

Illinois NLRS Working Group

Communications Tool Kit

Table of Contents

1. Fact Sheets

a. Conservation Farming General Practice

b. CREP General Practice

c. All Issues Backgrounder

d. All Issues Action Agenda

2. Presentation Materials

a. Conservation Farming Deck

3. Media Relations

a. OpEd

b. Letter To The Editors

c. Social Media Guides

4. Messages

a. Talking Points Tailed for Audience Segments

5. Reference Materials

a. CCS Communication Tactics by Audience Segment