

VOTE *of* CONFIDENCE:

Engaging Ohioans in Support of Issue 2



The Campaign Team



Ohioans for Livestock Care Steering Committee

*Ohio Farm Bureau Federation
Ohio Cattlemen's Association
Ohio Corn Growers Association
Ohio Dairy Producers Association
Ohio Pork Producers Council
Ohio Poultry Association
Ohio Soybean Association*

Campaign Management Consultants

A professional and dedicated team of individuals and firms provided sound leadership to promoting the Issue 2 campaign.

In addition to the campaign steering committee, the team was led by two principal consulting firms, **Melamed Communications**, which specialized in the development and placement of paid advertising and overall campaign strategy/management and the **Cochran Group**, which specialized in the earned media and public relations aspects of the campaign.

In addition, Pamela Hashem of **PRH Consulting Group, LLC** provided leadership to the campaign's fundraising efforts.

Joanne Pickrell of **Broad and High Partners** coordinated urban outreach and coalition building efforts.

Accountants from **Rea & Associates** managed the banking and campaign finance compliance aspects of the campaign.

Attorneys from **Bricker and Eckler, LLP** provided legal counsel and staff from **The Feldman Group** conducted polling and focus group research.

Staff from the Ohio Farm Bureau Federation and the commodity organizations also contributed expertise to the campaign on many fronts including but not limited to campaign management, communications, strategy development, fund-raising, grassroots coordination, event planning, and much more.

CONSULTANTS

MELAMED COMMUNICATIONS

COCHRAN GROUP, INC.

PRH CONSULTING GROUP, LLC

BROAD AND HIGH PARTNERS

BRICKER AND ECKLER, LLP

REA & ASSOCIATES

THE FELDMAN GROUP

VOTE *of* CONFIDENCE:

Engaging Ohioans in Support of Issue 2

The campaign to pass Issue 2 was a landmark victory for Ohio agriculture. Not only have farmers strengthened their bond with consumers, the state's agricultural community demonstrated what could be accomplished when it unites around shared values.

It was very evident that the many years of involvement in the political process at all levels of government by Ohio Farm Bureau and the commodity groups was recognized and rewarded in this campaign. What we learned from other states and organizations helped to guide us. The key commitments to success were:

- 1) Agricultural unity
- 2) Be proactive – own the animal welfare message
- 3) Discuss and debate the animal rights movement with Ohio's farmers first
- 4) Listen to consumers then explain our issues – jobs, food safety, local production, worker safety, availability and affordability of food and consumer choice
- 5) Point out the real mission of animal rights groups
- 6) Put a face on agriculture – family farmers
- 7) Resources to communicate
- 8) Bi-partisan political support

The ground swell of grassroots activity that became a cornerstone of Issue 2 stands out in the history of Ohio political campaigns. Through the hard work of local volunteers, leadership from both political parties and the endorsement of a diverse coalition of individuals and organizations, Ohio has made a strong statement in favor of discussing animal care issues in a broad and transparent manner.

The contributions of individual farmers and their allies, both in terms of time and finances, were instrumental in carrying the message to voters that farmers are committed to ensuring excellent animal care while providing a safe, local food supply.

Inside this report are the details of how this broad-based effort won the confidence of Ohioans. Everyone who engaged in this campaign can be proud of the legacy that their involvement has provided for the future of agriculture in Ohio.

Thank you for your support.



John C. (Jack) Fisher
Executive Vice President
Ohio Farm Bureau Federation

OHIOANS FOR LIVESTOCK CARE PAC | CONSOLIDATED FINANCIAL REPORT

JULY 1 – NOVEMBER 15, 2009

FINANCE SUMMARY

Contributions Received:	\$4,741,232.42
Interest Income	\$700.70

TOTAL INCOME **\$4,741,933.12**

EXPENDITURES

Advertising

Automated Phone Calls	\$208,104.55
Direct Mail	\$1,731,446.30
Television Advertising	\$1,384,920.00
Radio Advertising	\$346,351.05
New Media / On-line Advertising	\$113,220.60
Yard Signs	\$55,925.87
Billboards	\$76,245.07
Total Advertising	\$3,916,213.44

Administrative Costs

\$460,632.51

(Including bank fees, consulting, marketing research, legal fees, accounting fees, and meeting expenses)

TOTAL EXPENDITURES **\$4,376,845.95**

BALANCE AS OF NOVEMBER 15, 2009 **\$365,087.17**

INCOME

In addition to direct campaign contributions, county Farm Bureaus, Ohio Farm Bureau and other Farm organizations contributed more than \$500,000 in goods and services such as mileage, printed materials, employee hours worked during company time, and other corporate resources dedicated to supporting Issue 2.

