

**Preservation50** is a national initiative celebrating the 50th anniversary of the signing of the National Historic Preservation Act on October 15, 1966, by President Lyndon B. Johnson. The Act laid the groundwork for programs and procedures that are fundamental to historic preservation efforts. These include the National Register of Historic Places, Certified Local Governments, Section 106 Review Process, the Advisory Council on Historic Preservation, and the Historic Preservation Fund. The Act also established state and tribal historic preservation programs.

In Florida, the **Division of Historical Resources** within the Florida Department of State is the State Historic Preservation Office (SHPO). The Division is responsible for conducting historic preservation programs and has joined the national effort to recognize and celebrate the impact of the National Historic Preservation Act. The Division is using the Preservation50 platform as an opportunity to showcase ways in which the Division and our partners work year-round to promote and protect Florida’s historic places.

Throughout the next year, the Florida Division of Historical Resourcesinvitesorganizations and individuals across Florida to join in this national celebration of Preservation50 to shine a light on the past, present and future achievements of historic preservation. To learn more, visit [flheritage.com/preservation50](http://www.flheritage.com/preservation50).

 **Media Toolkit: Branding Your Events as Part of Preservation50!**

The Division of Historical Resources will promote events with Preservation50 branding using press releases and online promotion through our website and social media pages. In addition, the Division has a supply of drink coasters that will be distributed to historic restaurants across Florida and within Florida’s 47 designated Main Street communities. The coasters are printed with the Preservation50 website and the official hashtag for the national initiative, #Preservation50.

The Division offers a number of ways for partners to get involved and highlight Florida history and cultural heritage statewide. This involvement can also raise the visibility of individual organizations and events at the statewide level. Please take a moment to explore how you or your organization may participate in this ongoing statewide promotion of the Preservation50 Initiative!

* **Use the official Preservation50 logo** – Visit [flheritage.com/preservation50](http://www.flheritage.com/preservation50) to download the Preservation50 logo. The logo can be placed on your event materials and website, and you can link to the Preservation50 webpage. By connecting with this brand, your organization will benefit from association with this statewide campaign to raise awareness of Florida’s preservation efforts and its diverse history and cultural heritage.
* **Submit your event information to the official Preservation50 website** – This is an easy way to gain recognition for events you are already planning and branding as Preservation50 events. Events may be shared on the Division of Historical Resources Facebook pages or added to the featured events on [flheritage.com/preservation50](http://www.flheritage.com/preservation50). Submit your event to DHR@dos.myflorida.com.
* **Connect via Social Media** – both at the state and local levels. Connect your Preservation50 branded events and ask participants to like, follow, and post pictures and videos. Share your favorite story or photo on social media with **#Preservation50** to bring attention to the 50th Anniversary of the National Historic Preservation Act and the many places that have been saved since its signing. Be sure to connect, tag, trend and talk about Preservation50 through current social media sites [Facebook.com/FloridaDivisionofHistoricalResources](http://www.facebook.com/floridadivisionofhistoricalresources),

[Facebook.com/FloridaMainStreet](http://www.facebook.com/floridamainstreet), [Instagram.com/FloridaMainStreet](http://www.instagram/floridamainstreet), Facebook.com/FloridaFolklifeProgram and Facebook.com/FloridaHistoricGolfTrail.

* **Promote to the media and cross-promote** **local Preservation50 partners** - Promote your local activities and events to media contacts including TV, radio, newspapers, local blog and magazine reporters, news desks and editors to make them aware of your program; always include a call-to-action and a way to learn more, such as a website, while you also cross-promote other local preservation partners to leverage word-of-mouth advertising throughout the community, county and region.
* **Send your press releases or promotional videos** – Email your press releases to the Division of Historical Resources at DHR@dos.myflorida.com, so that the Division can also feature your photos and videos on social media pages, and may post information about your institution and events on the Preservation50 website. We encourage media to visit this page to find out more about statewide events and activities.

* **Take photos at your favorite historic site and post with #This Place Matters**. The National Trust for Historic Preservation encourages people to shine a spotlight on the places that are meaningful to them and their communities. It's a perfect way to raise awareness for sites – from those that have been lovingly restored to those under threat of demolition. Visit [www.savingplaces.org/thisplacematters](http://my.preservationnation.org/site/R?i=o81CfWmKVhC0R3t4qLCdbQ) to get started.
* **Consider including traditional artists from your area** – Contact State Folklorist, Amanda Hardeman, at 850.245.6427 or Amanda.Hardeman@dos.myflorida.com for referrals to performers and/or traditional artists who reflect the heritage and cultural diversity of your community. Or, you could reserve a knowledgeable speaker from The Florida Humanities Council, which has an outstanding Speakers Bureau and various educational resources at [FloridaHumanities.org](http://www.floridahumanities.org).