



National Trust for Historic Preservation

America's 11 Most Endangered Historic Places

Toolkit

Congratulations! Your site has been selected as one of the National Trust for Historic Preservation's America's 11 Most Endangered Historic Places for 2024.

Please remember that your site's selection is CONFIDENTIAL and EMBARGOED until the national announcement on May 1, 2024.

That means you should not discuss your site's selection for the list with the public, the media, or on social media until May 1 or afterwards. Please keep the circle of people aware of your designation as small as possible so that news does not leak out prematurely.

Now that your site has been selected for the list, you will work together with National Trust staff to prepare for the May 1 public announcement. This is a high-profile national program that garners a great deal of media visibility, and it requires a significant amount of planning and preparation.

You are the experts on your endangered historic place, and we want your voice to be centered in this process. We will be partnering with you to develop materials to spotlight your important place online and in the media. It is critical that we work together to complete necessary items on a tight timeline, and this toolkit will guide you through that process.

The toolkit begins with a timeline and checklist of important items that you'll need to work effectively with National Trust staff. The toolkit also contains guidance on how to maximize your placement on the endangered list, and guidelines for working with media to promote your place. We hope you will take full advantage of this resource to help spread the word about the importance of your endangered place.

National Trust staff are here to provide help all along the way. We are looking forward to working together with you to raise awareness about the challenges you are facing and the intrinsic value of your site to our shared American legacy.

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11 Most Endangered Program Manager

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I. Announcement Planning Timeline

A great deal of preparation goes into the announcement of the annual 11 Most Endangered Historic Places list. The list will be publicly announced on **May 1, 2024**. The timeline below will help keep both National Trust staff (NTHP) and nominators on track to reach communications goals for the 2024 list. Additional information on tasks that are briefly noted in this timeline is available in section II, and in many cases is expanded upon later in this toolkit. Some tasks noted below may not be applicable to your site. National Trust staff will work with you every step of the way.

March 6 - 15	Kickoff calls with representatives of sites selected for the endangered list take place. Afterwards, consider whether to plan an announcement event, begin compiling a list of media contacts to share with NTHP, and begin to work with NTHP staff to develop advocacy actions (if applicable)
March 12	Deadline for sending additional photographs and Photo Release Form to NTHP
March 18 – April 1	Plan for announcement day: draft local press release and/or media advisory (if applicable), compile media lists, work with NTHP staff on a stakeholder notification plan, work with NTHP staff on an advocacy action (if applicable), and begin confidential planning for announcement event (if applicable)
March 25	NTHP will share draft external content for promotion of your place (website text, talking points, quotes, etc)
March 29	Deadline for reviewing draft external content, draft advocacy action (if applicable), and sending signed Trademark License Agreement, social media handles, and names of media spokespersons
April 5	Deadline for sending stakeholder notification plan, media list, event details, draft press releases/media advisories (if applicable)
April 30	NTHP will notify contacts from your stakeholder notification plan
May 1	National announcement day! Share the big news with your network: <ul style="list-style-type: none">• Post on social media• Share via email• Post on your website• Email your press contacts• Host an announcement event for media and supporters (optional)

II. Checklist of Tasks

Use the checklist below to stay on track for announcement planning. Please note that this checklist includes only items that are due to the National Trust. It does not include preparation for your own press release; web, email, or social media outreach; or announcement event planning—though these are all things that we encourage you to do.

<input checked="" type="checkbox"/>	Task	Description	Due Date
<input type="checkbox"/>	Kickoff call with NTHP staff	<p>Participate in a kickoff call with NTHP staff to begin planning for the announcement. During this call, you can ask questions about the information in this packet and we will discuss messaging for your endangered place.</p> <p>We will also assign you a National Trust staff member point person to work with you throughout the announcement planning process. Your point person may or may not be the staff member who you worked with during the nomination process.</p>	March 6 - 15
<input type="checkbox"/>	Provide additional images if requested	You may be asked to provide additional high-resolution images of your listed place, along with a Photo Release Form so that NTHP can use your images in our announcement materials.	March 12
<input type="checkbox"/>	Review and comment on written materials prepared for announcement (external content)	<p>Following the kickoff call, NTHP staff will share a draft of written materials prepared for the announcement (external content), including:</p> <ol style="list-style-type: none"> 1) A brief description of the endangered place and threat, for use in the national press release and on our website 2) Short key messages for your endangered place, for our use in media interviews 3) A quote from the National Trust spokesperson about your endangered place, which you can use for your own local press release or in other ways 4) Optional - an advocacy action, if we will promote one for your endangered place (see page 23) <p>Your review should focus on accuracy rather than style. Please review and return to your NTHP contact as quickly as you're able to, but no later than March 29</p>	March 29

<input type="checkbox"/>	Advocacy action (if applicable)	Work with your NTHP contact to draft an advocacy action, if applicable	March 29
<input type="checkbox"/>	Trademark License Agreement signed & returned to NTHP	Signing the Trademark License Agreement allows you to use the 11 Most Endangered places logo on your promotional materials.	March 29
<input type="checkbox"/>	Identify spokespeople	Select a primary spokesperson who could speak compellingly about your place during media interviews on announcement day. Interview requests often develop rapidly, so they need to be reachable/available all day on May 1. Please provide your NTHP contact with: spokesperson's name, cell phone number, email address, and brief 1-2 sentence description of involvement with the endangered place.	March 29
<input type="checkbox"/>	Share your social media handles	Share your social media information with NTHP staff so that we're ready to tag you in materials on announcement day.	March 29
<input type="checkbox"/>	Share stakeholder notification plan using provided template	Share names and contact information for up to ten key stakeholders and partners to be notified of your endangered place's listing the day before the announcement, as a courtesy. NTHP staff will send you a template and will be making these notifications. Your list can include entities like partner organizations, state and local elected officials, and other supporters. It should also include the owner of the place, if different than the nominator. Work with your NTHP contact to develop this list and a notification strategy, particularly for any sensitive stakeholders. NTHP staff will not notify anyone of your place's designation without your knowledge or approval. NTHP Government Relations staff will notify all federal-level elected officials for your state, so they do not need to be included in your list of ten.	April 5
<input type="checkbox"/>	Share draft media advisory and/or press release	<p>If you are planning an announcement event and will invite media, please share a draft of your media advisory with NTHP for review.</p> <p>Optionally, if you are preparing a local press release, please share that draft with NTHP for review also.</p>	April 5

