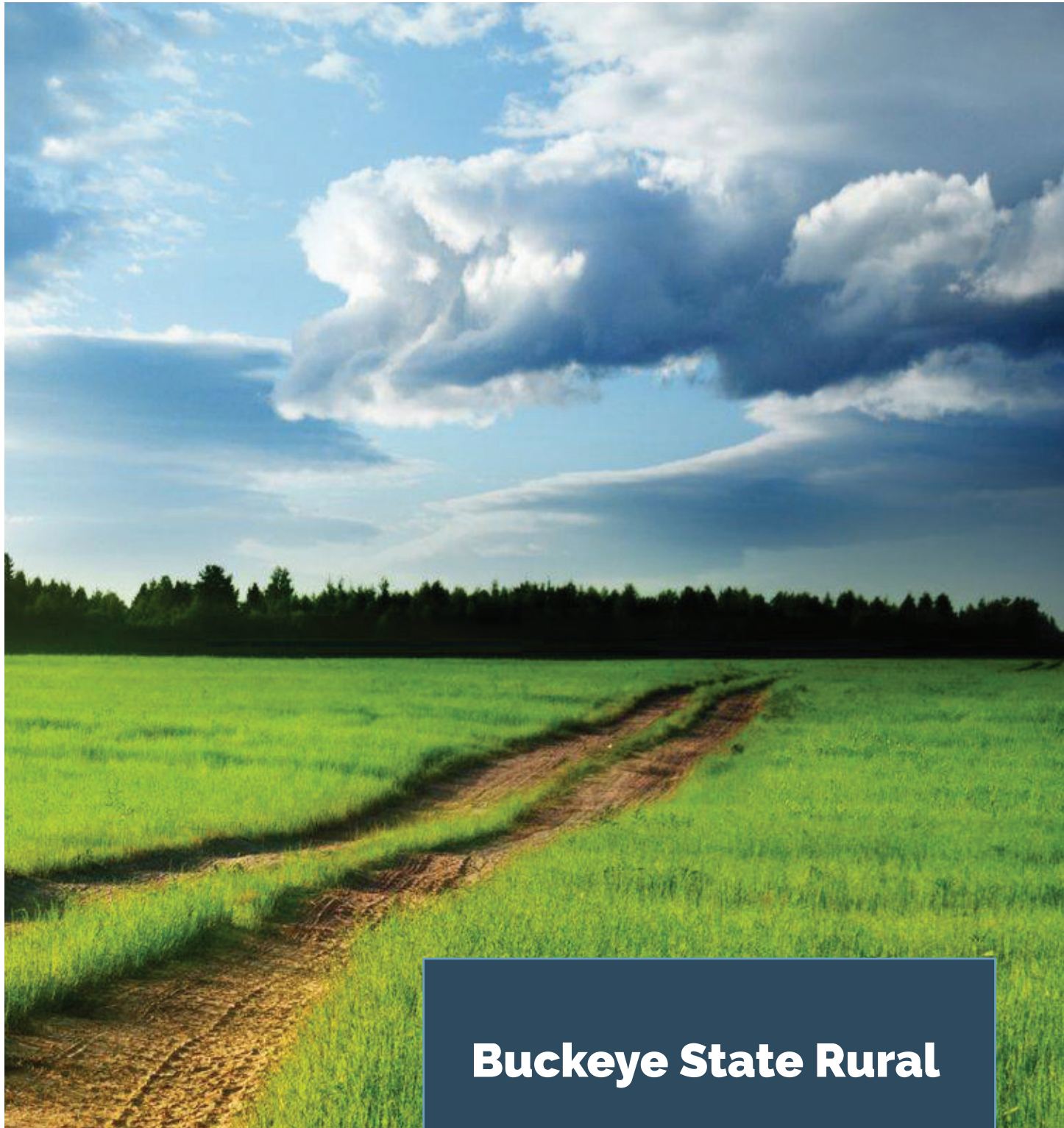


2018 Report



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 aim to 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 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.

