

How to Spread the News

Oregon's heritage resources (historic structures, museums, cemeteries, etc.) benefit when the community and its leaders know all the great things going on! When communities see activity happening with heritage resources they are curious and might be compelled to help out. Anytime work is happening at or with a heritage resource, it is news. If those who support the effort are publicized the more businesses, organizations and individuals want to participate.

Here are some tips for spreading the news...

- **Invite leadership and celebrities to the event** - to participate in clean up, present at commemorations or project celebrations.
 - Elected Officials - City Mayor, County Commissioner, State or Federal Legislators, Governor
 - County or City History or Landmark Commissioners
 - Leaders of Local Organizations (Chamber of Commerce, Rotary, Lions, NAACP, VFW, etc.)
 - School Board Members
 - School Principals
 - Local Museum Officials (ask to share with membership)
 - Historical & Genealogical Society Leadership (ask to share with membership)
 - Local Celebrities
- OPRD Heritage Programs Leaders or Staff
- Other State Officials
- Media (Facebook, Instagram, TV, Paper, Radio)
- **Host a commemoration, dedication or celebration of the project.**
- **Send out press releases** – before and after the project or event.
- **Keep press releases short** – include date, time and location in first paragraph & include quotes.
- **Tell media about who was involved** – the more helpers, the more it matters.
- **Always have an upcoming plan, event or project to tell about.**
- **Take pictures** – newspapers love images, be sure to set your digital cameras to a high resolution
- **Thank supporters** – Businesses and organizations often post certificates, create low cost certificates and frame them as thank you gifts.



Oregon Heritage

www.OregonHeritage.org

oregon.heritage@opr.d.oregon.gov

(503) 986-0690

Sample Press Release

YOUR
LOGO
HERE

John Doe Cemetery Association

111 John Doe Way, Somewhere, OR
(503) 555-5555
info@johndoecemetery.org
www.johndoecemetery.org

FOR IMMEDIATE RELEASE

John Doe Cemetery Association invites the public to join in celebrating the results of hard work over the last year at the John Doe Cemetery at 111 John Doe Way. Mayor, Jane Doe, will kick off events at the cemetery on Saturday May 5th, 2007 at 11:30am following the flag raising by the local Veterans Association. County Commissioner Dick Franklin will honor project supporters including John Doe Hardware, John Doe Nursery, the John Doe High School Service Club and the Oregon Commission on Historic Cemeteries. The John Doe High School choir will close the ceremony.

Cemetery tours lead by Association and Historical Society members will follow, highlighting the newly cleaned and repaired markers, fresh native plantings and the restored cemetery sign. Please contact John Doe III, at info@johndoecemetery.org or (503) 555-5555.



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People for Historic Preservation

111 John Doe Way, Somewhere, OR
(503) 555-5555
info@peoplepreserve.org
www.peoplepreserve.org

FOR IMMEDIATE RELEASE

People for Preservation is celebrating the listing of the historic John Doe house on the National Register of Historic Places with an open house on June 5, 2007, 5:00-7:00pm. The 1885 Italianate house was built by John Doe who started the door handle industry that has sustained the region for nearly a century. After a welcome by County Commissioner, John Doe, visitors will enjoy tours, refreshments and presentation about the process to save this significant structure. Doe was an avid supporter of the nomination process. "We are thrilled to have a locate treasure receive National recognition." The house is located at 111 John Doe Way, Somewhere.

Please contact People for Preservation at info@peoplepreserve.org or (503) 555-5555.



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