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**Communications, Education, and Outreach Committee**

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*Please see the following paper in Tab 1 for the Communications, Education, and Outreach Committee discussion:*

ACHP Strategic Plan Update



**MEETING**  
**COMMUNICATIONS, EDUCATION, AND OUTREACH COMMITTEE**  
**Tuesday, December 14, 2021**  
**3 p.m.–4:30 p.m. EST**

Join ZoomGov Meeting  
<https://achp.zoomgov.com/j/1607207883?pwd=N0lNdlpRMjVlOTBPZk5sWHlQZjI5Zz09>

Meeting ID: 160 720 7883

Passcode: 126775

or

Dial by phone

+1 646 828 7666 US

Meeting ID: 160 720 7883

Passcode: 126775

**PROVISIONAL AGENDA**

- I. Call to Order and Introductions
- II. Historic Preservation Webinar Series
- III. National Broadcast and Media Outreach
- IV. Awards Update
- V. Strategic Plan Discussion
- VI. Adjourn



## **NATIONAL BROADCAST AND MEDIA OUTREACH** **Office of Communications, Education, and Outreach**

**Background.** In its continuing effort to advance the ACHP's mission to engage and educate the public and promote historic preservation across the country, the Office of Communications, Education, and Outreach (OCEO) sought an opportunity to expand awareness of the ACHP and its activities among a nationwide audience. Recognizing C-SPAN's nationwide reach and its efforts to educate viewers on American history, a pitch was made to its producers to develop an introductory show on the ACHP. C-SPAN has committed to developing such a broadcast.

Under the guidance of CEO Committee Chairman Luke Nichter, himself a former C-SPAN producer, Susan Glimcher and Shayla Shrieves met with two producers to introduce the ACHP and propose story ideas that would include highlights about Section 106 successes and an overview of the ACHP's workings, as well as other background information. As a result, C-SPAN has committed to interviewing ACHP Vice Chairman Jordan Tannenbaum and will ask him about the ACHP's history and work. The producers indicated that they plan to showcase historic preservation successes and shine a light on the activities of the ACHP. Doing so will educate their audience on a part of the federal government not widely known and offer information not only on what the agency does but also how the public can get involved in historic preservation. The interview is set to be taped during the first week of December and will air sometime after that. The program may be offered on American History TV or another of C-SPAN's channels.

**Discussion.** This effort will reach an audience that is likely interested in historic preservation and potentially expand the ACHP's current outreach efforts dramatically. In addition to broadcasting the interview with Vice Chairman Tannenbaum, staff is committed to having an ongoing relationship with the network. Staff will encourage C-SPAN to consider additional opportunities to feature historic preservation in future programming, with this being the first of potentially a number of preservation-related programs.

There may also be opportunities to propose similar efforts with other media outlets. Getting information about the benefits of historic preservation out to broad groups of American viewers and readers remains at the forefront of the ACHP's mission. The committee should discuss several items that will help staff craft pitches to other media outlets.

1. What other media outlets would be good for outreach?
2. Do committee members have contacts at any other national media outlets?
3. What themes and story ideas do committee members think would be good to feature in national media?
4. Do committee members have networks of followers who could help get the word out about the C-SPAN interview when it airs?

**Action Needed.** CEO Committee members should discuss the above questions and advise staff on ideas for further outreach.

*December 6, 2021*



**UPDATE ON MAJOR ACTIVITIES**  
**Office of Communications, Education, and Outreach**  
**July—December 2021**

***Joint National Trust/ACHP Award.*** The National Trust/ACHP Award for Federal Partnerships in Historic Preservation was given on November 4, during the virtual 2021 PastForward national preservation conference. In a taped segment, Vice Chairman Jordan Tannenbaum presented the award to the United States Army's Fort Leonard Wood (Missouri) for the rehabilitation of Building 2101, one of the last standing World War II-era black officers clubs. Samuel A. Countee, staff sergeant and renowned artist, painted a mural for the club while stationed there that was restored and reinstalled. The unique partnership of local, state, and national advocates, and the Countee family was acknowledged for the successful outcome. The [full ceremony](#) is available on YouTube.

