

# TEXAS HISTORICAL COMMISSION

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## Planning a Historical Marker Dedication Ceremony

The Texas Historical Commission is proud to play a part in promoting historic preservation and the celebration of Texas history through the Official Texas Historical Marker program. We hope this guide will be a useful tool in planning your dedication ceremony and celebration.

### Publicity

As soon as your marker arrives from the foundry:

- Gather publicity materials – clear black and white photographs and a brief, simplified history of the topic or site
- Use the attached “swiss cheese” press release – fill in the blanks with your specific information
- Send copies of the press release along with the photographs and history to local news media and/or post on the internet
- If possible, make personal visits to select media outlets to convey the significance of the historical marker to the area
- Send copies of the press release and a special invitation to your state senator and state representative and to city and county officials, local chambers of commerce and local schools
- Invite members of the governor-appointed Texas Historical Commission who live in the area to participate in the program (see attached list)
- Please note: variables in the application procedures and manufacturing process make it prudent to wait until your marker arrives to set a date for the dedication.

### The Ceremony

Consider including the following activities:

- Welcome from county historical commission
- Posting of the colors, pledge of allegiance to the Texas and U.S. flags, singing of Texas, Our Texas and the national anthem
- Introduction of distinguished guests
- A brief synopsis of the history of the marker topic
- Unveiling of the marker (using an appropriately dignified cover) and reading of the text
- Musical entertainment, if appropriate
- Presentation of certificates of commendation (available from the Texas Historical Commission) or other expressions of appreciation to those involved in the project
- Refreshments

The printed program for the dedication ceremony should include several basic components:

- Date, time and place of the ceremony
- List of speakers
- Acknowledgements to those who worked on the project
- Copy of the marker text

We hope this general guide will be helpful to you, but remember that each ceremony can be unique, reflect the character of the community and be tailored for a particular topic or situation. For more information, contact the History Programs Division at 512/463-5853.

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