



Preservation  
OKLAHOMA

**MOST  
ENDANGERED  
PLACES**

**2019**

# Preservation Oklahoma

Local Community Outreach Toolkit  
2019



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# OKLAHOMA'S MOST ENDANGERED PLACES TOOLKIT

We all have a special place close to our heart that is a part of our state's history. A place embedded into your memory. A memory to be shared with future generations.

Preservation Oklahoma (POK) is a statewide nonprofit with a mission to preserve the places where Oklahoma history lives. POK's list of Oklahoma's Most Endangered Places is an annual campaign aimed to mobilize support for the preservation of historic sites by raising a structure's awareness to a statewide level.

The following toolkit was designed to guide local advocates within Oklahoma's community in recognizing, appreciating and utilizing their passion to preserve historic Oklahoma structures. The kit includes items such as social media tips, a press release and media alert template, design collateral, a guide to requesting donated Public Service Announcements (PSA) from local media and much more!

Ready to show your pride in Oklahoma's history? Follow the tips in the toolkit to begin your own campaign today!



# SOCIAL MEDIA

**By sharing on your preferred social media accounts, you are helping Preservation Oklahoma create more awareness and advocacy for the endangered structures of Oklahoma's Most Endangered Places on a local level within your community.**



## **Below are a few social media tips for posting:**

- Either share content on your own personal page or create an official group or business page aimed at promoting the preservation of your community's structure(s).
- Share history on the structure(s) in your community.
- Create content about the structure(s) containing facts about its importance.
- Make it personal and share why it matters to you/your community.
- Encourage followers to stop by and take photos with the included signage at the structure(s).
- Share content with economic development statistics that explains how preservation is good for your community's economy.
- Frequently share content posted by Preservation Oklahoma.
- Always share a photo with content.
- Use the link to direct people to Preservation Oklahoma's website where they can learn more about the structure(s) in your community and others throughout the state. They can also sign a letter of support: <https://www.preservationok.org/advocate>.

# EXAMPLE POSTS



Have you heard the news? The J Paul Getty Bunker has made @PreservationOK's 2019 list of Oklahoma's Most Endangered Places. Learn more about the structures on this year's list and sign a letter of support today at <https://www.preservationok.org/advocate>.

The VFW #2270 lodge in Enid has claimed a spot on @PreservationOK's 2019 list of Oklahoma's Most Endangered Places. Advocate for this historic structure today! <https://www.preservationok.org/advocate>



Built in 1940, the Brookshire Motel is a shining example of the roadside motels popular along #Route66. After a recent fire, this iconic structure is currently under threat of being demolished if repairs aren't made. Help advocate for the motel by visiting <https://www.preservationok.org/advocate>.

# SOCIAL MEDIA CONTENT CALENDAR

ORGANIZATION NAME - MONTH							
WEEK 1	Date	Date	Date	Date	Date	Date	Date
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Theme:							
Event:							
Time:							
FACEBOOK							
TWITTER							
INSTAGRAM							
Graphic:							
WEEK 2	Date	Date	Date	Date	Date	Date	Date
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Theme:							
Event:							
Time:							
FACEBOOK							
TWITTER							
INSTAGRAM							
Graphic:							
WEEK 3	Date	Date	Date	Date	Date	Date	Date
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Theme:							
Event:							
Time:							
FACEBOOK							
TWITTER							
INSTAGRAM							
Graphic:							
WEEK 4	Date	Date	Date	Date	Date	Date	Date
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY			
Theme:							
Event:							
Time:							
FACEBOOK							
TWITTER							
INSTAGRAM							
Graphic:							

# DESIGN COLLATERAL

## DOWNLOAD YOUR SIGN

To help spread awareness about your campaign, we've created printable materials that are free for the taking. Print the materials and take photos in front of the structures you want to preserve to show your support.



Utilize the Past to the Future created by Preservation Oklahoma branding when creating graphics for social media. You can download materials at [preservationok.org/community-toolkit](https://preservationok.org/community-toolkit).

When posting to social media, be sure to tag Preservation Oklahoma on Facebook, Twitter and Instagram (@PreservationOK) and use the campaign hashtag #PastToTheFuture.

# PUBLIC RELATIONS/MEDIA OUTREACH

Knowing how to effectively craft a pitch for the media is the most critical step to success in PR.

Although POK will be working with media on a statewide level, it is important for local organizations to be involved in the conversation and become the subject-matter experts for the structure(s) within the community. Develop a media pitch, media alert or press release when you need to educate your community about property updates, action items and more.