OCEO will meet in early December with National Trust award staff to discuss the call for 2022 nominations.

***Webinars.*** Following the successful spring 2021 webinar series, Preserve the Past, Build For the Future, geared toward Historically Black Colleges and Universities (HBCU) and other students of color, the ACHP has decided to embark on a second webinar series for the spring 2022 semester. To accomplish this, the ACHP is participating in the Virtual Student Federal Service Program (VSFS), a type of internship program where full-time college students can get real-world experience working on federal projects. It is the first time the ACHP has participated in this program, sponsored by the U.S. Department of State.

The ACHP's VSFS student is Jonathan Gloria, a Florida Atlantic University senior who is majoring in political science. Mr. Gloria brings a lot of enthusiasm to his work with the ACHP. He recently took over the ACHP Instagram account with a daylong tour of southern Florida historic sites. He also introduced, for the first time, videos to go along with the traditional posts, which were used in the ACHP's Instagram Stories.

The topics that have been selected for the 2022 webinar series are the following:

1. Entering Careers in Historic Preservation
2. Interpreting Enslaved People's History Into Historic Sites
3. Preserving African American Burial Sites
4. Natural Disasters and Their Threat to Historic Preservation

The goal is to have the first webinar at the end of January, and then monthly through April. A comprehensive marketing campaign will accompany the webinars to attract more participants.

***Preservation in Practice.*** The ACHP, National Park Service, and National Trust for Historic Preservation representatives worked with a contractor for several months this year to better organize and improve the Preservation in Practice (PIP) program in preparation for a restart of PIP in 2022. PIP will be a four-week, summer field school designed for undergraduate architecture students at HBCUs. The program will

expose African American young professionals to historic preservation and related career fields, such as architecture, history, conservation, urban planning, construction, and engineering, and raise awareness of the rich cultural legacy of HBCUs. PIP will help to directly connect HBCU students with a historical narrative that they may not have been presented with before and work to bridge the diversity gap within the historic preservation field.

Program key goals are to do the following:

- Provide aspiring African American architects exposure to historic preservation career paths through networking opportunities and real-world, field-based educational experiences.
- Introduce students to historic preservation fundamentals to learn how to become stewards of the historic built environment.
- Provide participants a chance for place-based educational experiences at culturally meaningful sites that will provide context to them as they advance in their careers.

For the 2022 program, 20 students will be selected from Tuskegee, Morgan State, and Hampton Universities. The students will attend classes and gain practical field experience at White Grass in Grand Teton National Park, Wyoming. They then will travel to Washington, D.C. to learn more about the Section 106 process, the Tax Credit Program, and digital documentation. The final segment will include a capstone project, utilizing the skills they learned in the program. The ACHP will be responsible for much of the logistics for the project, as well as program planning for two of the days the students are in Washington, D.C.

***Native American Heritage Month.*** The ACHP had a month-long commemoration in November, featuring a new podcast episode with Shasta Gaughen, who spoke about Tribal Historic Preservation Offices and working with the ACHP and Section 106. There were many social media posts highlighting Native American Heritage Month events and spotlighting days in history. A new Section 106 Success Story video premiered about On Your Knees Cave/Shuka Kaa in Prince of Wales Island, Alaska <https://youtu.be/38r5ASH002o>.

In addition, the ACHP highlighted a tradition bearer and teacher, Loren Bommelyn of Tolowa Dee-ni' Nation of northern California and southern Oregon <https://www.achp.gov/initiatives/loren-me-lash-ne-bommelyn-tolowa-dee-ni>, who was featured in the ACHP series, These are the Preservationists in Your Neighborhood <https://www.achp.gov/initiatives/these-are-preservationists-your-neighborhood>. Also spotlighted were the on-demand eLearning courses that have to do with Native Americans and Section 106.

*December 6, 2021*