



## OEFFA

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### **Communications Plan for Announcing and Promoting Town Hall Meetings**

- **Utilize previously developed selection criteria:**
  - Priority will be given to the following groups:
    - Groups requesting a meeting
    - Groups with limited or no use of telephones
    - Self-organized groups
    - A balance of geographic diversity within our certification region
    - A balance of areas in which certification is common and not common
  
- **Reach out to potential host groups:**
  - ***Getting the word out: Informational conversations at large winter meetings:***

Several winter meetings are well attended by Plain community members in our region. OEFFA staff in attendance at these meetings (Mid Ohio Grower Meeting, Ohio Grazing Conference, etc.) will engage community members in conversation and make known the opportunity for scheduling Town Hall Meetings.
  
  - ***Targeted requests to speak at existing smaller winter meetings:***

Organized groups of Plain producers hold smaller winter meetings (Geauga Family Farms, Greenfield Farms, etc). Request opportunities from Plain community leaders to devote a portion of the time when people are already gathered to hold a Town Hall meeting focusing on organic questions, concerns, ideas, and accessibility.
  
  - ***Targeted requests via letter or phone to organize stand alone Town Hall Meetings:***

Some Plain communities do not have winter or spring producer meetings scheduled. Contacting these communities to discuss our willingness and desire to hold a meeting regarding organic topics may lead to self-organization among Plain folks with similar questions, concerns, or goals related to organic certification.
  
- **Promotion as a partnership:**
  - ***Collaborate with Plain leaders and hosts to craft specific content and promote the meetings within their communities:***

These meetings will take place in Plain communities, most likely with Plain hosts and infrastructure. OEFFA staff will partner with these hosts to determine the scope of the meeting and the target audience, as well as to promote them through word-of-mouth, local written means, as well as other technologies (phone and email) as appropriate within each community.