

The background is a dark blue gradient with a subtle pattern of white dots. On the left side, there are several overlapping circular elements. A prominent one is a large circle with a scale around its perimeter, marked with numbers from 140 to 260 in increments of 10. Other circles are partially visible, some with dashed lines and arrows, suggesting a technical or scientific theme.

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

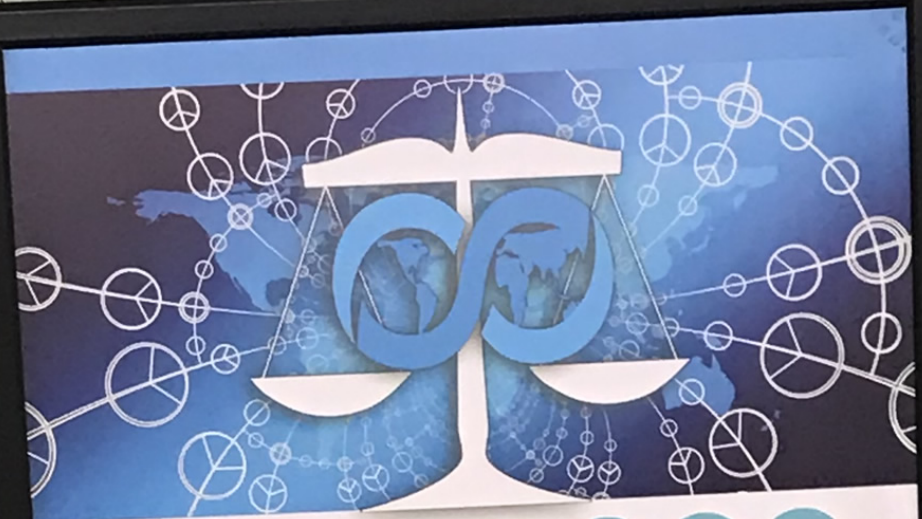
- Billboards and bus stop ads and other big ads create opportunities for events, rallies, flyering, op-eds, letters to editors, press conferences, media interviews, signature gathering, membership building.
- Billboards can create alliances with co-sponsors and endorsers of the billboards.



BILLBOARDS CAN EDUCATE



- Billboards can educate people and move people, raise awareness, direct toward resources for learning.



#NoWar2018

**designing a world beyond war:
legalizing peace**

OCAD University * Sept. 21-22, 2018

Join activists, experts, and peace organizations for
World BEYOND War's annual global conference.
At #NoWar2018 we will explore how the rule of law has
been used both to restrain and legitimize war - and how
we can re-design systems to abolish the institution of
war and uphold human and ecological justice.

for more info and to register:

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.

Today's sections ▾ Past six days Explore ▾ Times Radio

World Beyond War campaign against troops at Shannon 'blocked' during Trump visit



ST,

World Beyond War advert was turned down at time of the Trumps' visit
CARLOS BARRIA

An American anti-war organisation was refused permission to place advertisements featuring the slogan "US troops out of Shannon" on billboards in Limerick during Donald Trump's visit to Ireland.

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.



World BEYOND War
@WorldBeyondWar

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This October 5-6 in Limerick, join us for 2 action-packed days of panel discussions and workshops as we network, strategize, and build our activist toolkit with the knowledge and tactics to take on the war machine. RSVP: worldbeyondwar.org/nowar2019/



LINKS

- Billboards campaign page:
<https://worldbeyondwar.org/billboardsproject>
- Billboards donation page:
<https://actionnetwork.org/fundraising/fund-world-beyond-war-billboards-around-the-world>
- Guide to using billboards:
<https://worldbeyondwar.org/wp-content/uploads/2020/09/OrganizingGuideBillboards.pdf>