<input type="checkbox"/>	Share local media list	Prepare a list of any reporters or media outlets in your community that have either covered your endangered place in the past or that may be interested in covering this listing. Coordinate with NTHP to determine who is best positioned to reach out to each reporter. NTHP can provide a template for sharing media contacts if helpful.	April 5
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III. Benefits of Designation & Logo Usage

Benefits of Designation

Since 1988, the National Trust has used its list of [America's 11 Most Endangered Historic Places](#) to raise awareness about the threats facing some of the nation's greatest treasures. Now in its 36th year, the annual list has identified [more than 350 sites to date](#), and it has proven so successful in galvanizing preservation efforts that only a handful of sites have been lost.

Placement on the list raises public awareness and can be a powerful tool for local advocates to rally public support around the country to help save a threatened site. The National Trust's annual announcement generates coverage in national media outlets such as NPR, The New York Times, and Associated Press, along with regional and local media outlets. The media spotlight can help amplify local advocacy efforts to save historic places, creating pressure for a change of course. Listing can also help attract new stakeholders and supporters to the cause of saving a threatened historic place. In some instances, inclusion on the 11 Most list brought endangered sites to the attention of potential new owners or bolstered efforts to attract funding from charitable foundations or individual donors. (Please note: Inclusion on the 11 Most list does not come with any funding from the National Trust.)

The National Trust will work together with you to promote your endangered place and its inclusion on the 11 Most Endangered list. The endangered listing is most effective when it supports a local effort to save a historic place, reinforcing and amplifying locally led advocacy. The more effort you put into promoting your 11 Most designation, the more helpful the listing is likely to be.

"To understand the positive impact of the 11 Most Endangered list, Bisbee received unsolicited calls from two funding sources within a couple of days after the list was released in May of 2022. By November, we were awarded \$4.6 million for restoration of Camp Naco and we are on the cusp of receiving another multi-million dollar award to fund programming and additional construction. Some may consider the 11 Most Endangered list to be a negative, but to us, it's been nothing short of a miracle." – Steve Pauken, City Manager, City of Bisbee, Arizona

Usage of the Program Logo

As part of your designation, the National Trust for Historic Preservation encourages you to use the America's 11 Most Endangered Historic Places logo. You will be required to sign and return a **Trademark License Agreement** before the logo files are provided. You may use the logo on printed and digital materials, but be sure that none of those materials are publicly available or published prior to May 1, 2024. If you have any questions about how to use the logo properly, please contact Elliot Carter at ECarter@savingplaces.org.

Past designees have found many different creative ways to use the 11 Most Endangered logo, including:

- Installation of banners at **Brown Chapel AME Church (right, listed 2022)** in Selma, Alabama, and **Chicano/a/x Murals of Colorado (below, listed 2022)** in Denver, to serve as backdrops for media interviews during announcement day events.



- Creation of exterior signage at the **Isaiah T. Montgomery House (right, listed 2018)** in Mound Bayou, Mississippi, so that the endangered designation could be seen and celebrated by the community as they worked with **Mississippi Heritage Trust** to rehabilitate the house.
- Working to save the **Century Plaza Hotel (2009)**, the **Los Angeles Conservancy** printed signs bearing the logo to display at their press conference. Signs were placed at the press table during check-in and on the podium inside the screening room where the conference was held. The logo appeared on all press materials and on the Conservancy's website.



Photo courtesy Mississippi Heritage Trust

Previously listed places have also used the logo on Facebook and other social networking sites, or have created small giveaways like stamps, buttons, or bumper stickers to raise awareness.

Other Benefits

Even after the announcement, you can continue to use the 11 Most Endangered designation to help advocate for saving your historic place. Some previously listed sites have found that talking

about the endangered designation in grant proposals has helped them secure funding. Below are a few more examples of preservation progress catalyzed by the 11 Most Endangered designation.

- [Camp Naco, Arizona](#), has received over \$8 million in grants since being included on the 11 Most Endangered list in 2022 and is now being restored and programmed for community use
- In **2022**, just after its inclusion on the 11 Most Endangered list, the government of Guam released \$3.5 million in funding to not only preserve the [Francisco Q. Sanchez School](#) in Humåtak, Guam, but also transform the site into a center of village life. The restoration will include a village museum, charter school, senior center, coffee shop and more.
- Inclusion on the **2021** list of America's 11 Most Endangered Historic Places helped the Spanish Town Heritage Foundation attract a \$10.4 million grant from the State of California to preserve the [Trujillo Adobe](#) in Riverside, the oldest known structure in the region.
- After inclusion on the 11 Most Endangered List in **2020** and years of advocacy efforts, the James River Water Authority voted to choose an alternate site for its water supply project, which had been slated for construction on the archaeological site of [Rassawek](#), the historic capital of the Monacan Indian Nation.
- Other recently listed sites that have been saved or are making significant progress include:
 - [L.V. Hull Home and Studio, Kosciusko, MS \(2023\)](#)
 - [Chicano/a/x Murals, CO \(2022\)](#)
 - [Sarah E. Ray House, Detroit, MI \(2021\)](#)
 - [Threatt Filling Station, Luther, OK \(2021\)](#)
 - [Harada House, Riverside, CA \(2020\)](#)
 - [Roberts Temple Church of God in Christ, Chicago, IL \(2020\)](#)

IV. External Content

National Trust staff will be drafting several items that will help us ensure we are focusing on the most significant elements of your place's story and will guide how we talk about your place publicly. These pieces of external content will be based upon the information you provided us in your nomination, the follow-up conversations our staff had with you as we were reviewing your nomination, and research done by our staff. We will share the draft content with you for your review. As we are often working on very tight timelines, we ask you to review this material as soon as it is sent to you and respond with factual corrections rather than stylistic revisions. All comments on these materials will be due to National Trust staff by March 29 at the latest (see checklist).