# PUBLIC RELATIONS/MEDIA OUTREACH

## HOW TO STRUCTURE A PITCH

First, start with the lead of your story – the most important factor.

The second part is your call to action. This is the action you want your audience to take. It's important to make your intention here as clear as possible.

Next comes your value proposition. This is a key piece of the puzzle as it will be the meat of the pitch; this is where you can showcase the value of what you are offering and why they should be interested in it. It is essential in differentiating yourself from the hundreds of other pitches they receive.

Always include at least one quote from a subject-matter expert. (This can be a local organization leader or preservationist.)

The last piece of the puzzle is your conclusion. This is pretty straightforward and is where you should recap your call-to-action and thank them for their time and consideration.

Insert the release into the email after your personalized pitch. Doing this instead of attaching as a Word Doc or PDF will allow the reporter to see the release upon opening the email instead of taking an extra step to open an attachment.

After your release content, include a “###” to indicate the end of the press release so journalist does not miss any information.

After the “###,” include a boilerplate. The boilerplate is your organization's “About Us” section, which is typically one-paragraph long.



# PUBLIC RELATIONS/MEDIA OUTREACH

## CREATE AN EFFECTIVE SUBJECT LINE

Subject lines are the first and sometimes only thing that a media contact will see. Often times, determining whether they will even bother to open your email or not. Ensuring that your subject line is clear, concise and enticing are some of the most important elements.

## .KNOW THE REPORTER'S BEAT

Always research what the reporter's beat is before pitching. A reporter's beat is the subject that they cover (Nonprofits, real estate, business, etc.) While it's not always realistic or feasible, personalize pitches whenever possible and mention any related articles that they recently wrote

## PITCH USING TIMELY NEWS OR RESEARCH

Use relevant news pegs or research as your hook for your pitch. The media lives off of news pegs, trending topics and new research to tell their stories. To increase the chances of someone showing interest in your pitch, it's important to make their job as easy as possible; it's a good idea to help to spell out the story for them so that your source or story fits in seamlessly with trending news topics and their target audience's interests. Always try to include hyperlinks to any research or statistics that you reference in your pitch.

# PUBLIC RELATIONS/MEDIA OUTREACH

## PRESS RELEASE V. MEDIA ALERT

Although the fundamental pieces of a press release and a media alert are the same, a press release leaves more room for lengthier quotes, concepts and context whereas media alerts simply provide the “Who,” “What,” “When,” “Where” and “How.”

When inviting media to an event such as a news conference, presentation or event, use a media alert. When informing media about a new initiative, use a press release.

## ALWAYS FOLLOW UP

Following up on an initial email pitch is one of the most important pieces to the puzzle. This is where most of your interest and responses will come from, so ensuring that you schedule reminders to do so is vital. It’s good to wait at least a few days until you send follow-ups out; this will ensure that the media contact has sufficient time to get through their emails and respond if they are planning to. If the story is incredibly time-sensitive, it’s okay to follow up a bit sooner. Similarly, if it is not a time-sensitive story at all, then waiting a little longer than a week is also fine.



# PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

MEDIA CONTACT:  
<Insert name>  
<Insert email>  
<Insert phone number>

## **LOCAL TULSA BUILDING ANNOUNCED TO OKLAHOMA'S MOST ENDANGERED PLACES LIST** *List to bring awareness to historic value of structure*

**TULSA (DATE)** – The Griffin-Goodner Grocery Warehouse will be included in Preservation Oklahoma, Inc.'s (POK) 2019 list of Oklahoma's Most Endangered Places. The historic Griffin-Goodner Grocery Warehouse was constructed in 1925 on the historic KATY Railroad, whose tracks ran next to the building. It survives today as an example of a temple-front commercial style warehouse. This large, two-story warehouse occupies the southwest corner of the intersection of North Detroit Avenue and East Cameron Street in Tulsa's Historic Brady District and is listed as a contributing resource in the National Register of Historic Places.

It is also notable for being home to the first new commercial business in the district in many years when Spaghetti Warehouse opened in this building in 1992. The building is significant due to its role in the development of a lively arts and entertainment district. It contributes to the historic fabric of the Brady Historic District and today's vibrant downtown Tulsa Arts District. Adaptive reuse is preferred and demolition should be discouraged.

<Insert quote from a subject-matter expert about the importance of preserving the local structure>

POK, along with <insert organization name>, aims to promote the places where Oklahoma history lives by bringing awareness to historic landmarks across the state. Although inclusion on this list does not guarantee protection or funding, recognition for these structures may increase restoration efforts and possibly ensure their longevity. An exhibit of the 2019 list, generously funded by the Kirkpatrick Foundation and the Cherokee Nation, will travel throughout the state to continue the discussion of preserving historical buildings.

