

# 2018 Report

Buckeye State Rural  
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*Our mission is to change  
the conversation in  
rural Ohio to promote  
progressive policies  
and candidates.*

**Contributions:**



**Buckeye State Rural**

# Our mission is to change the conversation in rural Ohio to promote progressive policies and candidates.

## Who are we?

Buckeye State Rural is a 527 federal political action committee founded and managed by an all-volunteer board in Ohio's 15th congressional district.

We believe that progressive values reflect American values,

and we bring that message to rural Ohio counties through outdoor and digital advertising.

In 2018, the Buckeye State Rural Advisory Board reviewed research, analyzed statistics, and held conversations with residents.

We identified protecting access to healthcare as the most important issue for rural communities. Our simple message declares which major political party best represents the real needs of rural voters.



Our team at the BSR billboard in Madison County

## Why billboards?

Billboards reach rural commuters effectively every day at a lower cost than any other medium, including radio.

Columbus-area commuters spend about 47 minutes on their weekday commute,<sup>1</sup> and marketing research shows that about one-half of drivers remember the billboards they

see. Drivers ages 25–34 are even more likely to notice billboards.

People in smaller regions with fewer billboards are also more likely to remember their messages, research shows.<sup>2</sup> Billboards with short, clear message are remembered, and about one-third of viewers recall messages with political subjects.<sup>3</sup>

As broadband comes to more rural areas, we will keep adjusting our digital strategy in relation to our billboard placement.

<sup>1</sup><https://www.educateddriver.org/commute-times-2019-map/>  
<sup>2</sup>The Arbitron National In-Car Study, 2009  
<sup>3</sup>Nielsen Poster Advertising Study—Nielsen on Location Report 2017



BSR billboard in Fairfield County (Lancaster)

## 2018 RESULTS

### Five billboards

placed on major commuter traffic routes, starting with one in Lancaster six months before the 2018 election

### Key messages

that resonate with rural Ohio voters



Our five billboards received more than

# 6.7 million views

by rural travelers and commuters  
May 2018–March 2019



BSR billboard in Athens County

### Digital outreach

through our Facebook page, social media, and our website reached more than 6,000 unique individuals living in the central Ohio region

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## Financials

2017–2018

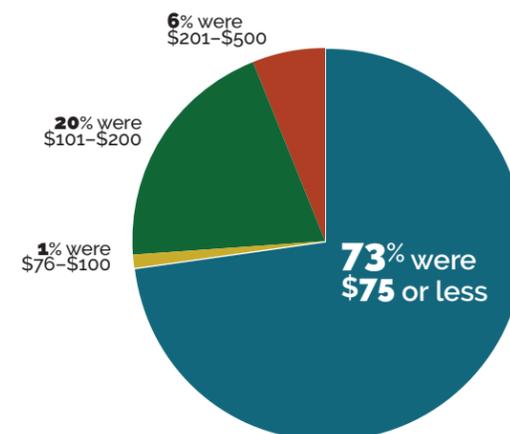
Contributions	
Cash/check	\$6,147
ActBlue	\$4,957
In-kind	\$579
Expenses	
Billboards 2018	\$8,507
Other	\$247
ActBlue fees	\$203
Balance into 2019	\$2,147

## Outreach

2018–2019

Billboards	
Locations	5
Total weeks	109
Impressions	6.77 m
Digital	
Facebook average weekly reach	734
Facebook organic* weekly reach	518
Facebook ad reach (October 2018)	5,622

Facebook counts are unique visitors May–November 2018.  
\*Organic means unpaid.



## Grassroots contributions sustain our work

We rely on individual donors who believe in our work. Nearly three-quarters of all 2018 contributions were \$75 or less. Smaller contributions add up to great impact when we use them to reach millions by billboards and thousands by digital outreach.