Telling Your Story
Rural Advocates and the Art of Communications

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Objectives
• Offer a basic understanding of communications
• Provide rural advocates with concrete tools and materials to utilize in the community
• Utilize a case study to demonstrate the reality of rural communications
What does communications mean to you?

Communications
- Connects you to your community
- Provides outreach to survivors
- Builds visibility
- Helps people understand our work

Resources
- Style guide
- Flyer
- Press release
- Letter to the editor
- Website tips
Reality of Rural

- Budget constraints
- Staff capacity
- Different forms of communications
- Social attitudes

Reality of Rural

BUDGET CONSTRAINTS
- Wordpress
- Wix
- Canva
- Donated resources
- Word of mouth

Reality of Rural

STAFF CAPACITY
- Community members
- Board members
- Volunteers
- Interns
Reality of Rural

DIFFERENT FORMS OF COMMUNICATIONS
- Embrace community specific communications
- Utilize community members
- Donated resources

Reality of Rural

SOCIAL ATTITUDES
- Closeness of community
- Find a champion
- Rural mentality

Style Guide

- What fonts to use
- Readability
- Accessibility
- How people view materials
Flyer
- Style guide
- Keep information clear and concise
- Prominently display contact information
- Include logo

Press Release
- Submit interesting topic to local media
- Engaging headline
- Include relevant quotes
- No longer than one page

Letter to the editor
- Submit to opinions editor of local newspaper
- Be timely and relevant
- Keep the letter brief and focused
- Include a call to action
Thank you, OVW!

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Thank you!

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