HOW AND WHY TO USE BILLBOARDS TO END WAR

DAVID SWANSON, WORLD BEYOND WAR
• Billboards can raise and then make good use of funding unavailable for anything else, because there are people who like funding billboards.

• Billboards can form coalitions that share the cost and/or share the activities and media organized around the billboards.

• Billboards can reach new general and targeted audiences, including politicians, attendees of events like weapons shows, or potential attendees of events like peace conferences.
BUILDING ON BILLBOARDS

- Billboards and bus stop ads and other big ads create opportunities for events, rallies, flyering, op-eds, letters to editors, press conferences, media interviews, signature gathering, membership building.

- Billboards can create alliances with co-sponsors and endorsers of the billboards.
Billboards can educate people and move people, raise awareness, direct toward resources for learning.
There are many types

• There are still and movie, fixed and electronic, large and small, outdoor and indoor.
• This is in a subway station on Toronto.
CALL ATTENTION TO YOUR BILLBOARDS

• And let them call attention to you.
CENSORSHIP IS YOUR FRIEND

- Censorship can lead to free media coverage, which can lead to many of the things the billboards were meant for, and even to the acceptance of your billboards by the same or another company.
AMPLIFY YOUR BILLBOARDS

• Non-billboard media about billboards can reach more people than the billboards.

• This includes corporate media plus using your own media to amplify the billboards.

• That includes social media with photos people take of the billboards.
LINKS

- Billboards campaign page: https://worldbeyondwar.org/billboardsproject
- Billboards donation page: https://actionnetwork.org/fundraising/fund-world-beyond-war-billboards-around-the-world