COMMUNICATIONS

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE

AT&T Executive Education and Conference Center
Grand Salon ABC
1900 University Avenue
Austin TX 78705
April 26, 2021
11 a.m.
(or upon adjournment of the Community Heritage Development committee, whichever occurs later)

Pursuant to the Governor's March 16, 2020 suspension of certain provisions of the Texas Open Meetings Act due to the Coronavirus (COVID-19), the April 26, 2021 meeting of the Communications Committee will be held by videoconference as authorized under Texas Government Code section 551.127. The presiding officer and a quorum of the Communications Committee will be present at the above-posted physical location. The public is invited to attend via Zoom using the registration link provided or in person in accordance with the instructions below. To attend by Zoom, registration is required: http://bit.ly/april26thcmeeting For audio only access via telephone: 1(346) 248-7799 Webinar ID: 914 0970 3244 To attend in person: In accordance with policies of the meeting facility, facemasks are recommended to enter the building and remain on while in the common area. The THC strongly recommends mask use and social distancing throughout the property and during the meeting. The THC encourages any person experiencing symptoms of illness to attend by videoconference instead of in person.
Digital copies of the meeting materials will be available at www.thc.texas.gov/videoconferences after April 20, 2021. To obtain a recording of the meeting please contact Mae Perkins after April 30, 2021. The members may discuss and/or take action on any of the items listed in the agenda.

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1. Call to Order —*Committee Chairman Gravelle*

   A. Committee member introductions
   B. Establish quorum
   C. Recognize and/or excuse absences

2. Consider approval of the Communications Committee meeting minutes – *Chairman Gravelle*

   A. Minutes for February 2, 2020

3. Communications Division update and committee discussion — *Chris Florance*

   A. Engagement
   B. Branding
   C. Digital Media

4. Adjournment

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Esther Brickley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made

TEXAS HISTORICAL COMMISSION

MINUTES
COMMUNICATIONS COMMITTEE
Teleconference Meeting
February 2, 2021
12:58 p.m.

Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6255.

Commissioners in attendance: Rene Dutia, Garrett Donnelly, Jim Bruseth, David Gravelle, Wallace Jefferson, and Cathy McKnight.

1. Call to Order
The meeting was called to order by Chairman David Gravelle at 12:58 p.m. He announced the meeting had been posted to the Texas Register, was being held in conformance with the Texas Open Meetings Act, Texas Government Code, Chapter 551 and that notice had been properly posted with the Secretary of State's Office as required.

A. Committee member introductions
Chairman Gravelle called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum
Chairman Gravelle reported a quorum was present and asked Chris to report on activities for the last three months.

C. Recognize and/or excuse absences
Committee member Earl Broussard was absent.

2. Minutes
The committee approved the June 16, 2020 and October 27, 2020 Communications Committee meeting minutes.

Commissioner Donnelly made the motion and was seconded by Commissioner Bruseth.

3. Communications Division update and committee discussion-Chris Florance

Commissioner Gravelle reminded the committee members that Chris Florance, Director of the Communications Division will be reporting on a newly developed dashboard to explain the different media numbers in the packet and to explain the sizable amount of traffic that has never been reported for the ATLAS.

Florance highlighted the media relations goal for Spanish-language outlets was to target younger audience with historic preservation messages and promote visits to the state historic sites.

Florance mentioned various Spanish-language networks like Estrella News, tubi and others providing 24 hours Spanish speaking broadcasting services.

Florance discussed hoped-for translation efforts for FY21/22 benefitting events, announcements, and news releases for the sites. This will require fluent subject matter experts for TV appearances, publications, and sites events to handle Spanish-language media requests. He highlighted the translation efforts Texas Parks and Wildlife has done for a few of their publications. He would like to have someone on staff who is fluent and comfortable answering media calls.

Florance highlighted hiring a contract Spanish-fluent broadcaster for some of the sites.

Commissioner Donnelly asked about the 1.5 million Spanish-speaking Texas residents. Florance emphasized the stats are primarily for only Spanish-language speakers in Texas, not multilingual speakers.

Florance discussed three methods to push Heritage Trail Guides to the public. He thanked the staff for their efforts to get this accomplished.

Chairman Nau would like for Florance to report and present a breakdown of cost for each of publications in English and in Spanish. This would include online translations as well has hard copies for each of the guides.

Gravelle expressed it was a priority to get a translator in Spanish.

Florance explained the 41% growth of subscribers to the email database for the distribution of the eNewsletter.

