

**PRESERVE AMERICA CHECKLIST**

- 1) Receive current Community, Neighborhood, grant, and award information from [http://www.achp.gov/patoolkit/]. Should you have queries, go to “Contact Us.” \_\_\_\_\_
- 2) Contact appropriate community officials including public affairs persons to discuss and select date, time, and venues for event after principals’ availability is ascertained and confirmed \_\_\_\_\_
- 3) Build participant/invitee/audience lists
  - a) Be certain to coordinate with State Historic Preservation Officer, Tribal Historic Preservation Officer, & local and national group(s) involved in the designation process \_\_\_\_\_
  - b) Coordinate with U.S. Senators and/or Representatives, State/local/tribal officials as applicable, and federal and partner agencies and offices \_\_\_\_\_
  - c) Invite appropriate State History Teacher of Year to event \_\_\_\_\_
- 4) Coordinate time of public information release with all involved in event \_\_\_\_\_
- 5) Create, share, distribute media advisory, and do preliminary outreach with all involved parties \_\_\_\_\_
- 6) Plan event and alternatives (rain date)
  - a) First Lady Certificate (if applicable) \_\_\_\_\_
  - b) Community sign (if available) \_\_\_\_\_
  - c) Speakers/participants and sequence of event \_\_\_\_\_
  - d) Assigned and general seating \_\_\_\_\_
  - e) Dressing event  
(sound, light, electricity, safety, accessibility, refreshments, podiums, risers, signs, banners, flowers, plants, security, restrooms, sight lines, skirts, flags, etc.) \_\_\_\_\_
  - f) Rehearsal or staff walk through \_\_\_\_\_
  - g) Event photographer for presentation photos \_\_\_\_\_
  - h) Media area and physical preparations  
(mult boxes, lighting, etc.) \_\_\_\_\_
- 7) Draft media advisory, news release, and other *Preserve America* background information using material provided at [http://www.achp.gov/patoolkit/] (Coordinate with ACHP as far as possible prior to event) \_\_\_\_\_

- 8) After-event outreach, internal and external  
(Agency publications, op-eds, broadcast emails, etc.) \_\_\_\_\_
- 9) Notify ACHP of event completion and provide copies of releases, speeches, and  
other event material to ACHP \_\_\_\_\_
- 10) Post-event discussion with partner agencies at communications/operations  
group meeting \_\_\_\_\_

*June 2006*