The following list provides a small sample of the financial support and scope of gifts from companies and organizations within the Farm Bureau family:

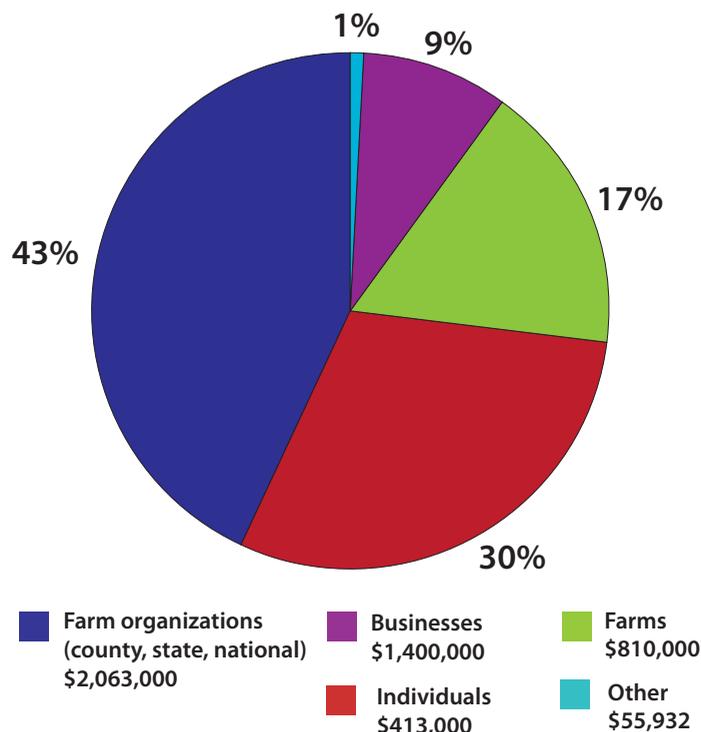
County Farm Bureaus	\$295,956
Ohio Farm Bureau Federation	\$250,000
American Farm Bureau Federation	\$100,000
Farmland Mutual Insurance Company	\$100,000
(Nationwide)	
State Farm Bureaus	\$96,000
Ohio Livestock Coalition	\$75,000
Farm Credit Services of Mid-America	\$50,000
American Electric Power (AEP)	\$25,000
Medical Mutual of Ohio	\$25,000
United Producers	\$25,000
Bob Evans	\$10,000
The Andersons	\$10,000
Columbia Gas	\$5,000

The Ohioans for Livestock Care Political Action Committee (OFLCPAC) was established in the summer of 2009 immediately after the Ohio General Assembly passed Amended Senate Joint Resolution 6, which officially placed consideration of a constitutional amendment to establish the Ohio Livestock Care Standards Board on the November 2009 ballot.

Seven initial leadership gifts of \$100,000 each were contributed and/or pledged to OFLCPAC by the seven statewide farm organizations that comprise the OFLCPAC steering committee. These initial leadership gifts enabled OFLCPAC to hire campaign staff, develop initial campaign promotional materials and begin the process of developing and implementing campaign fundraising efforts.

Including the initial leadership gifts, from July 1, 2009 through November 15, 2009 more than 2,200 individuals, farm organizations, and businesses contributed over \$4.7 million to OFLCPAC for the purposes of promoting a "yes" vote on Issue 2. The following pie chart explains the major sources of income for OFLCPAC during 2009.

