

CHP FIGHT BACK COALITION · COMMUNICATIONS COMMITTEE

Saving Historic Preservation

Communications Strategies

Convening of the Communications Committee | July 22, 2026



SETTING THE TABLE

We Are at War — on Three Fronts

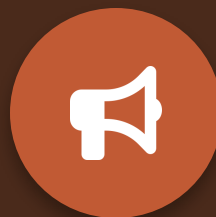
Our campaign advances on three battalions. This committee owns the second.



Administrative Record

Maximize the quality and number of comments filed on the record.

THIS IS US



Public Communications

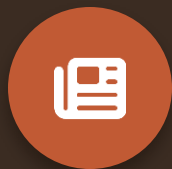
The press, the public, and elected officials. This is our front.



Litigation

Move to overturn — and to delay — in the courts.

We Reach Three Audiences



The Press

Through traditional media — the outlets with the farthest reach.



The Public

Through social media and our combined membership lists.



Elected Officials

Through direct education about what is really at stake.

Switch From Defense to Offense

“

No more agreeing to burn down part of the house so they don't burn down the whole thing — that strategy is exactly what fueled this crisis.



The threat behind the threat

Bipartisan Section 106 “reform” built on industry’s false assumptions, lazily accepted.



Leverage the overreach

Use Trump’s overreach to finally stop the death by a thousand cuts to Section 106.



A process that works

Engage the American public in defense of a process that works — when it’s followed.

WE HAVE A MODEL THAT WORKED

The D.C. Landmarks Playbook

Trump's assault on Washington's landmarks — from painting the Eisenhower Executive Office Building to the plan to demolish the Kennedy Center — taught us five things.

- 1 The public can be awakened — with visual storytelling.
- 2 Coordination across our often-siloed field is essential.
- 3 Our opponents are at their low-water mark on credibility.
- 4 Tying the threat to Trump's attacks is what cuts through — not policy wonkery.
- 5 Litigation must be quick and overwhelming to DOJ's depleted resources.

THE PLAN

A Five-Phased Approach

PHASE 1



Writ Large

The ACHP threat, at full scale, through the farthest-reaching press.

PHASE 2



Localized

The ACHP threat brought down to real places and communities.

PHASE 3



Coalition

The largest coalition ever assembled to fight back.

PHASE 4



Electeds

Alert **Congress, local officials, Tribal governments, state governments**: All elected officials' constituencies are affected by these proposed changes

PHASE 5



Litigation

Quick, overwhelming legal action to overturn and delay.

ACHP Threat Writ Large

Convey the full scope of the immediate threat through the farthest-reaching outlets.

The Atlantic

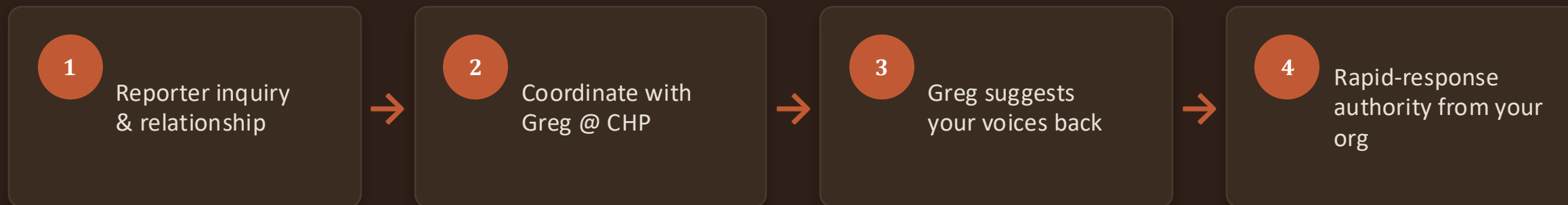
The Washington Post

The New Republic

CNN

So far — and we want to add to this list.

The D.C. Landscape Model



ACHP Threat Localized

Bring the threat from 30,000 feet down to real places — especially in districts with influential electeds. Storytelling is key. Visuals are essential.



*“That site everyone in our community cherishes? Trump and his allies are working to make sure that when they want to harm it, **you only find out after the bulldozers have arrived.**”*

Make it concrete:

- ▶ Unmarked burial grounds and sacred sites bulldozed with no warning and no record.
- ▶ The draft’s “geographically compact” test writes off sacred landscapes that were never about one building.
- ▶ That park/battlefield/archaeological dig that everyone loves? It would have disappeared under these regs.

PHASE 3

An Unprecedented Coalition

The largest coalition ever organized to fight back — together representing millions of Americans who are done with these attacks on their right to save the places that matter.



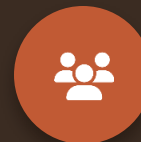
Preservation orgs

at every level



Tribal Nations

sovereign partners



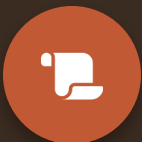
Descendant communities

keepers of place & memory



CRM firms

the field's backbone



Architectural firms

designers & stewards



...and more

allies joining daily

Avoid divide and conquer. Non-tribal orgs stand up for tribal consultation; Tribal Nations don't settle for slightly-less-harmful.

The Congressional “Reform” Threat, Localized

Reform proposals are not a welcome compromise to Trump-level destruction of Section 106. They are a shameful capitulation of formerly trusted electeds to industry pressure — untethered from 106’s real impact on project cost and timing.



*They may pass reforms.
It should cost them.*



*Compromise is meaningless when it's
always the same side — preservation
values — compromising.*

PHASE 5

Litigation — Now Essential and Urgent

In these times, litigation moves from last resort to the front line. We explain how the letter and spirit of our cultural and environmental protections are being sacrificed — and we seek to overturn and to delay.



But delay only works if the people we're waiting for will save our values — not merely harm them by some degree less.

The clock is already running:

1

ACHP Vote

Council votes to approve the draft — July 24, 2026

2

OIRA Review

White House interagency review

3

Fed. Register

Comment period opens — only 30 days

4

Final Rule

ACHP must respond to comments

5

Litigation

Challenge process & legality

Your Action List (1–5)

- 1 Leverage your best media relationships to secure additional coverage. greg@culturalheritagepartners.com
- 2 Craft localizing stories of the threat; share them as models. Post on all channels — and tag your electeds.
- 3 Circulate positive, accurate media coverage widely.
- 4 For stories that allow comments (like the Washington Post), call on your members to weigh in.
- 5 Tag sister organizations in your social posts.

Your Action List (6–10)

6

Send us copies of the advisory messages you send to your members.

7

Give members scripts to call electeds — object to Congressional reform; alert state and local governments that their voice is being cut out; urge all your government reps to plan comments on the proposed regs.

8

Push back on divide-and-conquer: non-tribal orgs defend tribal consultation; Tribal Nations don't settle for less.

9

Work with other organizations to hone messages geographically and by subject matter.

10

Keep attending these meetings — and bring others into the fold.

OVER TO YOU

Discussion

How can this committee help most?

- ▶ Which media relationships can you put to work?
- ▶ What is the most powerful local story you can tell?
- ▶ Where can we coordinate messages across our orgs?
- ▶ Who else should be in this room next time?

Get in Touch



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CHP FIGHT BACK COALITION · COMMUNICATIONS COMMITTEE

Let's switch to offense — together.

If we do this right, we don't just stop these regulations — we revitalize the preservation movement and build lasting public support for stronger protections.



Cultural Heritage Partners, PLLC · Richmond, VA · Washington, DC

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