Following the kickoff call with representatives of your endangered place, NTHP staff will share a draft of external content for your review, including:

- A brief description of the endangered place and threat, for use in our national press release and on our website
- Short key messages about your endangered place, for our use in media interviews
- A quote from a National Trust spokesperson about your endangered place, which you can use in a variety of ways – for instance, it could be inserted into your own local press release if you are preparing one, be posted on your social media channels after May 1, and/or shared on your website
- Optional - an advocacy action, if we will promote one for your endangered place (see page 23)

V. Announcement & Embargo

Explanation of the Embargo

From today until 12:01 am EST on May 1, 2024: Your organization's involvement in this program and the inclusion of your place on the 11 Most Endangered Historic Places list is confidential.

If information about the places on the endangered list is leaked publicly prior to the national announcement, it harms our ability to garner news coverage of the list, which in turn makes it a less effective preservation tool for places on the list.

When we pitch the news about the 11 Most Endangered list to media, we share this information with certain key outlets in advance under an **embargo**, which means that the media outlet must agree not to publish the story until a pre-determined time. In this case, the embargo will lift at 12:01 am Eastern Standard Time on May 1, 2024. This arrangement ensures that we can work with reporters to get stories ready to publish on the day the embargo lifts and often gives us the opportunity to offer exclusive stories to key local media outlets so those stories come out on announcement day. We will work with you to pitch your endangered designation to the press in accordance with the embargo. More specific information on that process is included in Section VI, below.

To help guide you over the course of the announcement planning process, we have developed some Dos & Don'ts. Should you have any questions please don't hesitate to contact National Trust staff and we will be sure to respond to you ASAP.

We've been in the press before over the years, but this was an order of magnitude more. I'm so excited! I can't express how much we appreciate all of your help. – Volunteer, Descendants of Olivewood (Houston, TX)

Do's and Don'ts

Don't talk to reporters before announcement day without coordinating with National Trust staff. The confidentiality of this announcement is very beneficial to your own publicity. If you would like to contact reporters before the announcement day, we can talk through how to do that under an embargo so the information does not leak publicly.

Don't talk to potential community or marketing partners (local establishments, libraries, schools etc.), and don't discuss your listing with large groups of people within or outside your organization. Mass emails can quickly spread!

Don't post anything about the 11 Most Endangered list on your website or social media channels, in any e-newsletters, or in any public place, prior to May 1.

Do brainstorm and strategize about how to engage stakeholders and decision-makers. Use this announcement planning period to organize your thoughts and work with National Trust staff so that you can hit the ground running on May 1.

Do have CONFIDENTIAL conversations with small, essential groups of those you trust (select board members, partner organizations, etc.), and those that will be part of planning an 11 Most Endangered announcement event, if applicable.

Do work with National Trust staff to create a list of stakeholders to be notified about the listing, and a plan for when and how to reach out to them. If you are having an announcement event, we may recommend that you discretely invite certain stakeholders about a week before the event, but work with National Trust staff to create a plan for when and how to do this.

Do work with National Trust staff to create a plan for contacting reporters / media outlets. There may be local reporters with whom you have existing relationships, and you would likely want to take the lead on pitching them for maximum effect. There may be other media outlets you'd like the National Trust to pitch to. We can work together to map out the media landscape and determine the best approach for each outlet. More information about working with the media is included in Section VI below.

VI. Media Promotion

The National Trust has a robust public relations strategy in place to ensure that each site on the 11 Most Endangered list, and the list as a whole, receives ample media coverage on announcement day. A high-level summary of that strategy is included here, and we will cover this information in more depth during coordination calls in the pre-announcement period.

The news landscape has outlets which operate at several levels of distribution, ranging from national, to regional and local publications, plus specialty outlets that focus on specific niche topics. Within each of those levels, journalists work across a variety of formats such as online, print, TV and radio. In order to cast as wide a net as possible, we want to get this news in front of journalists at all of these different levels and formats.

The National Trust is best positioned to take the lead promoting the endangered listing to outlets at the national level, and at the specialty outlet level. We are also prepared to take the lead contacting regional outlets and local outlets. However, there may also be specific regional or local reporters who have covered your site in the past, or interviewed you for a story. In some of those cases it may be more effective for you to take the lead contacting reporters because they already know your name and trust you. Additionally, you may determine that the most effective way to garner local media attention is by hosting a local press conference on announcement day. (More information on press conference events can be found in Section VII below.) If that is the case, you will also be responsible for organizing the event itself, and contacting regional or local reporters to invite them. During our video calls in the pre-announcement period we can discuss the specifics of your local media landscape, determine the best approach for contacting each outlet and reporter, and if applicable, coordinate that local press outreach strategy with your event planning.

Here are some of the materials that will be required to execute each part of the media strategy:

- The National Trust will prepare a **national press release** that shares information about the entire list of 11 sites. The National Trust will use this material in our pitches to reporters at national, regional, local, and specialty outlets. Because we must keep the full list of 11 sites confidential until the embargo lifts, we will not be sharing the national press release with individual sites until after 12:01 am ET. You could use the national press release in your own media pitching after 12:01 am ET on May 1, but not before.