OHIOANS FOR LIVESTOCK CARE PAC
2009 Income by Donor Category

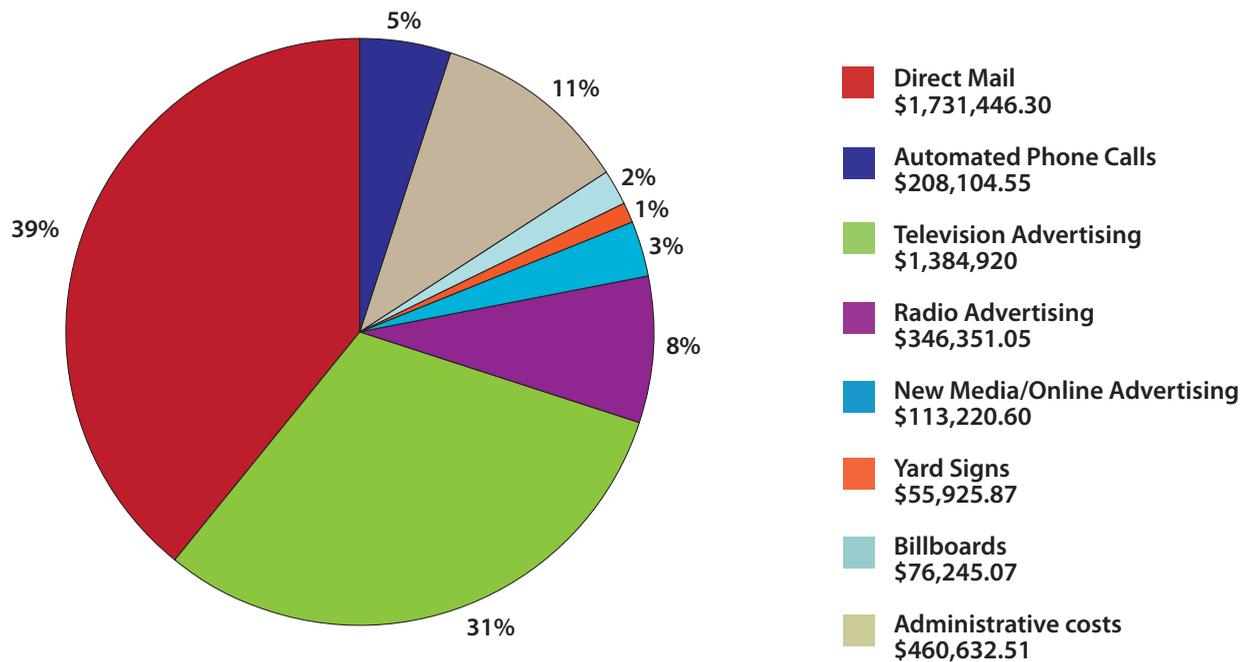


OHIOANS FOR LIVESTOCK CARE PAC | CONSOLIDATED FINANCIAL REPORT JULY 1 – NOVEMBER 15, 2009

EXPENDITURES

The expense section of the consolidated financial statement provides an overview of the campaign expenditures made by OFLCPAC and shows that as of November 15, 2009 the campaign spent just over \$4.3 million or about 91% of the funds raised, resulting in a balance of just over \$365,000 to pay any remaining bills the campaign should incur and to provide a solid foundation for future activities which OFLCPAC may engage.

OHIOANS FOR LIVESTOCK CARE PAC Issue 2 Campaign Expenses



*The next section of this report, “**Campaign Activities**,” tells the story of how OFLCPAC leveraged and invested donor funds to generate significant earned media, paid advertising and the largest grassroots campaign in the history of Ohio agriculture, which ultimately garnered the support of Ohioans by a margin of 2 to 1 and successfully passed Issue 2 with 64% of the vote on November 3, 2009.*

CAMPAIGN ACTIVITIES

Paid Advertising

OFLCPAC purchased a significant amount of airtime on network television, cable and radio in all of Ohio's eight major media markets. The campaign produced and aired five different television commercials, which aired more than **1,800** times on network television and more than **5,900** times on cable stations throughout the state.

