

LEADING IN APPALACHIA: ADVOCACY

VOINOVICH
ACADEMY
for Excellence in Public Service

OHIO
UNIVERSITY
Voinovich School of
Leadership and Public Service

Join current and future leaders of Appalachian Ohio for six dynamic workshops focused on Advocacy. This series is intended for individuals living and working in Appalachia who have a specific cause or issue for which they'd like to advocate.

Each workshop will provide instruction, examples of advocacy, and opportunities to collaborate with other cohort members. At each workshop, participants will:



LEARN

A Voinovich Academy instructor will provide information about an important topic related to advocacy. Topics include:

- Gathering, using, and presenting the right data to tell your story
- Engaging effectively with traditional and social media
- Advocating with limited resources
- Identifying value through Social Return on Investment
- Utilizing cultural competency when working with community and stakeholders
- Understanding the role of lobbying



EXPERIENCE

Participants will hear from one or more advocates in the Appalachian region about their related experiences. Advocates will share resources and answer questions.



COLLABORATE

Cohort members will work with others who have a shared advocacy interest. This is an opportunity to continue discussions started by the day's speakers and to develop collaborative relationships with others in the region.

BEGINS SPRING 2022

Tuesday, April 19

Tuesday, May 17

Tuesday, June 21

Tuesday, July 19

Tuesday, August 16

Tuesday, September 20

Participants are expected to commit to all six sessions.

Each session is 9 am – noon

Workshops will be held virtually, using Zoom.

There is no charge for participants from the Appalachian region of Ohio, but an application is required.

Priority will be given to first-time participants who identify an advocacy topic in their application.

[APPLY HERE](#)

Questions? Mark Cappone:

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"I believe the government's highest calling is to empower people and galvanize their energy and resources to help solve our problems, meet our challenges, and seize our opportunities."

Senator George V. Voinovich

Voinovich Academy for Excellence in Public Service

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