4. Adjournment: 1:36 p.m., on the motion of Chairman Gravelle and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

Quarterly Report

Communications Division
January–March 2021

SOCIAL MEDIA/WEBINARS

This quarter, digital engagement efforts involved final social media and email pushes for Real Places 2021; running the online February commission meeting; supporting Texas Revolution content from the Historic Sites Division; and developing content on heritage-month themes.

In February, we hosted a Black History Month webinar with speakers from five heritage destinations across the state (see white paper for details), with Andrea Barefield of the Texas Brazos Trail Region hosting. We posted 27 different Black history stories across the agency's social media accounts. These included Ulysses Cephas (San Marcos blacksmith; 40,483 people reached on Facebook), Dr. Connie Yerwood Connor (Austin physician; 42,638 people reached on Instagram), and John Chase (first Black licensed architect in Texas; 12,242 Twitter impressions, 4.9 percent engagement rate).

We coordinated the simultaneous posting of the "Independence! A Lone Star Rises" film trailer across the agency, WOB, and WOB Foundation Facebook accounts on March 2, and did the same for the full film on March 31.

For Women's History Month, we posted a total of 20 stories across all our social media platforms, including references to newly approved Undertold Markers for Jessie McGuire Dent, Jimmie Kolp, Minnie Yates, and Leah Moncure. The digital engagement coordinator also helped support the Archeology Division's March 26 webinar, "Undertold Stories: Women in Texas Archeology."

WEBSITES

The agency website, thc.texas.gov, saw about a 6 percent increase in unique visits from this quarter last year (about 367,400 to 390,000). Texas Time Travel saw an increase of about 12 percent from the previous quarter a year before (30,800 to 34,400). Among the most-visited sections of the agency site are State Historical Markers and State Historic Sites (with Washington-on-the-Brazos and San Jacinto pages being the most visited).

Online retail sites were created for four more State Historic Sites, including product galleries and order forms for each. Other changes to the website this period include additions to the Museum Services, Learning Resources, Historic Highways, Historic Road Trips, and Certified Local Government sections.

VIDEOS

The videos produced this quarter supported the Real Places 2021 conference. We created short videos for the 10 THC Preservation Awards—a short version shown during the conference, and a longer version that was shared with media and recipients. We also scripted introductions for keynote speakers and award presentations, and filmed Mark Wolfe's introductions at the French Legation State Historic Site.

The media relations coordinator worked with French Legation staff to create a "behind the scenes" tour video for one Real Places session. It featured site staff, contributing architects, historians, and footage of the restored site prior to public reopening.

HISTORIC SITES

As our state historic sites have opened to 100 percent capacity with updated health and safety guidelines, we have reprioritized promotion of these recommendations. The Historic Sites Division's online educational outreach materials have also been heavily promoted through the agency's digital marketing channels.

Views of state historic site pages on the THC's website increased 23 percent this quarter over the same period last quarter (99,956 to 123,148). This quarter, 17 educational webinars promoting unique

Texas history were hosted by sites such as San Jacinto Battleground, San Felipe de Austin, Casa Navarro, and Eisenhower Birthplace. These webinars had over 1,800 live attendees. A weekly branded email is sent to 12,000 subscribers interested in upcoming events to promote registration. Branded promotional graphics are being developed for future digital events.

On March 2, Texas Independence Day, the THC hosted a digital history webinar moderated by Judge Ken Wise about the birthplace of the Republic of Texas. Educators from Washington-on-the-Brazos, San Jacinto Battleground, San Felipe de Austin, and Varner-Hogg Plantation had a spirited discussion that provided some great history and promotion for our sites. The event had 1,093 registrants and 682 live attendees. A post-event blog with a recording of the event has been viewed over 475 times.

MEDIA RELATIONS

This quarter, we distributed press releases on several agency matters, including:

- THC Preservation Awards presented at Real Places 2021
- A statement from Mark Wolfe on the Mason County Courthouse fire
- New National Register Historic Districts, including the Port Arthur Historic District, the Pioneer's Rest Cemetery in Fort Worth, and the West Denton Residential Historic District
- Texas Independence Day virtual event at Washington-on-the-Brazos and the film, "Independence! A Lone Star Rises."

During this period, we collaborated with the *San Antonio Express-News* and *Dallas Morning News* to distribute nearly 54,000 copies of the *Texas Heritage Travel Guide* to subscribers. The guide was distributed in San Antonio on March 11 and will be distributed in Dallas in late April.

While unable to promote travel due to the pandemic, we continued participating in our weekly segment *Texas Time Travel* on Dallas' *Radio Caravan*, highlighting topics such as Real Places 2021, several THC webinars, and virtual and in-person events at sites.