COMMERCIAL #1 | "OUR FAMILY"

The first television commercial was shot on a northeast Ohio dairy farm located in Geauga County and featured dairy farmer Brenda Hastings and her family. Brenda did an outstanding job introducing Issue 2 to Ohio voters and explaining the desire of farmers to continue providing all Ohioans the same safe, locally grown food that they have put on their own families' tables for generations.



COMMERCIAL #2 | "SUBURBAN MOM"

The second television commercial was set in a grocery store and featured a suburban mother from the Cleveland area. She explained her perspective and that of many consumers who want to know that Ohio livestock are well treated and that their food is safe and locally grown. She further explained that a "yes" vote for Issue 2 would create a board of experts to ensure her concerns are addressed.



COMMERCIAL #3 | "OUR BEST INTERESTS"

The third television commercial was filmed on dairy farmer Mark Thomas' farm. Mark, in a very genuine way, explained how caring for livestock was in the farmer's best interest. In his words "stressed chickens don't lay eggs and unhappy cows sure don't give milk."



COMMERCIAL #4 | "STATEWIDE RALLY"

The fourth television commercial was created from footage of the campaign's statewide rally held in Columbus at the Nationwide and Ohio Farm Bureau 4-H Center. Democratic Governor Ted Strickland and Republican Senate Majority Leader Keith Faber were the speakers in this commercial explaining how all Ohioans – Republican and Democrat, rural and urban – were coming together to support Issue 2 to ensure safe, locally grown Ohio food.



COMMERCIAL #5 | "REBUTTAL"

The fifth and final spot was more pointed and served as a rebuttal to out of state activist groups and other opponents' claims against Issue 2. The commercial featured the same individuals from our first three spots. During this spot, dairy farmer Mark Thomas explained that Ohio farmers have provided safe, affordable, local food for generations; the suburban mom talked about out of state activists using scare tactics instead of science and facts; and dairy farmer Brenda Hastings concluded by speaking about how a yes vote on Issue 2 would tell the out of state activists "no thanks" and "say good-bye to Washington special interests."



Additional paid advertising efforts included the purchase and placement of more than 100 billboards across the state in primarily rural areas.



RADIO

In addition to the campaign's television presence, three different radio spots were produced, which aired more than 1,900 times on radio stations across the state. The first spot featured Brenda Hastings and Mark Thomas delivering similar messages as those recorded for television. A second radio commercial was created featuring Governor Ted Strickland and U.S. Senator George Voinovich to show their bi-partisan support of Issue 2. A third radio spot featured Republican Leader John Boehner, which aired in the Dayton / Cincinnati areas and was targeted toward conservative men concerned about Issue 2 creating additional government regulation.



EARLY VOTING AND GET OUT THE VOTE (GOTV) MEDIA

Early on in the planning stages, the campaign identified the importance of developing a strong strategy for reaching the ever-increasing number of Ohioans participating in no-fault absentee voting also known as “early voting” or “voting by mail.” This strategy included recruiting an “early voting” coordinator in 66 of the primarily rural counties and working with a mail-house in the 22 largest counties to send a series of direct mail persuasion pieces aimed at likely early voters followed by a “chase” or “reactive mailer” to registered voters who actually requested a ballot. In most cases the reactive mailer was able to arrive in the mail on the same day voters received their ballot in the mail as a final reminder to vote “yes.” More than 1.2 million Ohio households received “early voting” direct-mail pieces from the campaign, and working in tandem with the direct mail program, a series of persuasion and reactive phone calls were also targeted to approximately 1.2 million likely early voters.

A second series of persuasion and Get Out the Vote (GOTV) direct-mail pieces and phone calls were targeted toward a wider database of likely voters in the final week of the campaign which included:

- PERSUASION MAILING TO 1.6 MILLION HOUSEHOLDS
- URBAN MAILING TO 90,000 HOUSEHOLDS
- 800,000 PERSUASION PHONE CALLS
- 2.5 MILLION GOTV PHONE CALLS



New Media/Social Media

Based upon early polling and focus group research the campaign developed a web site around the theme of safe, locally grown Ohio food that was also incorporated into virtually all aspects of the campaign. The web site was launched in mid-September and averaged more than 10,000 hits per week. The campaign invested approximately \$113,000 in the development and purchase of on-line advertising on popular social media sites such as Facebook and on numerous other sites based upon targeted demographics. The on-line advertising generated approximately 100,000 unique clicks in which individuals viewed the full version of the ads.