If desired, your organization would be responsible for preparing your own **local press release**, which could be an opportunity to go into greater detail about your site. This will be helpful if you choose to pitch certain local reporters after the announcement day embargo lifts at 12:01 am ET on May 1. We will also share a locally-tailored quote from a National Trust spokesperson which can be used in the local press release. Sample and template press releases are included in this toolkit. Please share any draft press releases with us by April 5. We are glad to work with you to review and refine your release; however, if you would like this assistance, please share your draft with us by no later than April 5 (see checklist).

- If desired, your organization would also be responsible for preparing and sending your own **local media advisory** if you are planning a local event on announcement day. A media advisory is essentially an invitation sent to reporters before an event (usually about a week before), including critical time and place information for the event, but NOT sharing the news about designation on the endangered list or mentioning the endangered list by name. A sample media advisory is included in this toolkit. Please share any draft media advisories with us by April 5 (see checklist).
- You may want to gather a set of **high-resolution images** which are usable by the press. In order to be legally publishable, photos generally need to be your own work, public domain (i.e. a government work), or Creative Commons (i.e. Wikipedia). If the images were taken by another photographer, you would need to get permission for usage by the press. Journalists may ask you for historic photos of the site, modern photos of the site, or a photo of your spokesperson (typically only used to accompany an interview). The National Trust will also gather our own folder of press photos for each site, drawn from your submission materials.
- To help us coordinate interviews with reporters interested in your place, we ask that you identify a **primary media spokesperson** that is prepared to speak on behalf of your site and your efforts to preserve it. It is important to identify a spokesperson that is comfortable talking to media. It can be compelling to reporters to have spokespersons with a personal connection to the endangered place that can talk about why saving it matters to them. You may also want to identify a subject matter expert that can dive more deeply into elements like the history of your place, or more technical areas such as archaeology, for instance. We ask that spokespeople commit to being available for media interviews all day on May 1. They may also need to speak with media in advance of the announcement day, if any exclusive articles are being prepared ahead of time. We ask that you send the name, email address, title/role, and cell phone number for your key spokesperson to National Trust staff by March 29 (see checklist).

VII. Planning an Announcement Event

Hosting a media event can be a great way to locally share the news about your designation on the 11 Most Endangered Places list, get press coverage, and raise awareness about the place's importance and how people can help save it. Some places may find more of a need for this than others. **Hosting an event is not required – it's up to your team to decide whether it would be useful to support your advocacy efforts.**

As you are thinking about an event, consider when and how you might have the greatest impact and whom you would like to include. Do you want to create a stand-alone event, or tag on to something already planned? Do you want to have a small, 20-minute press event or host a larger event and invite both the press and the community?

Hosting an event at the endangered place itself can be very effective, but this is not always possible. Other local historic sites or event spaces can work as well. If you are considering a virtual event, the location can be less important than an in-person event, but we recommend that event organizers find a way to share images and/or video of the endangered place during a virtual event so that attendees can better understand the place's history and significance.

Think about ways to create interest for the local press such as having high resolution photos of the endangered place and videos available for media, enabling interviews with community leaders who are invested in or supportive of the work, or offering tours of the endangered place, if it is safe to access.

Consider who you may want to invite to speak during your event. Finding a well-recognized community leader or elected official to speak at the event is a good way to get greater attention for the endangered place and increase the credibility of your announcement. Generally, we would recommend no more than 3 speakers for a press conference-type event, and we would encourage organizers to develop a clear run-of-show and talking points for each speaker in advance. National Trust staff can help advise on event planning best practices.

If you are planning an event and you would like National Trust staff to attend and speak, please let us know by April 5 so that we can determine staff availability. We are not always able to have staff attend events in-person, but we try our best to have National Trust representation at events in some way.

Here are some examples of announcement events from previous endangered lists:

- In 2023, advocates for **Seattle's Chinatown-International District** organized an announcement at Hing Hay Park, including coalition partners and representatives of 28 different local groups working on issues related to the CID. The park provided a compelling backdrop for the announcement about the endangered listing, allowing broadcast and other media reporters the opportunity to capture video and photos of coalition partners speaking about the importance of their community. Be sure to obtain any necessary permissions to hold events on public or private property.



- Community members, family members, arts organizations, and elected officials gathered in Kosciusko, Mississippi in 2023 to celebrate the inclusion of the **L.V. Hull Home and Studio** on the 11 Most list. After remarks from the Mayor and key project leaders, the team led a procession down the street to L.V.'s house, carrying a large banner with the 11 Most logo reminding everyone that "You can't spell Eleven Most without L.V.", and then enjoyed refreshments including a specially decorated cake featuring a quote from L.V. Afterwards, event organizers shared that "The day was electric. The community has been thrumming with excitement this afternoon and evening. We are now witnessing the "galvanizing effect" of this 11 Most listing in real time. Thanks to all of you again for this game-changing recognition..."



- Local advocates working to save Colorado's **Chicano/a/x Murals** hosted a press conference in front of a restored mural in Denver in 2022. Speakers included representatives of coalition partners working to identify and preserve the murals, along with several mural artists who created some of the endangered murals and are now working to conserve them.
- Several places listed in 2022 hosted press events via Zoom, particularly those places where access to the endangered site may have been more difficult or when event organizers wanted to include speakers from across the country, such as the **F. Q. Sanchez School** in Humåtak, Guam, where virtual presenters included Raymond Neutra, the son of the building's original architect, Richard Neutra. Including personal representation and stories from people deeply involved with the history of your place can help illustrate the importance and relevance of your place and also provide reporters with an interesting angle.

