

The Inform Scotland BBC Misreporting Scotland Billboards Campaign - Update

Inform Scotland has finalised the billboard campaign for BBC Misreporting Scotland for the final two weeks of January.

We have been working with the three main providers of traditional billboards to get our billboards up across the country. These are JCDecaux, PrimeSight and ClearChannel. Despite there being no legal reason for not running the poster, JCDecaux refused to run it because they said it was “too controversial”. Primesight refused to run it apparently because the BBC itself is one of their major customers.

That left us with ClearChannel, who agreed to run the poster, but only in a slightly revised format, which turns our statement *BBC Is Misreporting Scotland* into *Is the BBC Misreporting Scotland?*

The new design will look like this:



Availability of ClearChannel billboard sites for our chosen time frame was limited. We were not able to secure sites in some major cities and some sites were not our first choices, so we are also using advans in our campaign. These are full sized billboards on the sides of purpose built vans that tour specified areas. They are highly flexible, mobile and visible and in many ways are a preferable option to the static billboards. These vans have placed no restrictions on the design of the posters so the message in this format will be as in the original, so the message on the vans will still look like this:



The static billboards will go up in week beginning 16th January and run for two weeks in locations across Scotland. The changeover day during the w/b 16th Jan varies so the posters won't necessarily all appear on the Monday, but they will run for a full two weeks from when they do first appear.

The locations for the billboards are shown below:

General Location	Grid Reference
Western Road, Kilmarnock, Ayrshire	55.615825, -4.511282
Pointhouse Rd, overlooking Clydeside Expressway, Glasgow	55.863361, -4.298117
Main Street, Newmains, Wishaw	55.782508, -3.877706
West Harbour Road, Edinburgh	55.983243, -3.233719
Dens Rd at junction with Provost Rd, Dundee	56.474323, -2.974811
Aberdeen Park and Ride at Exhibition Centre	57.130814, -2.116778

The routes for the vans will be displayed on the website soon. There will be named stopping off points, with timings, providing photo opportunities aplenty! We are also hoping to be able to give away BBC Misreporting Scotland car stickers at the stopping off points.

QR Codes are being added to the posters, so people can use their mobile phones to scan the code and go straight to the Inform Scotland website.

Once again, thank you for your support for this campaign.

The Inform Scotland Team
20th December 2016