###

### **About <Insert Organization Name>**

*Insert boiler plate/about us info.*

### **About Preservation Oklahoma**

Preservation Oklahoma, Inc. is the state's only private, nonprofit membership organization that is dedicated to promoting, supporting and coordinating historic preservation activities throughout the state. Founded in 1992, Preservation Oklahoma is a Statewide Partner with the National Trust for Historic Preservation and works on joint projects with the Oklahoma Historical Society, State Historic Preservation Office (SHPO). The mission of Preservation Oklahoma is to preserve the places where Oklahoma history lives.

# MEDIA ALERT TEMPLATE

## MEDIA ALERT

### FREE TRAVELING EXHIBIT OF OKLAHOMA'S 2019 MOST ENDANGERED PLACES TO BE FEATURED AT <INSERT ORGANIZATION/LOCATION>

**WHAT:** A traveling exhibit presented by Preservation Oklahoma will display the 2019 Most Endangered Places list at <insert location/organization>. The list includes historic properties at risk of demolition or deterioration. The exhibit brings awareness to local communities on current dangers and highlights the historical value of each landmark. Fellow Oklahoman's and historian enthusiast will be encouraged to sign letters of support that will further POK's advocacy efforts.

**WHEN:** Monday, April 15, 2019  
9 a.m.- 2 p.m.

**WHERE:** 405 NW 15th St  
Oklahoma City, Oklahoma 73103

**WHO:** Preservation Oklahoma and <insert organization>

###

**About <Insert Organization Name>**  
Insert boiler plate/about us info.

#### **About Preservation Oklahoma**

Preservation Oklahoma, Inc. is the state's only private, nonprofit membership organization that is dedicated to promoting, supporting and coordinating historic preservation activities throughout the state. Founded in 1992, Preservation Oklahoma is a Statewide Partner with the National Trust for Historic Preservation and works on joint projects with the Oklahoma Historical Society, State Historic Preservation Office (SHPO). The mission of Preservation Oklahoma is to preserve the places where Oklahoma history lives.

# PUBLIC SERVICE ANNOUNCEMENTS

When you are working to promote a worthy cause, most media outlets are willing to offer donated space called a “Public Service Announcement” or PSA.

When you reach out to request a PSA, consider the below tips.

- Make a list of locally-based radio stations, TV stations, newspapers, magazines, outdoor companies you read. You’d be surprised how many media vendors are in your area!
- Look up the media vendor’s website and find the Contact or Advertising section, you can usually find who to reach out to here! Sometimes it’s an email, sometimes they just provide a telephone number to call.



## WHAT TO SAY

- Introduce yourself/your location. Focus on your passion, why should they help you, or why is this a good cause?
- Include a link to your website, Facebook page, etc in your introduction
- Tell why you want to run ads (raise awareness, drive fundraising, etc.)
- Pro tip: always focus on Partnership/Partnering with these media. Make them feel like they are getting to help out with your cause too!
- Tell them what you have/want to run (:15-radio liners, print ad, digital display banner, etc.)
- Once they agree, you can ask about ad sizes and specifications if you are unsure what they offer.
- Tell them hopeful estimated campaign timing (6 weeks, May-June, etc), this helps the vendor know where to look on their schedules to find availability.
- Sometimes you have to be flexible about your campaign timing, PSA availability can vary in different seasons.
- Tell them you would greatly appreciate them working to help you and your cause, and let them know to reach out if they have questions.
- Thank them for their time and consideration.

# EXAMPLE REQUEST

Hi NAME,

Good afternoon! I'm reaching out because I am an active member of Preservation Oklahoma, a nonprofit dedicated to promoting, supporting and coordinating historic preservation activities throughout the state of Oklahoma. Preservation OK puts out a list of Most Endangered Places each year in Oklahoma; the list will be revealed on Monday, March 4th.

I am reaching out with the hope of partnering with Tyler Media in this effort. Tyler Media is a locally owned media pillar in our various Oklahoma communities. We are hoping you can donate PSA rotation ad space for :15-second radio liners and digital outdoor. Our goal is to encourage Oklahomans to take action to preserve Oklahoma's historic structures at risk of demolition or deterioration by ensuring they are aware of how to become advocates; for instance we have crafted a letter of support for places on the Most Endangered list that Oklahomans can submit. We are hoping to have the campaign start in early March and run for 4 to 6 weeks.

I do think it will greatly benefit Tyler Media as well. The tactics and results will be included in a presentation that will be seen by our full organization, which includes a large number of media buyers and planners in the area.

