

# Public Relations Tips for: Historic Preservation Commissions

- 1.** Contact local Chamber of Commerce or a similar group to get a list of civic groups and organizations in your area.
- 2.** Make a slide show using pictures of local historic districts and sites (a local survey is a good source for this material).
- 3.** Discuss architectural styles and areas of the community worth preserving.
- 4.** Always make the talk positive – never negative.
- 5.** Leave out preservation jargon if possible; if you do use it, define terms likely to be unknown by your audience.
- 6.** Talks should aim to educate and not be simply a guided historic tour of the community.
- 7.** Show details of local buildings. Teach your audience to look up!
- 8.** Have a strong single message aimed especially to your audience. For example, “Economic Benefits of Historic Districts for Real Estate Professionals.”
- 9.** Use BEFORE and AFTER photographs. Show the positive projects that the commission and property owners have successfully completed in the community.
- 10.** Take the opportunity to let them know more about the commission, who you are, what you do, and how to reach you.
- 11.** Distribute commission brochures that explain more about how you work in the community and what the process is.
- 12.** Always remember that you represent the commission and do not get involved in discussions about policy decisions and personalities. Be professional!

