

# GENERAL SUGGESTIVE GUIDE

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## Planning a Shelby County Alabama Historical Marker Dedication Ceremony

Find a local source to ask if they will play a part in promoting the historic preservation and celebration of Shelby County history through the Alabama Historical Commission and the Alabama Historical Association 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 photographs and a brief, simplified history of the topic or site
- Prepare a press release 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 [this may be done through e-mail for speed and quality of photographs for the media]
- If possible, make personal visits to select media outlets to convey the significance of the historical marker to the area
- Invite the Community and members of the Shelby County Historical Society, Inc. to attend your dedication ceremony.
- Invite the Shelby County Commissioners, other Shelby County Officials and the Mayor(s) in your area
- Invite representatives from the Alabama Historical Commission and/or Alabama Historical Association; if this dedication ceremony is that of a cemetery be sure to include an invitation to the Alabama Cemetery Preservation Alliance. In addition, you may choose to invite additional State Officials
- If this dedication ceremony is that of a cemetery be sure to invite family members, descendants and friends of those buried in that cemetery and include the church members if it's a church cemetery
- 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.

Consider including the following activities:

- Welcome from a local historian, mayor and/or person of your choice
- Opening prayer and comments by a minister and/or person of your choice
- Posting of the colors, pledge of allegiance to the Alabama and U.S. flags and if possible special music presentation [additional suggested possible groups to be involved are local high school JROTC, local Boy Scout and/or Girl Scout organizations, if this dedication ceremony is that of a cemetery then the possibility of inviting the Sons of Confederate Veterans Shelby Camp #1537 and the Cahaba-Coosa Chapter of the Sons of American Revolution]
- Introduction of distinguished guests [with comments made by the Alabama Historical Commission and/or Association, any State Official, if applicable the Alabama Cemetery Preservation Alliance, County Commissioner for your area and/or the County Commission Chairperson]
- 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
- Expressions of appreciation to those involved in the project
- Refreshments, if appropriate

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

- Date, time and place of the ceremony
- List of speakers
- Acknowledgments to those who worked on the project
- Copy of the marker text
- The words to the Pledge of Allegiance to the United States Flag and the Pledge of Allegiance to the Alabama State Flag

### The Ceremony

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.