboards, the back of buses, bus shelters, etc. We wanted to take advantage of the new religious-friendly atmosphere in the nation's Capitol.

Unlike the Biden administration, which allowed the FBI to spy on faithful Catholics, the Trump team has not only put an end to this tyrannical scheme, it has promoted a host of religion-friendly policies. We wanted to capitalize on this without being too partisan, which is why we never mentioned anything specifically about the current administration. Here was our proposed message:

Christians Take Note. *Religious Liberty is Thriving Again.* Celebrate Christmas Like Never Before!

The woman we spoke to thought it would be okay, but knowing that we were dealing with D.C. officials, we asked for it to be cleared with their lawyers first. She got back to us, saying, "It looks like that messaging is about 50/50 in terms of being approved. I think if you took out 'Christian' in the 'Christians Take Note' and just had 'Take Note' it would have a better chance."

We refused to bend to these anti-Christian bureaucrats. They really do fear us.