WWW.SAFELOCALOHIOFOOD.ORG

Beyond the paid on-line advertising efforts, the campaign was heavily promoted by thousands of individuals through their personal Facebook and Twitter accounts and the campaign’s television commercials were also frequently viewed on YouTube. The campaign’s official “Facebook Cause” served as a virtual campaign headquarters on the popular social networking site where supporters could go for information about Issue 2. By Election Day more than 10,200 supporters had visited the Issue 2 Cause on Facebook.



Grassroots and Earned Media

The campaign's strong base of supporters throughout rural Ohio enthusiastically and successfully engaged their urban and suburban neighbors to gain support for Issue 2. By mid-September, the Farm Science Review was buzzing with issue 2 promotional materials and yard signs. Also by mid-September, editorial board visits with the major metropolitan newspapers were underway and volunteers were actively securing endorsement resolutions from more than 500 elected officials, businesses, and organizations that officially signed on as supporters of the campaign.

YES for Issue 2

Ohioans for Livestock Care

Printed for the Ohioans for Livestock Care Political Action Committee, 2011 C. Fisher, Treasurer, 280 North High Street, Columbus, OH 43211

www.OhioLivestockCare.com



Listed below are the major statewide organizations and elected officials that endorsed Issue 2.

State Organizations

- Catholic Conference of Ohio
- County Commissioners Association of Ohio
- Ohio Association of Ag Educators
- Ohio Agri Women
- Ohio Association of Meat Processors
- Ohio Association of RC & D Council
- Ohio Association of Realtors
- Ohio Association of Second Harvest Food Banks
- Ohio Boer Goat Association
- Ohio Cattlemen's Association
- Ohio Chamber of Commerce
- Ohio Club Lamb Association
- Ohio Corn Growers Association
- Ohio Council of Retail Merchants & Affiliates
- Ohio Dairy Producers Association
- Ohio Dairy Veterinarians
- Ohio Democratic Party
- Ohio Farm Bureau Federation
- Ohio Fish Producers Association
- Ohio Grocers Association
- Ohio Horseman's Benevolent and Protective Association
- Ohio Horseman's Council
- Ohio Livestock Coalition
- Ohio Legislative Black Caucus
- Ohio Manufacturer's Association
- Ohio Pork Producers Council
- Ohio Poultry Association
- Ohio Poultry Breeders Association
- Ohio Restaurant Association
- Ohio Republican Party
- Ohio Rural Electric Cooperatives
- Ohio Sheep Improvement Association
- Ohio Soybean Association
- Ohio State Grange
- Ohio Veterinary Medical Association
- Ohio Wheat Growers Association
- National Federation of Independent Businesses – Ohio Chapter

State Leaders

- Governor Ted Strickland
- Lt. Governor Lee Fisher
- Senate President Bill Harris
- House Speaker Armond Budish
- State Auditor Mary Taylor
- Former Congressman John Kasich
- Congressman John Boehner
- U.S. Senator George Voinovich

Grassroots and Earned Media, continued

As October approached, 12 regional rallies were scheduled across the state to provide volunteers with campaign materials and to showcase the broad-based support Ohioans from all walks of life were providing Issue 2. Approximately 2,500 Ohioans attended one or more of the rallies; thousands more read about the rallies in their local newspapers and viewed coverage on the local television news.

