

BBC Misreporting Scotland Billboard Campaign

www.informscotland.com

Inform Scotland has finalised the billboard campaign for BBC Misreporting Scotland for the final two weeks of January starting Monday 16th. With giant mobile adverts touring the country and fixed billboards in major centres across Scotland and banners in the Highlands.

We are ordinary people, tired of the distortions of ‘news’ reporting on BBC Scotland where ‘spin’ and opinion have long replaced accurate, impartial reporting.

Unlike all other broadcasters, which are regulated by OFCOM, the BBC regulates itself for impartiality and accuracy. BBC Scotland’s news output bears testimony to this. Our campaign at Inform Scotland is about shedding light on the importance of journalistic integrity and impartiality from one of the world’s biggest broadcasters who claims to operate by these standards but whose actions show otherwise.

We created InformScotland.com as a bridge for people who have little awareness of the existence of an alternative narrative to what they regularly hear on BBC Scotland or read in the so-called ‘Main Stream Media’. We want to help them cross the bridge and see for themselves what’s really going on.

GIANT MOBILE ADVAN BILLBOARDS

All routes have stopping off points & timings to allow our members and supporters who funded this campaign to share this unique event on social media. We are asking people to take photos at locations across Scotland. For instance;

- Outside the BBC at Pacific Quay, Edinburgh Castle, Scottish Parliament
- And dozens of shopping centres and main streets in towns and cities across the country
- **FREE** BBC Misreporting Scotland **CAR STICKERS** at stopping off points.

Advan Route – week commencing 16th January	Photo ‘stop-off point’ URL’s
16 th Monday Glasgow Central and South	See detailed PDF here
17 th North Edinburgh and Fife	See detailed PDF here
18 th Wednesday Stirling and Falkirk	See detailed PDF here
19 th Thursday Dundee and Aberdeen	See detailed PDF here
20 th Friday Edinburgh South and Central	See detailed PDF here
21 st Saturday Glasgow North	See detailed PDF here
22 nd Sunday Dumfries and Ayr	See detailed PDF here

GIANT FIXED BILLBOARDS

The static billboards will also be going up week commencing 16th January and run for two weeks in locations across Scotland. The changeover day during the Week beginning 16th January 2017 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. Here are the locations of fixed billboards.

General Location	Grid Reference
Western Road, Kilmarnock, Ayrshire	GR: 55.615825, -4.511282
Pointhouse Rd, over Clydeside Expressway, Glasgow	GR: 55.863361, -4.298117
Main Street, Newmains, Wishaw	GR: 55.782508, -3.877706

West Harbour Road, Edinburgh	GR: 55.983243, -3.233719
Dens Rd at junction with Provost Rd, Dundee	GR: 56.474323, -2.974811
Aberdeen Park and Ride at Exhibition Centre	GR: 57.130814, -2.116778

BANNERS ACROSS THE HIGHLANDS

Locations for these can be found by contacting Iain at <https://yeshighland.net/contact/>

Notes to Editor

1. Telephone interviews are available from the Inform Scotland team by emailing informscotland@gmail.com
2. Further details of campaign can be found on website www.informscotland.com