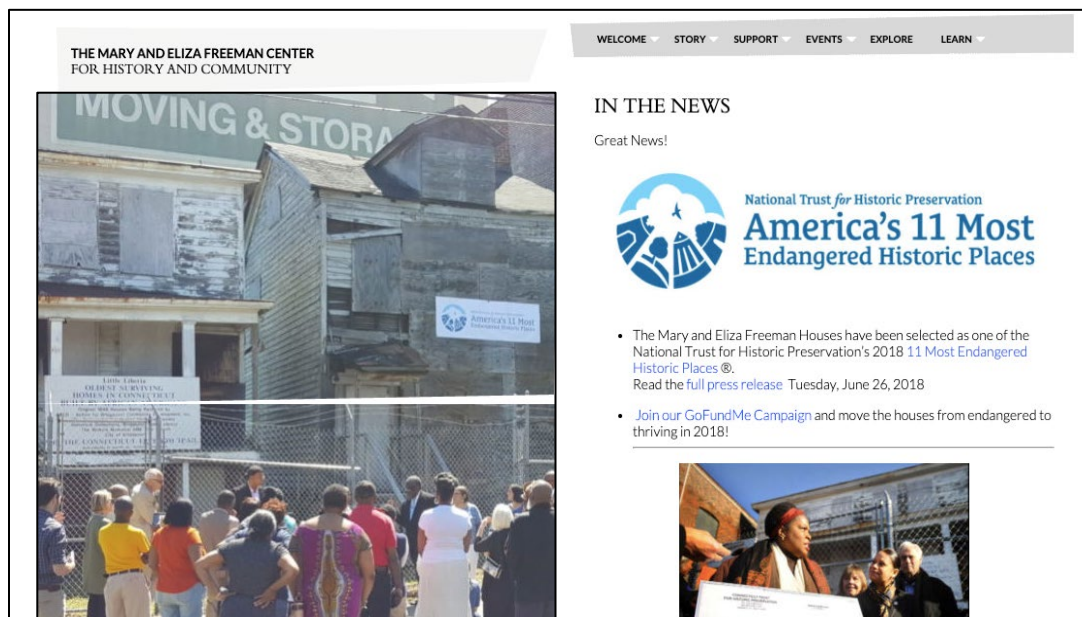
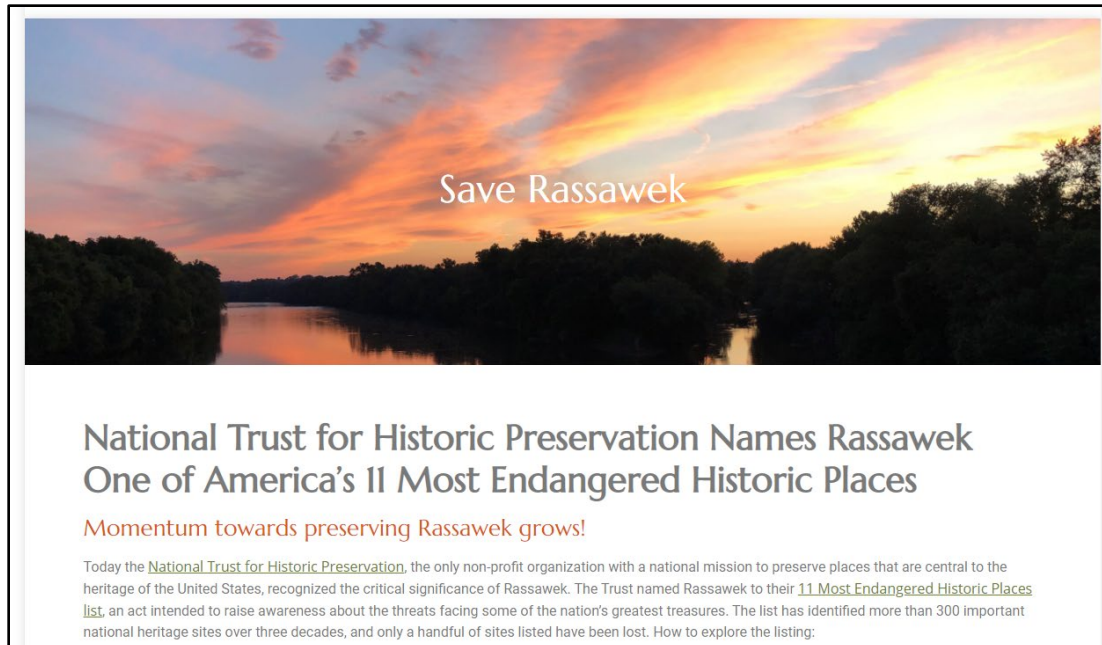
- In lieu of in-person events, many of the places included in the 2020 list of 11 Most Endangered Places prepared videos which were released on the announcement date on the organizations' websites and on social media. Videos, like the one created by advocates for [Rassawek](#) (2020), often included people associated with the place's history and prominent local leaders talking about the importance of the place. Advocates for the **Terrace Plaza** (2020) created a [virtual exhibit](#) about the history of the building and its female architect.

VIII. Web, Email, and Social Media Promotion

Web Promotion

To set the stage for increased web traffic on announcement day and beyond, it can be useful to add mention of the 11 Most Endangered list to your organization's website, if you have one. As a reminder, this update **SHOULD NOT** be posted before May 1, 2024.

Examples of how other listed places have shared the news can be found below:



Email Promotion

Email can be an effective way to communicate the 11 Most listing to your current supporters. No email updates or e-newsletters should be sent until May 1, 2024.

