

Inventory of Communication Tools for Local History Organizations

Review each section in the following list. Determine whether your historic site or local history organization has that tool, if you have it but it needs work, or if you do not have it. Mark the appropriate column for each communication tool that your historic site uses now. Note that you will have some, but not all of these. Decide which of these communication tools makes the most sense for your organization now and in the next six months.

Communications Planning Tools	Have it	Have it but needs work	Don't have it
Existing Public Relations activities			
Written Public Relations plan			
Assigned staff, committee PR responsibilities			
A public relations budget			
Identified target audiences for PR activities			
Regular evaluation of PR activities			

Printed Communication Tools	Have it	Have it but needs work	Don't have it
Print Newsletter			
Informational brochure			
Membership brochure			
Mailing list(s)for Snail mail			
Print media contact list			
Positive relationship with traditional media: local newspaper(s), TV, Radio stations			
Positive relationship w/local, regional magazines			
Printed press releases (as necessary)			
History coverage in organization's print			

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media			
Strategic plan			
Annual plan/Work plan			
Communication or PR plan			
Annual Report			
Yearly event or activity calendar			
Press clippings file			
Reprints of printed feature stories			
Fact/FAQ sheets			
Reinvestment statistics			

Electronic Communication Tools	Have it	Have it but needs work	Don't have it
E-Newsletter			
E-mail distribution list			
Effective, quality visitor-oriented website			
All printed materials available electronically as PDFs on your web site			
Regular posts on organization's blog			
Social networking site(s) presence Facebook, Instagram, Twitter, TicTok, You Tube			
Electronic media contact list			
Electronic media releases			
Positive relationship with local social media influencers			
Public Service Announcements (PSAs)			
Video archive of events			
Video archive of TV coverage			
Archive of radio coverage			

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Archive of podcasts			
Visual Communication Tools	Have it	Have it but needs work	Don't have it
Organizational successes display boards			
Photo inventory of every event			
Photos of historic site with before & after photos (Building, grounds)			
Branded organizational promotional items (T-shirts, hats, banners, decals etc.)			
Quality logo and design standards			
Branded PowerPoint presentation			
Branded project(s) PowerPoint presentation(s)			
Trade show booth set-up			
Graph/visuals of organizational growth			