Columbus-area commuters spend about 47 minutes on a 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 more likely to remember their messages, research shows.² Billboards with short, clear message are more likely to be remembered, and about one-third of viewers recall messages with political subjects.³



BSR billboard in Fairfield County (Lancaster)

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

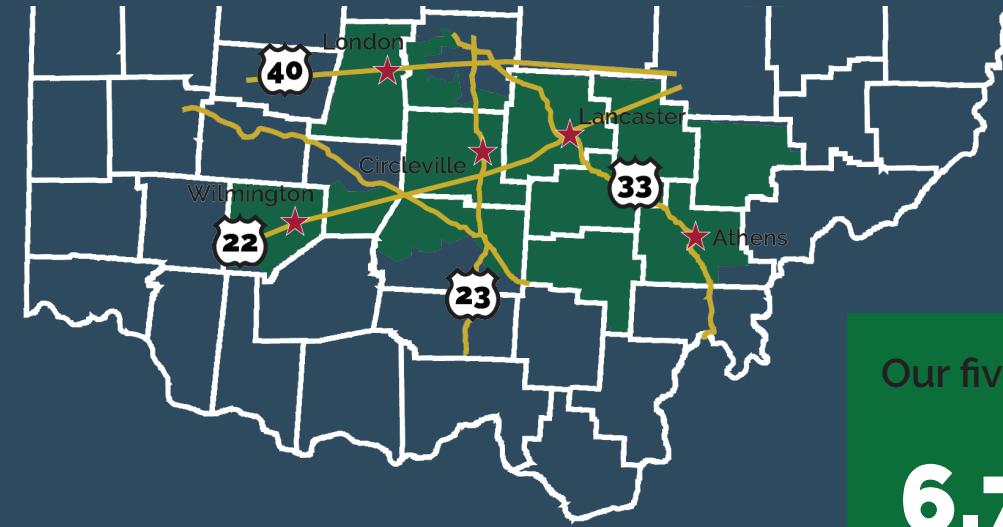
2018 RESULTS

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 garnered more than

6.7 million views

by rural travelers and commuters

May 2018–March 2019



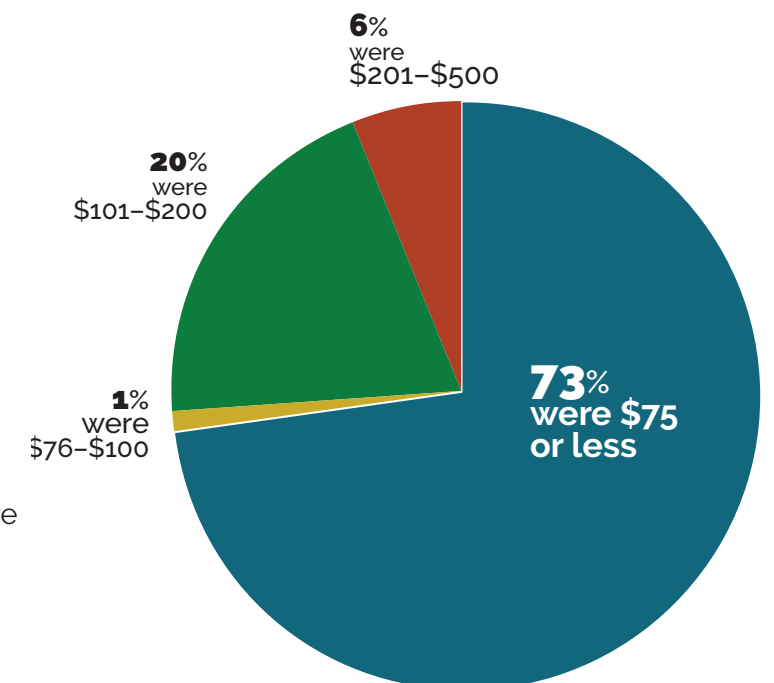
BSR billboard in Athens County

Digital outreach

through our Facebook page, social media, and our website, reached more than 6,000 unique individuals living in the central Ohio region with information about the importance of government programs to rural residents

Grassroots contributions sustain our work

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



Buckeye State Rural
P.O. Box 127
Baltimore, Ohio 43105
www.BuckeyeStateRural.com

Financials

2017–2018

Contributions	
Cash	\$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 (unpaid) weekly reach	518
Facebook ad reach (October 2018)	5,622

*Facebook counts are unique visitors
May–November 2018*



Contributions to Buckeye State Rural are not tax deductible. Paid for by Buckeye State Rural