Social Media Promotion

Paired with your other media plans, social media can serve as an effective way to share your 11 Most listing. In all social media posts, we encourage you to tag the National Trust for Historic Preservation (so that we can support and amplify your posts) and use the hashtag #11Most. Follow and tag the National Trust on:

- Facebook / LinkedIn: @NationalTrustforHistoricPreservation
- Instagram / Twitter (X): @SavingPlaces

On the day of the announcement, the National Trust will post on all of the above platforms, tagging organizations that have profiles. We will ask you to share your social media handles with us as part of announcement planning (see checklist).

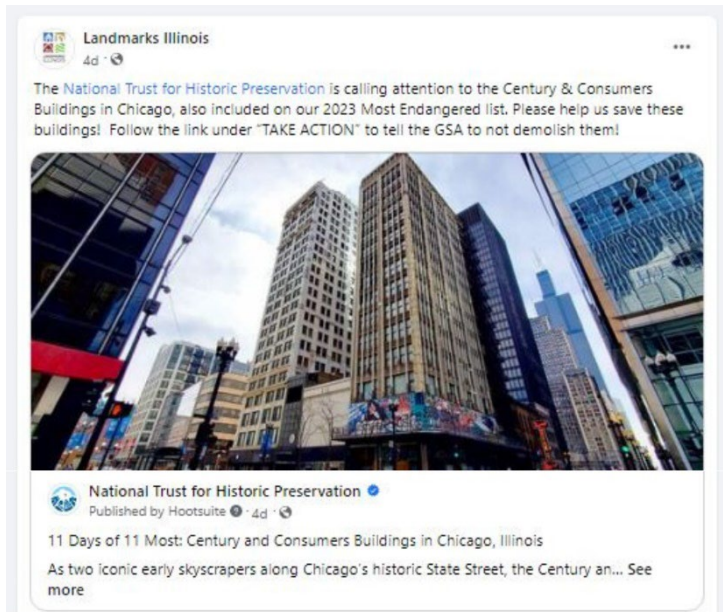
The National Trust will continue to promote the entire list, and each individual site, via our social media accounts throughout the month of May, and on an ongoing basis if you keep us updated about news related to your place. Each of the 11 sites will be featured individually on our social media channels during an “11 Days of 11 Most” series that will begin on May 2. We will share the schedule so that you’ll know when your site will be featured and you can take advantage of that promotion.

Several examples from previous years are shared below:

Updating your social media bios (day-of the listing and afterwards) to include a #11Most reference:



Sharing the news and a National Trust advocacy action, if one is created for your listing (this works particularly well on Facebook and Twitter when you use a clear Call to Action):



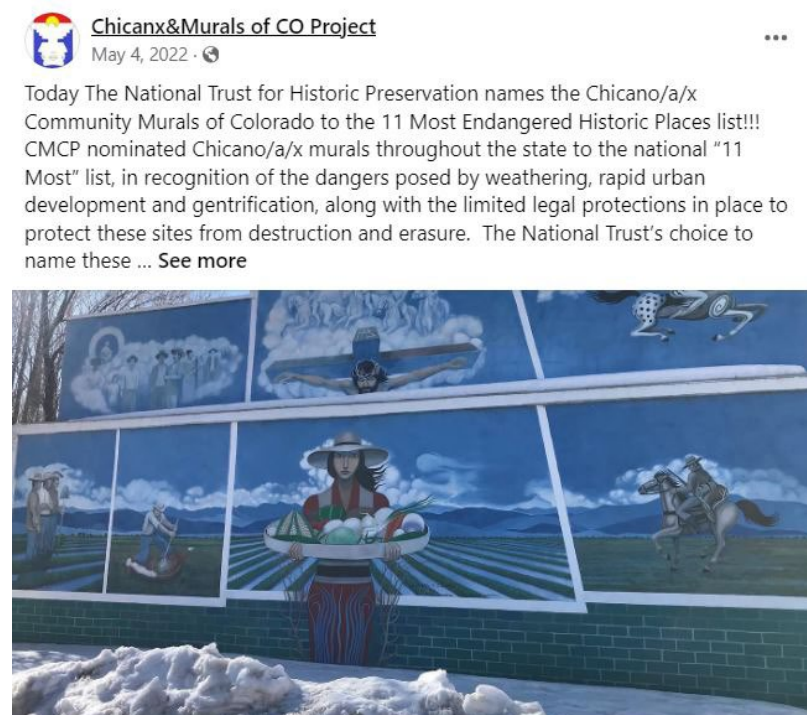
General sharing of the listing with a link to the 11Most webpage on savingplaces.org:



Create a special image or video to share on social media on launch day, using the 11 Most logo (National Trust staff must approve logo usage) or use the template provided:



Or a lengthier post sharing why your endangered place was chosen as an #11Most site:



Following the 11 Most announcement, you can also share local news coverage or images from community events surrounding announcement:



IX. Advocacy Action

For some endangered places, asking the public to contact decision-makers in support of a preservation solution can be an effective advocacy strategy. For the purposes of the 11 Most Endangered list, we refer to these messages as **advocacy actions**. An advocacy action invites the public to take a specific, targeted action on behalf of the endangered place by expressing their support for saving the place via email to key decision-makers, such as the owner, a government agency, or an elected official. An advocacy action is *not* an opportunity to solicit financial support, even if the issue facing your endangered place is lack of funds.

In some cases, National Trust staff may already have an advocacy action in mind to help support your endangered place. We also invite nominators to share their own ideas for advocacy actions that may help support their local efforts. Generally, National Trust staff will talk with nominators about potential advocacy actions and will then draft language and share with you for approval. On announcement day, the online advocacy actions will be posted on the 11 Most Endangered Places webpage. In the weeks following the announcement, we will promote the advocacy actions in emails and through social media. We collect the number of action-takers for each advocacy action and can share that number with you to use as an advocacy tool.