The THC was featured on many news affiliates across the state, including KVUE (ABC Austin), KXAN (NBC Austin), CW Austin, KRBC (NBC Abilene), KXVA (Fox Abilene), KRIS (NBC Corpus Christi), KIII (ABC Corpus Christi), KSAT (ABC San Antonio), KENS (CBS San Antonio), KFDX (NBC Wichita Falls), KTEN (NBC Sherman), KBTX (Waco), KXXV (ABC Waco), and KIDY (Fox San Angelo).

EMAIL OUTREACH

Our latest monthly agency e-newsletter, the March edition, went to 151,201 subscribers, and 40,493 subscribers received the quarterly Heritage Traveler e-newsletter. Some of the most-clicked links included the "Preserve, Protect, Educate," Historic Road Trips, and Women's History Marker Map webpages.

Through strategic partnerships with Travel Texas, TxDOT, and TourTexas.com, as well as webinar attendees, new subscribers on the GovDelivery network, and collection of emails at the historic sites point of sale system, there are nearly 160,000 email addresses to promote upcoming initiatives and events at our state historic sites. This quarter, over 8,000 new subscribers were added to state historic sites promotional email lists.

Other key email outreach efforts focused on Real Places 2021 (see white paper for details), webinar and event promotions, travel guide distribution, historic sites reopening, and a grant opportunity for historic restaurants.

PRINT PROJECTS

Print projects included the spring 2021 edition of *The Medallion*, which focused on the 25th anniversary of the Friends of the THC. The summer edition is currently in the works. We're also doing a digital kids' issue to parallel the spring edition, which will be available on the THC website soon.

We completed the biennial legislative publications, *Historic Heights* and *Courthouse Cornerstones*. On February 4, when *Courthouse Cornerstones* was already being prepped for the printer, the Mason County Courthouse was burned in an arson fire. Rather than redo the completed publication, we created two companion handouts about both the fire and the threats faced by historic courthouses.

TEXAS HISTORICAL COMMISSION

Heroes of History: Black Heritage in Texas
February 10, 2021 | Analysis

Executive Summary
For February's Black History Month, the Texas Historical Commission highlighted heritage destinations and programs focusing on African American stories via a webinar. This presentation featured speakers from a geographically and topically diverse group of organizations.

Experts participating in the webinar were: Doreen Ravenscroft, president and executive director, Cultural Arts of Waco, on the Doris Miller memorial; Nikki Christmas, facilities and capital projects manager, City of Dallas Office of Arts & Culture, which runs the Juanita J. Craft Civil Rights House, and Candace Thompson, board chair of the friends group; Larry Callies, founder, Black Cowboy Museum, Rosenberg; and Sandra Tumberlinson, treasurer, San Benito Historical Society, which runs the Callandret Black History Museum. The host was Andrea Barefield, executive director of the Texas Brazos Trail Region.

Goals
- Recognize national Black History Month.
- Raise awareness of Black stories and figures from Texas.
- Encourage future travel to and support of heritage destinations across the state.

Promotional Channels
- **Social Media:**
  - The THC promoted the webinar registration link across Facebook (4 timeline posts, 1 event page), Instagram (3 feed posts), Twitter (4 posts), and LinkedIn (1 post). Posts highlighted featured sites (Juanita J. Craft House, Doris Miller Memorial) and Black History Month in general.
- **Email:**
  - Invitations to register for the webinar were sent to two audience lists: subscribers to the THC e-newsletter and the Historic Sites upcoming events list

Results
- **Webinar:** 406 people registered. There were 193 people in attendance for the live broadcast at noon, with several emailed requests for the recording.
- **Blog:** 444 pageviews of the recap blog with recording.
- **Social Media:**
  - Total reach was around 234,000 through 13 social media posts on Facebook, Instagram, Twitter, and LinkedIn (likely including duplicates, people who follow us on multiple platforms). These posts had 9,615 engagements (likes, comments, shares, link clicks, etc.), leading to an overall engagement rate of 4.1%.
  - Following the event, the recording was posted to Facebook, Twitter, and LinkedIn, reaching a total of 19,660 people and earning 752 engagements (3.8%).
  - The recording posted on YouTube was watched 263 times.
- **Email:** Two emails were sent before the webinar:
  - Agency news list (152,923 subscribers), 2/9: 13% open rate, 358 unique clicks to registration link
  - Historic Sites list (11,326 subscribers), 2/9: 21% open rate, 74 unique clicks to registration link

Survey Results: 103 webinar attendees (53%) filled out our post-event survey.