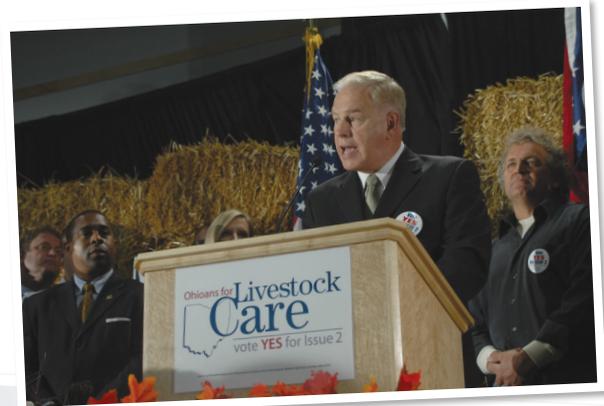
In addition to the materials produced and provided by the campaign, numerous county Farm Bureaus and other organizations purchased and created additional items to promote the campaign locally including large field signs strategically placed along interstates and other highly traveled roadways, T-shirts, bus advertisements and much more. Countless individual farmers and campaign supporters across the state showcased their creativity and passionate support of Issue 2 with home-made signs, banners, buttons, post cards and other unique items.

Throughout the campaign a dedicated group of campaign staff and volunteers consistently monitored and called in to talk-radio programs across the state whenever Issue 2 was discussed. In fact campaign staff coordinated more than 110 radio, television, and talk show call-in interviews. More than 250 volunteers completed one of 15 spokesperson trainings conducted by the campaign staff and were actively engaged in scheduling presentations to their local Rotary, Kiwanis and other civic organizations. In addition, campaign staff and volunteers attended numerous “election forums” and “candidate night” events across the state to promote a yes vote for Issue 2.

VOTE

Campaign staff and volunteers distributed a massive amount of promotional/printed materials to Ohioans across the state including:

- MORE THAN 600,000 POCKET CARDS FEATURING KEY POINTS ABOUT ISSUE 2
- MORE THAN 500,000 BROCHURES THAT EXPLAINED THE ISSUE AND WHY IT WAS NECESSARY TO AMEND THE CONSTITUTION
- MORE THAN 45,000 YARD SIGNS
- MORE THAN 5,000 BUTTONS AND BUMPER STICKERS
- MORE THAN 4,000 BANNERS
- MORE THAN 2,000 CAMPAIGN FACT BOOKS
- NUMEROUS FARMER AND LEGISLATOR “TOOL KITS” TO ARM SUPPORTERS WITH MATERIALS THEY COULD USE IN PROMOTING THE CAMPAIGN AMONG THEIR NETWORKS



Leading up to the final days of the campaign, staff conducted telephone conferences with more than 40 daily newspapers, volunteers across the state submitted hundreds of letters to the editor, and a dedicated force of volunteers made their way to targeted urban and suburban precincts in several metropolitan areas across the state where heavy voter turnout was expected. The volunteers walked the targeted precincts where they distributed more than 20,000 pieces of campaign literature. Many of these same volunteers then followed up on Election Day where they stood outside polling locations holding signs as one final reminder to vote yes for Issue 2 as voters arrived to cast their ballots.



Campaign staff and volunteers attended numerous “election forums” and “candidate night” events across the state to promote a yes vote for Issue 2.



Bob Evans
HOMESTEADER
September/October 2009



*As seen in Sept/Oct 2009
issue of Homesteader*

**An example of how other
companies supported Issue 2!**

★ ★ ★ **ISSUE 2** ★ ★ ★

CREATE OHIO LIVESTOCK CARE STANDARDS BOARD

“YES” VOTE BEST FOR FARMERS AND CONSUMERS

A measure on Ohio's November 3, election ballot is a “win-win” for farmers and consumers – and the management team of Bob Evans Farms urges a “yes” vote on the issue from registered Ohio voters. Issue 2 supports the formation of an Ohio Livestock Care Standards Board, which will “set standards for livestock and poultry care that take into account issues of food safety, local availability and affordability of food and best farm man-

agement practices for animal well-being,” according to www.OhioLivestockCare.com.

As a company rooted in agriculture in Ohio, Bob Evans Farms recognizes that consumers want to know that the food they buy is safe and of the highest quality, that they have many affordable choices in the grocery store and that farmers are following all regulations and running their farms responsibly. The goals of Issue 2 are the same.