For reference, here is an example of an advocacy action from our 2021 list. Morningstar Tabernacle No. 88 Order of Moses Cemetery and Hall in Maryland is threatened by an interstate highway expansion. This advocacy action targeted decision-makers at the Maryland Department of Transportation and the Federal Highway Administration, the agencies responsible for issuing project permits.

Tell the Maryland Department of Transportation and the Federal Highway Administration: Protect This Historic African American Cemetery

Morningstar Tabernacle No. 88 Order of Moses Cemetery and Hall were established in 1885 alongside a post-Emancipation Black settlement known as Gibson Grove. Residents, some of whom had been formerly enslaved, established a local benevolent society to care for the sick and destitute, bury the deceased, and provide overall support to the local Black community.

In the 1960s, the Capital Beltway surrounding Washington, D.C. was built adjacent to the site and physically divided the existing Black community. Now the State of Maryland is planning to further expand this highway, potentially resulting in further damage to the cemetery and relocation of individuals buried there.

Send a letter to the Maryland Department of Transportation and the Federal Highway Administration, urging them to ensure that any highway expansion avoids the Morningstar Moses Cemetery and Hall site so that this special place is not impacted again.

X. Sample Documents & Templates

General Suggestions

- Always give direction about when the press can publish stories featuring the content of the press release. This announcement is embargoed until 12:01 am EST on May 1, so you should not send out any material to reporters before that time unless it has been previously coordinated with the National Trust.
- Include the most effective way for press to reach the contact listed on the release. You can use a phone number (usually a cell phone number) or email address, whichever is the quickest and easiest way for reporters to reach you.
- In the first two paragraphs of the press release, make sure to answer the questions “who, what when, where” and the rest of the release can deal with “why and how.” Make sure those ideas are at the top of the release.
- Quotes included within press release are sometimes used verbatim by journalists who do not have time to conduct their own original interview. If you would like to include a quote in your press release, use that space to convey an opinion instead of straight factual information. The best quotes add color to a story by helping readers hear your voice. They sound conversational if you read them out loud. Compared to the rest of a press release, quotes can also be written with slightly more emotion and less formality. Including a quote from a leader in your organization or a leading community ally is good. You can include more than one quote, but it is best not to include more than two, in order to make the release pithy and meaningful. Make sure the two quotes move the story forward and that they do not repeat each other, if possible. You will be provided with a quote from a National Trust spokesperson that you can use in your local release, if desired.

Sample Press Release. This sample below is marked “for immediate release” and therefore would only be used for pitching reporters *after* our embargo lifts at 12:01 am ET on May 1.

FOR IMMEDIATE RELEASE
May 1, 2024

[CONTACT NAME]
[CONTACT INFO]

**Threatt Filling Station and Family Farm Named one of Nation’s
11 Most Endangered Historic Places**

Today, the National Trust for Historic Preservation named the Threatt Filling Station and Family Farm to the 2021 list of America’s 11 Most Endangered Historic Places. The farm and station are located on historic Route 66. [Threatt Filling Station and Family Farm is pronounced “three-t”, not “threat”.]

“The Threatt Filling Station and Family Farm represents the power of Black entrepreneurship and its ability to create a safe haven for Black travelers on this iconic American roadway,” noted Katherine Malone-France, chief preservation officer for the National Trust for Historic Preservation. “This place, still proudly owned by the Threatt family, underscores the fact that carefree travel along Route 66 was not a reality for Black Americans, and it reinforces the truth that many people of color face danger while traveling still today. As we commemorate the 100th anniversary of the Tulsa Race Massacre and look towards the centennial of Route 66 in 2026, we have the opportunity to honor and preserve this place that has long served as a refuge and safe haven, and re-activate it to carry its legacies forward.”

Located outside Luther Oklahoma, the Threatt farm was homesteaded by family patriarch, Allen Threatt, in the early 1900s. The entrepreneurial Threatt family sold produce and quarried limestone from its 160-acre property, and over time expanded their offerings to include a filling station (built circa 1915), a ball field where Negro Baseball Leagues competed, a café, an outdoor stage, and a bar. The filling station was the only known Black-owned and operated gas station along Route 66 during the Jim Crow era, making it a safe haven for Black travelers. The farm also reportedly provided refuge to Blacks displaced by the 1921 Tulsa Race Massacre.

Through the Threatt Family Foundation, the Threatt family envisions revitalizing the farm and filling station in time for the 2026 Centennial of Route 66. Major work is needed to rehabilitate the property, however. Per an Historic Structures Report conducted in 2020, over \$200,000 in needed repairs and upgrades were identified for the filling station alone, which has been vacant for several decades.

The Threatt Family Farm exemplifies a multigenerational Black family legacy that continues to fight discriminatory policies for Black landowners. It also honors Black entrepreneurship on Route 66, an important and under-represented part of the story of the iconic highway. Through its preservation and restoration plans for the property, the Threatt Family Foundation envisions starting off Route 66’s second century with a site that presents a more representative narrative of the legendary “Mother Road.”

Upon learning of the designation, family spokesperson, Dr. Vita Threatt Pickrum noted, “The Threatt family is grateful to the National Trust for Historic Preservation for including the Threatt Filling Station and Threatt Family Farm on its list of the 11-Most Endangered Places in America. We hope this recognition assists in preserving and restoring the property. The farm and filling station can remind us all of a time that is too easily forgotten, but should be remembered as an example of perseverance under the hardest of times - a model for us today to work hard, help others, and believe in achievement against the odds.”

Route 66 is the most culturally celebrated and internationally recognized stretch of highway in America, and it must be preserved for generations to come. The Threatt Family Farm and Filling

Station are part of the road's collective American heritage. Unique in their time, and even more unique now, the farm's buildings and cultural landscape present an opportunity to tell an under told story from which future generations can benefit.

