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!

Maslow's hierarchy of needs
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

The City of Tacoma Presents
HISTORIC PRESERVATION MONTH
MAY 2019

HP MONTH EVENTS
May 4-5 Historic Homes of Tacoma Tour
May 7 HP Month Käring Hilton Walking Tour w/ City Council Proclamation
May 9-11 Artful Escape Port Novoquility (Escape Rooms)
May 15 Youth Art Contest: Gallery Show
May 18 Queen Victoria's 200th Birthday Celebration at Fort Nisqually
May 23-25 Artful Escape Port Novoquility (Escape Rooms)
May 28 Historic Preservation Awards Ceremony at Fort Nisqually
May 31 Northwest Tacoma History Bike Tour
For more information, visit hpmonthtacomacom

Grand Re-Premiere Weekend for H.C. Weaver Productions'
EYES OF THE TOTEM
(1927)

Lost for almost 90 years, celebrate the film’s return home to Tacoma’s Rialto Theater Sept. 17-20

WILLIAM FOSTER, H.C. WEAVER & ME: AN EVENING WITH JAMIE FORD
THURS. SEPT. 17 – 7 PM
Tacoma Public Library
For more information, contact 253-591-5884 or 1-800-291-7593

RE-PREMIERE OF H.C. WEAVER PRODUCTIONS’
EYES OF THE TOTEM
(1927)
FRI. SEPT. 18 – 7 PM & 10 PM
Rialto Theater
Tickets are $15 per person, available starting Tuesday, Sept. 1, through the Broadway Center Box Office @ 253-591-5884 or 1-800-291-7593

EYES OF THE TOTEM RECEPTION
1920s Speakeasy and Washington State History Museum Gold Rush Exhibits
FRI. SEPT. 18 – 6-12 AM
Tacoma’s Historic Pythian Temple
Greek-Style Courtyard (All Ages)
(Enter via the NW Martin St. door)
Helped by Commencement Lodge, Knights of Pythias
Organic dining

EYES OF THE TOTEM SCREENING
Followed by “Suffering Jacques and Loucoure: Villaines Eyes of the Totem and Silent Movie Melodrama” by Professor of Film Studies Claudia Germain from the University of Washington Tacoma
SUN. SEPT. 20 – 2 PM
Radio Theater
Tickets are $15 per person, available starting Tuesday, Sept. 1, through the Broadway Center Box Office @ 253-591-5884 or 1-800-291-7593

No one can evade the EYES OF THE TOTEM

#1 Heart Tacoma
Share your love for Tacoma’s unique historic character with the #1 Heart Tacoma social media photo contest. Print or find your free Tacoma Heart Map, take a picture holding the map in front of your favorite historic building, in Tacoma. Post it to Instagram, Twitter or Facebook using #1HeartTacoma, Culture, or 1HeartTacoma. 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 bencreative.net/1hearttacoma.
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  

Tacoma Historic Preservation