Quick facts about Issue 2:

- ★ The Board will consist of three family farmers, two veterinarians (one being the state veterinarian,) a food safety expert, a representative of a local humane society, two members from statewide farm organizations, the dean of an Ohio agriculture college and two members representing Ohio consumers.
- ★ Issue 2 will also have the positive effect of “keeping regulatory control of Ohio's farms where it belongs – in the state.”
- ★ The measure is supported by Ohio farmers. “Meeting changing consumer expectations and providing that reassurance is why Ohio's farmers support Issue 2,” says the Ohio Livestock Care Web site. “Ohio's livestock and poultry farmers are firmly committed to responsible care for their animals and to providing safe, locally grown and affordable food for consumers. Farmers recognize they must do more than what is expected of them to maintain a high level of consumer confidence in the food they produce, and that's why Ohio farmers have come together to support Issue 2 and put in place this regulatory framework.”

**FOR MORE INFORMATION ON THIS IMPORTANT ISSUE,
VISIT WWW.OHIOLIVESTOCKCARE.COM.**

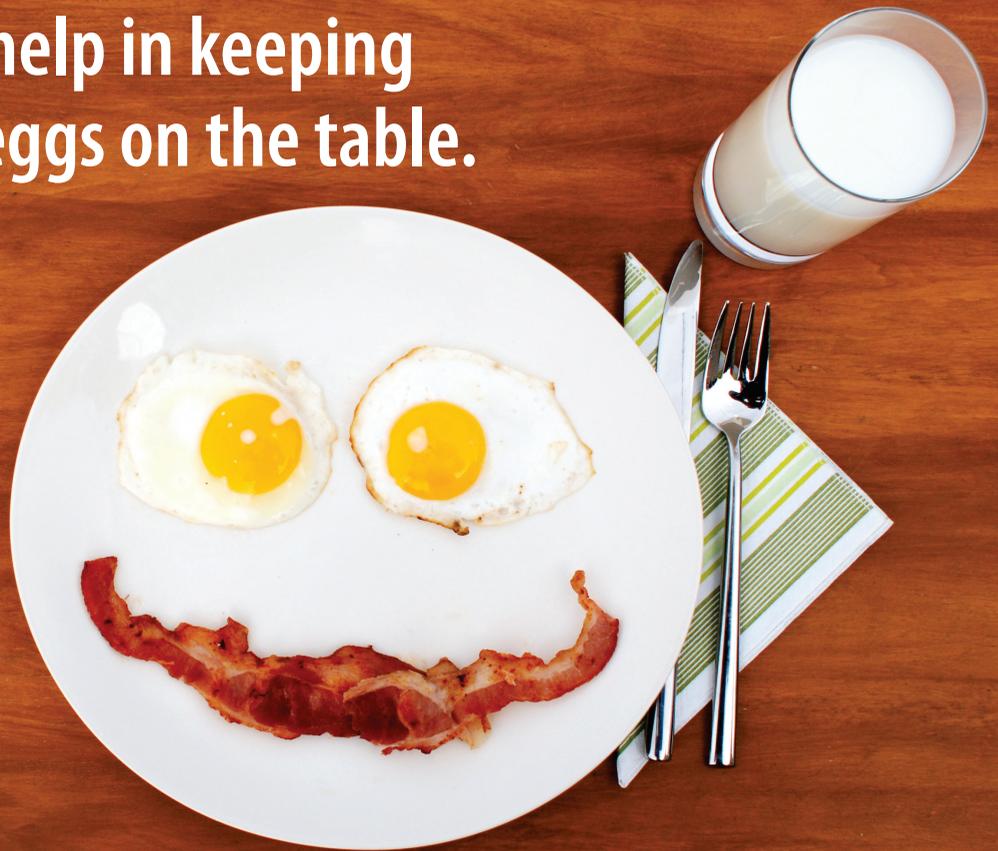


REFLECTIONS

from the

CAMPAIGN TRAIL

Thanks for your help in keeping
meat, milk and eggs on the table.



The success of Issue 2

THANK YOU



Our vision is to forge a partnership between farmers and consumers that meets consumer needs, addresses public expectations and ensures agricultural prosperity in a global marketplace.

Ohio Farm Bureau Federation
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p. 614.249.2400 | f. 614.249.2200
www.ofbf.org | www.OurOhio.org

JOIN US :
Call 888.GrowWithFB or visit ofbf.org