ABOUT THE THREATT FAMILY FOUNDATION

The Foundation, a not-for-profit established by descendants of Allen Threatt, Sr., is focused on restoring the Threatt Filling Station as an interpretive center and museum with amenities that accommodate travelers in a manner honoring the history of the community grounds of the Threatt Family Farm. <https://www.facebook.com/ThreattFillingStation>

ABOUT THE NATIONAL TRUST FOR HISTORIC PRESERVATION

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places. www.savingplaces.org.

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Sample Event Media Advisory. The media advisory below would be sent to reporters before the embargo time, and therefore withholds any specific mention of the endangered places list to avoid leaking our news prematurely.

INSERT NAME, TITLE, ORGANIZATION, EMAIL, PHONE

MEDIA ADVISORY

The Keysmith Foundation, the Arts Foundation of Kosciusko, and the National Trust for Historic Preservation Join for a Special Announcement Regarding the L.V. Hull Home & Studio

What: Join the Keysmith Foundation, the Arts Foundation of Kosciusko, and the National Trust for Historic Preservation for a special announcement about the L.V. Hull Home & Studio

When: Tuesday, May 9, 2023 | 11:00 a.m. CDT

Where: 105 Allen St., Kosciusko, MS

Who: Yaphet Smith, Founder, Keysmith Foundation, Co-Nominator
Annalise Flynn, Vernacular Art Services, Co-Nominator
Leslie Canaan, Senior Manager, African American Cultural Heritage Action Fund, National Trust for Historic Preservation
Hollis Cheek, President, Arts Foundation of Kosciusko
Tim Kyle, Mayor of Kosciusko, Miss.

RSVP: Media please RSVP to [email address] by [date/time]

ABOUT THE L.V. HULL HOME & STUDIO

L.V. Hull (1942–2008) was an irrepressible artist who spent decades transforming her home into a creative wonderland that attracted visitors from around the world. Though much of her artwork was saved after her death and recently conserved by the Kohler Foundation, her home has significantly decayed due to 15 years of dormancy. Now, a group of supporters is coming together with the hope to preserve the home and open it to the public as a unique site that speaks to the powerful legacy of Hull – a Black woman artist in rural Mississippi that dedicated her life to the pursuit of creativity.

ABOUT THE KEYSMITH FOUNDATION

The Keysmith Foundation (a sponsored project of the Austin Creative Alliance) shares stories that reflect "Black people's full humanity." (Dr. Sarah Lewis) Current efforts are focused on the self-proclaimed "Unusual Artist" Ms. L.V. Hull, including: the L.V. Hull documentary *Love Is a Sensation*; exhibitions related to Ms. Hull; and saving her unique home in Kosciusko, MS.

ABOUT THE NATIONAL TRUST FOR HISTORIC PRESERVATION

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places. www.savingplaces.org

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PITCHING A STORY TO REPORTERS

General Guidance

- Make the pitch compelling. Describe why the knowledge this story offers is valuable to the public and affects their lives.
- Position it as an opportunity that offers the journalist to tell an interesting, newsworthy story.
- Know the interests of the journalists you are pitching. The sample pitch below would not work for an entertainment reporter, for example, but is designed to interest a reporter with an interest in climate change.
- Make the pitch short and to the point. Journalists are often facing multiple deadlines. They don't have a lot of time.
- Contact them early in the day. After 3 pm, they are likely to be busy filing stories. Weekend reporters are not likely to be in the office before mid-week.
- Calling is no longer effective, unless you know the journalist or journal personally. Email is the way to reach most journalists today.
- Make sure the contact information you give makes it easy to reach you so you can begin a conversation with the journalist, if that's required.

Finding your hook (excerpt from *The Pitching to Journalists Toolkit*)

- Every pitch needs a hook. This is the way you present your news, story or idea so that it stimulates interest and demonstrates its newsworthiness.
- The hook you develop will depend on what it is you're pitching and the industry you're in. Here are some common examples to help you develop yours:
 - **Provide a fresh perspective:** the media loves reporting on a trending topic, by providing a fresh perspective you'll stand out by offering something new.
 - **Provide new insight:** perhaps your user data has provided startling insight into an established topic.
 - **Tell the other side of a story:** provide a counter-argument to the prevailing narrative on a popular topic, backed by data, results or experience.
 - **Challenge the orthodoxy:** upend conventional wisdom or kill a sacred cow with your views and opinions.
 - **Break new ground:** present data or research results on a niche area or subject matter that hasn't been reported on before.

SAMPLE EMAIL TO REPORTERS PITCHING A STORY

General Guidance

- Email pitches should NOT be sent until AFTER the embargo lifts – unless you have coordinated beforehand with the National Trust to discuss embargoed pitching.
- That means that **no email pitches** should be sent to reporters until after 12:01 am Eastern Time on May 1, 2024.

Sample Pitch

Hi [Journalist's First Name]:

Today it was announced that the [Name/place of your historic site] is on this year's 11 Most Endangered Historic Places list by the National Trust for Historic Preservation.

[Discuss the media opportunity- example text] The Boston Harbor Islands connect this continent's geological story, the ancient and contemporary culture of indigenous Native Americans, and our nation's early colonial history to the family memories so many have of the islands today. They are an irreplaceable cross-section of the complex, interwoven story of our nation. This record of human life will be lost forever if we do not respond aggressively to the threats of climate change. And if the Boston Harbor Islands are lost, the challenge of rising waters will imminently threaten the city itself.

I wonder whether you would be interested in covering this story for [Name of Outlet]? We have photo assets [and video if applicable] that can help tell the story. Let me know if you're interested. [Give your contact information]