1. How did you find out about this webinar?

THC website	13% (14)
Social media	18% (19)
THC email	57% (59)
Word of mouth	8% (9)
Radio/TV/newspaper	0% (0)
Other	9% (10)

2. Including yourself, how many people watched this webinar?

One	85% (88)
Two	8% (9)
More than two	5% (6)

3. Overall, how would you rate this webinar?

Excellent	58% (60)
Very good	38% (40)
Good	0% (1)
Fair	0% (1)
Poor	0% (1)

4. Has your knowledge on this subject increased as a result of this webinar?

5. Which part(s) of the webinar did you find most helpful?

- Just a great group of persenters for places I was not aware of before!
- Just learning about the different Black heritage sites in Texas. It's wonderful to have this info because my family loves to visit these attractions.
- Photos of the sites.
- The speakers and their individual topics. Learned a lot!
- learning about all of the different sites and people
- The black cowboy story . I thought there was a black cowboy museum in Denver. What happen to it ?
- I loved hearing about the case studies on different sites throughout Texas focused on black history. These stories are vital and we need to be telling more like them!
- The history of specific locations and sites was both interesting and helpful.
- Seeing all the pictures of the areas. Now I want to go visit them all.
- All presentations were great.
- Information on Doris Miller was very informative as I had not heard of this soldier.
- diversity of institutions represented

6. Which part(s) of the webinar do you think needed improvement?

- Nothing, keep it up!
- None needed. Excellent.
- more topics would be good
- There were a few technical glitches, such as some lag time with the presentations or the audio, but overall, it was very good!
- Speakers might need a little coaching on a) how to use Zoom if they are unfamiliar; b) speaking more succinctly as part of a professional presentation (fewer ums and you knows).
- Speakers have tighter speaking time frames.
- audio but its a zoom thing so we do the best we can

7. What topic(s) would you like to see addressed in future webinars?

- More of this!
- what was the migration of Negro after June 19 1865 to what areas of Texas ?
- I'd love to hear about sites from around Texas focused on other traditionally minority communities.
- virtual tours, programming for teachers
- Historically Black Cemeteries

8. Do you have any additional comments or feedback about this webinar?

- Keep them coming!
- well done. we need more of this sort of topics . Thank you

- Texas history includes so much more than I learned as a public school student! I hope the situation has improved!!
- Enjoyed it immensely.

9. What is your age range?

75 years or older	10% (11)
65-74 years	16% (17)
55-64 years	18% (19)
45-54 years	17% (18)
35-44 years	18% (19)
25-34 years	13% (14)
18-24 years	0% (1)
Under 18 years	0% (1)
Prefer not to say	0% (0)

