

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!



Georgia Alliance of Preservation Commissions

University of Georgia • School of Environmental Design • Founders Garden House
325 South Lumpkin Street • Athens, Georgia • 30602-1861 • (706) 542 4731