# Audience Engagement for Historic Preservation



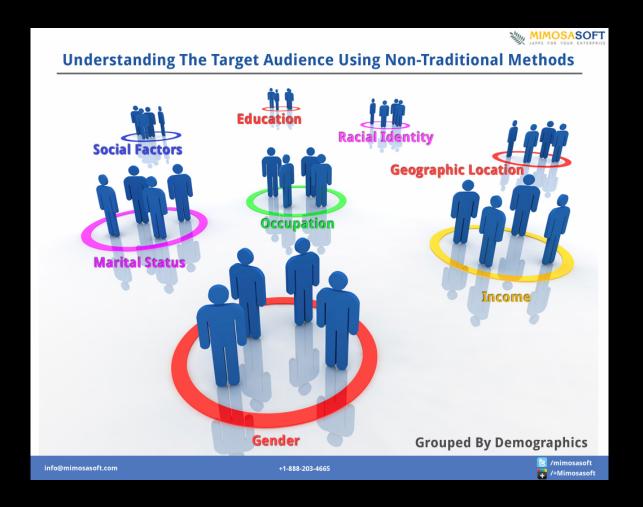




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City of Tacoma Assistant Historic Preservation Officer

# Who Is Your Audience?



- City Council/Mayor/City Manager
- City Staff
- General Public
- Stakeholders: Property/Business Owners, History Buffs, Contractor/Developers
- Partners: Schools, Historical Societies, Museums, Neighborhood Groups
- Residents
- Youth

## How Does Your Audience Communicate?

- Website (Required)
- Phone/Email (Required)
- Social Media: Facebook/Twitter/Instagram/Youtube/Pinterest/Snapchat/ Tik Tok (Younger/Diverse)
- Mass Media: Newspaper/TV/Radio (Older Audience)
- Newsletter/Publications (Interested Public)
- Style: Professional/Formal/Casual

Pro Tip: For general audiences write/speak to a middle school level!



## What Does Your Audience Need?



- Neighborhood History Recognition
- Architectural Styles
- Community/Politics
- Safe Streets/Community Services
- Housing/Jobs/Education/Food

Pro Tip: People are more interested in things that are directly related to themselves and their own interests!

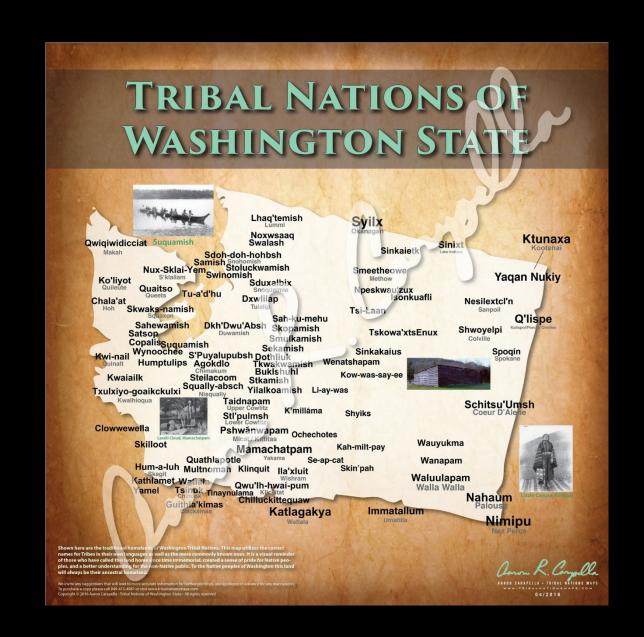
# Diversity & Equity

#### Themes

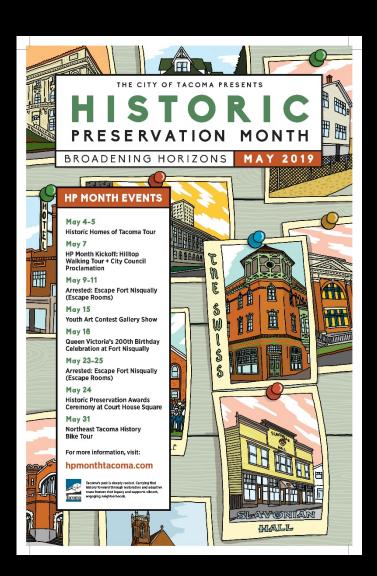
- Pre-Contact
- Immigration Patterns
- Economic Patterns
- Development Patterns
- Agricultural/Environmental History
- Labor History
- Women's History
- LGBQT
- Unrepresented Communities

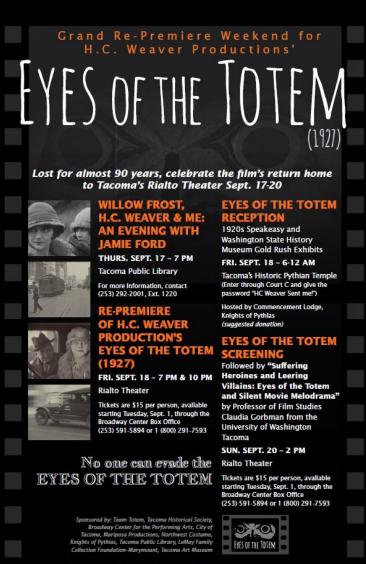
#### Barriers to Engagement

- Income
- Transportation
- Time
- Language
- Accessibility
- Location
- Feelings of Exclusion/Disenfranchisement



# Creating An Outreach Program





# free Tacoma Heart Map, take a picture

Share your love for acoma's unique historic character #IHeartTacoma social media photo contest. Print or find your

holding the map in front of your favorite historic building, in Tacoma. Post it to Instagram, Twitter or Facebook using @Tacoma\_Culture, or @tmnrrs with

#IHeartTacoma.

Contest runs through the month of February. Prizes will be awarded to the three most "liked" photos.

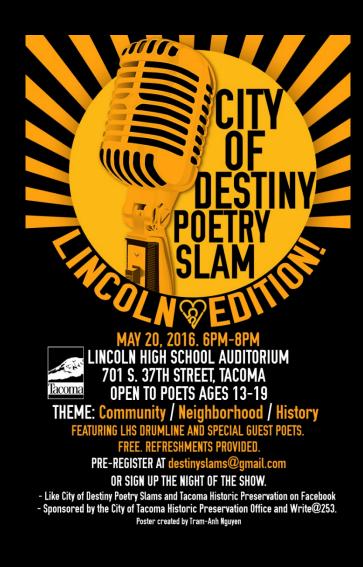
For more information, complete contest rules and your Tacoma Heart Map, visit tmncreative, net/ihearttacoma.

#Hearttacoma is presented by the Landmarks Preservation Commission and the City of Tacoma's Historic Preservation Office in partnership with artist Tim Norris of TMN Creative and Spaceworks Tacoma participant Tim + April.





# Creating An Outreach Program







Pro Tip: Leverage community partnerships!

# Questions/Contact

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- (253) 591-5254
- CityofTacoma.org/HistoricPreservation
- Tacoma Historic Preservation
- Tacoma\_Culture

