



Public Relations and Historic Preservation

The Texas Historical Commission

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Questions to be addressed

- Do property owners and the general public benefit from the preservation of these historic resources? If so how?
- Should our community, through the public and private sectors, promote historic preservation? If so how?

- How should our community reconcile historic preservation with other parallel goals, such as those relating to public safety, economic development, affordable housing, mobility and private property rights?

Do Not Underestimate the Importance of a Positive Public Image

- Goals
- Public Relations
- Representation
- Image

Have a Clear and Consistent Message

- Develop close partnerships with city staff (building inspector)
- Create a logo
- Know what defines the different areas of your town
- Know the larger themes of the area

Partner With Others or Sponsor Positive Projects

- Look for opportunities to get involved and raise visibility for the HRB
- Partner on hands-on community projects
- Partner with local preservation groups on a lecture series
- Sponsor a preservation week essay contest on local history for students; HRB presents the awards

Tailor specific themes to audiences

- Economics of preservation
- Tourism dollars
- Property values
- Quality of life
- Education
- Design and build quality

E-con-o-my (i-kon-o-me)-n.

a community's system of using its
resources to produce wealth.

Why are these buildings important?

- They are symbols of your community
- They reflect your community's architectural, economic and cultural history
- They are geographical landmarks that orient us to our place in the city
- They support tourism and other economic activities
- They evoke our sense of community

Economic Power

- ◆ Buildings are existing resources
- ◆ Restoration efforts keep dollars locally
- ◆ Heritage Tourism: NO ONE is coming to visit your strip mall
- ◆ Attracting investment and creating value

The Big Picture: The Greater Good

- ◆ Historic neighborhoods attract investment
- ◆ Unused historic residences become homes
- ◆ Downtowns house neighborhood needs
- ◆ Vacant storefronts are filled
- ◆ Goods and services acquire a larger local market
(accountants, insurance sales, electricity etc.)
keeping more dollars locally
- ◆ Industry is attracted to the area
- ◆ Increased opportunity for many

Be Proactive With The Media

- Don't wait for a crisis
- Look for positive stories
- Approach the media with a story
- Build relationships
- Make the ordinance available online



In a Crisis- Assign a Spokesperson

!!!!!!!



BE PREPARED

- Have a fact sheet
- Develop a sound byte
- Anticipate the questions
- Consider the other perspective
- Provide visuals
- Be reasonable

Don't Be Intimidated By The Media

- They have a job to do
- They want the facts



Be Positive, Understandable, and Realistic

- avoid jargon