I would greatly appreciate you working with us. Please let me know if you have any questions or if there is any other information I can provide. Thank you in advance for your time and consideration!



# EVENT GUIDE

Hosting events at the structure(s) in your community is a great way to garner local engagement and raise awareness of its need for preservation.

Here are a few event ideas to get you started:

## **FUNDRAISERS**

Host a fundraiser event at the structure and use the event to tell the community about the structure and why it's important to preserve it.

## **MEET YOUR LEGISLATOR**

Invite your local City Councilor or Legislator to do a meet and greet at the structure with local residents.

## **ICE CREAM SOCIAL**

Host a social event at your structure by coordinating a sponsorship with a local ice cream shop (any food or drink will work!) and inviting residents to come check out the space and enjoy ice cream on you.

Hosting an event has many logistics involved from inviting guest, promoting the event and setting up.

### **Below are a few tips to get you started:**

- Develop a VIP invite list of local community members from businesses, nonprofits and faith organizations.
- Create a public Facebook event – this allows you to share information and updates about the event and gauge the amount of people interested or going to your event.
- Craft a social media content calendar with 3-4 posts a week promoting your event with a link to learn more or register.
- Create an event hashtag attendees can use to engage throughout the event.
- Go LIVE on Facebook at your event to promote online discussions.
- Work to secure donated items for the event such as food, drinks, signage, tables and chairs. Many organizations offer a discount to events promoting a cause in exchange for their logo used on marketing materials.
- Invite local media to attend and cover the event by sending a media alert.
- Create flyers and share them at local businesses and civic buildings.
- Take photos at the event so you can share on social media and send to media post-event.

# EVENT GUIDE

## Example Timeline

### 6 Months Prior

- Create a detailed budget with venue, food, beverages, bar, service staff, AV equipment, signage, advertising, etc.
- Determine beginning factors such as if the event will be a lunch, dinner, happy hour, etc.; will there be a registration fee; audience; and the purpose of the event
- Begin creating invite list
- Select venue
- Develop a list of potential speakers (Be diverse in age, race, sex and background)
- Potential speaker outreach
- Set date and look for any conflicts (Big football games, other events, holidays, etc.)
- Define sponsorship levels and perks
- Craft list of potential sponsors
- Develop a sponsorship package including levels and perks

### 4-5 Months Prior

- Set up registration page and create any discount codes
- Determine food/beverages, table set up, décor, lighting, etc.
- Begin developing creative assets such as advertisements, flyers and invitation
- Create social media graphics and develop content to revolve around registration, speakers, sponsorships, etc.
- Recruit volunteers to help with the event

### 2-3 Months Prior

- Begin developing press release and media list
- Pitch release to media
- Send invitation to invite list (email and/or print)
- Begin developing program
- Start scheduled social media posts
- Schedule event photographer

### Month of Event

- Develop Run of Show – this lays out the entire day minute by minute including breaks, panel start and end times and more
- Resend press release and send any personalized pitches to targeted media
- Design and print any signage (Foam boards, banners, podium signs, table tents, etc.)
- Print all programs
- Develop template PowerPoint to run during breaks including sponsor logos, timing, WiFi password, etc.)
- Determine day-of tasks for all volunteers (Registration, etc.)

### Day of Event

- Event set up
- Final details
- Manage registration list
- Take photos, if applicable
- Conference Needs
- Easels for # of signs
- Sharpies/pens for registration
- Pens/notepads for attendees
- Laptops and flash drive for any presentations
- Contact info for all speakers
- Camera

# PETITION

Encourage those in your community to take action to preserve the structure(s) in your area by creating a petition or letter of support.

The signed letters or petitions can be used to show City Council or property owners that people in your community care about the structure(s).

Distribute the letters at events, on social media and on your website.

Use this form to collect contact information for future promotions.

Name \*

First Name

Last Name

Email Address \*

Hometown \*

What historical structure(s) are you supporting? Please select all that apply. \*

- Taylor House and Hotel, Langston
- Small Town Movie Theatres, Statewide
- Tonkawa Bathhouse, Tonkawa
- Edwards Store, Red Oak
- Spaghetti Warehouse, Tulsa
- RJ Edwards House, Oklahoma City
- Brookshire Motel, Tulsa
- Oklahoma Mid-Century Modern Architecture
- Luster Mansion
- Archaeological Sites Under Threat by Unregulated Development, Statewide

Esquire Esquire

Questions?

Contact Preservation Oklahoma  
Executive Director Cayla Lewis  
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[preservationok.org](http://preservationok.org)  
[@PreservationOK](https://www.instagram.com/PreservationOK)

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