

2022 REPORT



50 BILLBOARDS AND COUNTING!

Buckeye State Rural

Our mission is to change the conversation in rural Ohio

2022: Mixed results

On the positive side, Ohio's Congressional delegation decreased from 75% to 67% Republican, but that was the end of the positive news for Ohio Democrats and progressive activists. Despite whittling down the Trump margin, Tim Ryan lost the Senate race to the right-wing venture capitalist J.D. Vance.

A disappointing 2022 makes it more imperative to support Sherrod Brown's 2024 Senate reelection.

Why continue?

Real change takes time. We believe Buckeye State Rural contributes to Ohio's progress toward equity and justice.

In every Ohio county, in every election, significant numbers of people vote for a progressive president, senator, representative, or local candidate. When candidates lose, voters can feel discouraged. Seeing a Buckeye State Rural billboard promoting their values makes voters feel less alone and more encouraged.

Over time, people will become more active and energized around progressive politics and the number of "out" Democrats and progressives will grow, even in rural counties. We hope our efforts support and encourage people who share our values and vision.



2022 BY THE
NUMBERS

TOTAL VIEWS

4.9
million

BILLBOARDS

7

**CONGRESSIONAL
DISTRICTS**

4

COUNTIES

6

WEBSITE VIEWS

1,037

US 33 West outside Logan

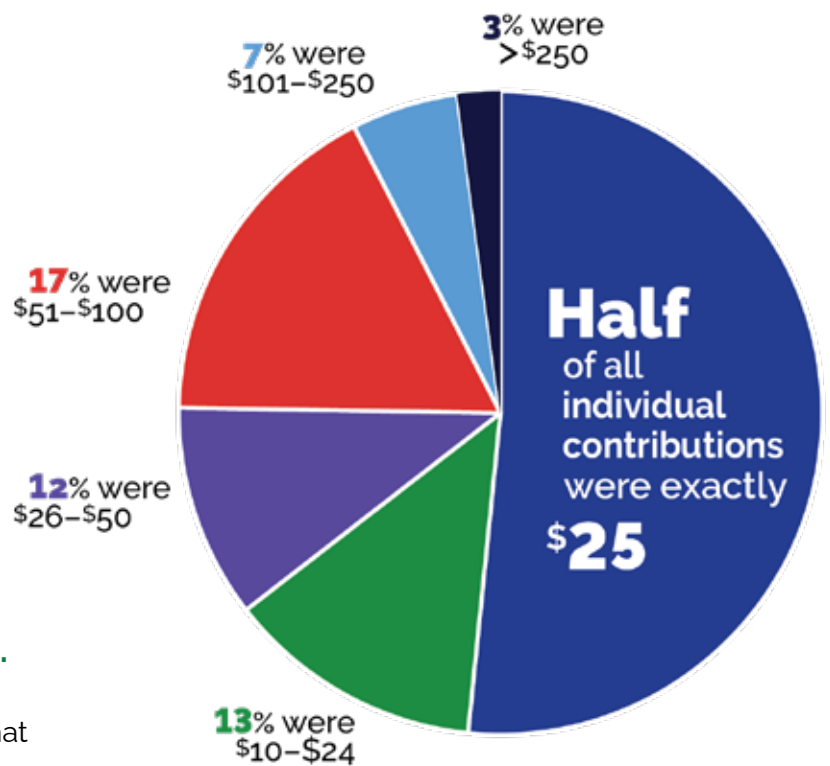
to promote progressive policies and candidates.

Grassroots donations supported our mission

In 2022, we partnered with grassroots organizations and activists across the state to broaden our reach into Ohio's rural areas. We're thankful for our sustaining supporters and their contributions to our work. We couldn't do this without you!

Our 2022 billboards emphasized the benefits rural Ohioans received and continue to receive from the **American Rescue Plan** and the **Infrastructure Investment and Jobs Act**. Our message was simple: **DEMOCRATS DELIVER.**

Each billboard specifically identified funding that came *directly to Ohio* for public benefits such as broadband access, mental health and addiction services, highways, bridges, clean water, and rural health care. We documented our sources on our website, **BuckeyeStateRural.com**.



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,¹ 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.²

Billboards with short, clear messages are remembered, and about one-third of viewers recall messages with political subjects.³

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

¹<https://www.educateddriver.org/commute-times-2019-map/>

²The Arbitron National In-Car Study, 2009

³Nielsen Poster Advertising Study—Nielsen on Location Report 2017

Who are we?

Buckeye State Rural is a 527 federal political action committee founded and managed by an all-volunteer board, which makes decisions by discussion and consensus.

All board members contribute not only time and effort but also in-kind contributions to support administrative costs and to purchase office supplies, postage and legal fees.

Financials

2021–2022

Contributions	
Carryover from 2020	\$998
Cash/check	\$2,700
ActBlue	\$6,021
In-kind	\$501
Expenses	
Billboards 2022	\$8,051
Other expenses & fees*	\$96
ActBlue fees	\$237
Balance into 2023	\$878

*Legal fees, website costs, printing, postage, etc.

Grassroots contributions sustain our work

We rely on individual donors who believe in our work. So-called *small* contributions make a *big* impact when we use them for billboards to reach millions.



Contribute securely@
ActBlue



BuckeyeStateRural



@BuckeyeRural

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

Contributions to Buckeye State Rural are not tax deductible.

Paid for by Buckeye State Rural.

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