10. What is your gender?

- Female: 10 responses
- Male: 6 responses

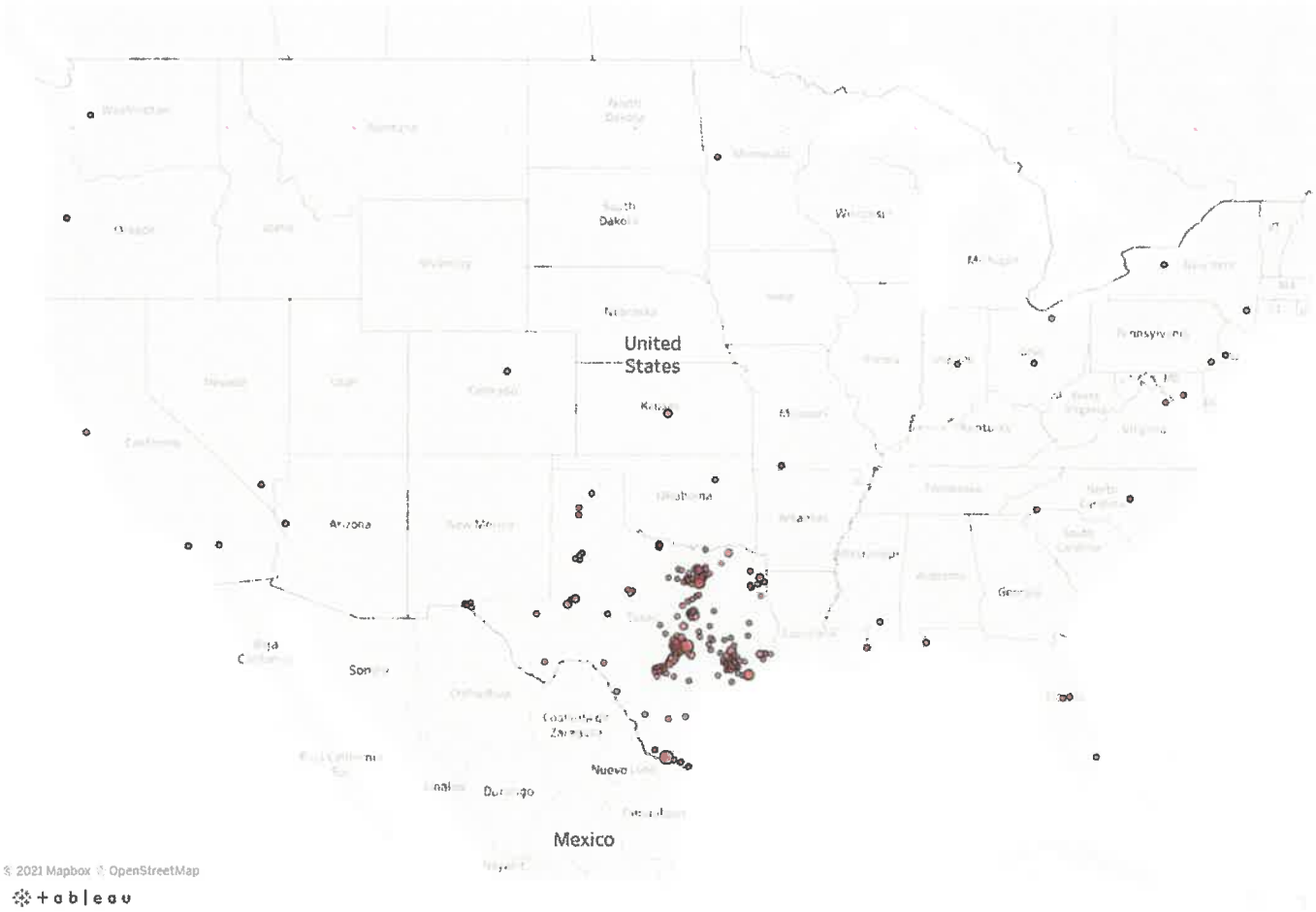
11. What is your race or ethnicity?

White	64% (66)
Hispanic or Latino, any race	7% (8)
Black or African American	20% (21)
Asian	0% (1)
Native American, American Indian, or Alaska Native	1% (2)
Native Hawaiian or other Pacific Islander	0% (1)
Another race not listed here	0% (1)
Prefer not to say	2% (3)

12. What is your highest level of education?

Some high school	0% (0)
High school diploma or GED	4% (5)
Associate's degree	6% (7)
Bachelor's degree	33% (34)
Master's degree	41% (43)
Professional degree (for example: MD, JD, DVM)	7% (8)
Doctorate (for example: PhD, EdD)	2% (3)
Other	0% (1)
Prefer not to say	0% (0)

Geographic distribution of registrants:



Texas Historical Commission
Digital Media Outreach Quarterly Report – Q1 2021

Executive Summary

- **Total Social Media Followers:** 314,669 (9% increase)
- **Total eNewsletter Subscribers:** 176,108 (0.4% increase)
- **Total Reach on Social Media (Agency Accounts):** 7,580,873 (39% increase)
- **Total Engagements (likes, comments, shares, etc.):** 413,962 (88% increase)

Social Media Followers, Agency Accounts

- **Facebook:** 85,025 (11% increase)
- **Instagram:** 48,333 (12.4% increase)
- **Twitter:** 15,850 (10.8% increase)
- **YouTube:** 15,684 (7.4% increase)
- **LinkedIn:** 3,151 (6.8% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 206,981 (7.9% increase)
- **Instagram:** 64,831 (14.5% increase)
- **Twitter:** 22,825 (6.7% increase)
- **YouTube:** 16,461 (7.4% increase)
- **LinkedIn:** 3,571 (7.4% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 4.3%; **Instagram:** 4.8%; **Twitter:** 1.5%; **LinkedIn:** 6.0%; **YouTube:** 3.1%

Online Video

- **Total Video Views in Q1**
  - YouTube: 401,270
  - Facebook: 25,322
- **Top Videos (by number of views in Q1)**
  - Speaking Texas German: 34,527 (4,067,667 total views)
  - State of Texas Longhorn Herd at Fort Griffin: 5,334 (196,537 total views)
  - Vaqueros of South Texas: 4,848 (605,103 total views)
- **Agency webinars:**
  - Heroes of History: Black Heritage in Texas (February): 193 live attendees, 295 YouTube views
  - The Birthplace of the Republic of Texas (March): 584 live attendees, 1,146 YouTube views
  - Women in Texas Archeology (March): 97 live attendees, 58 YouTube views

E-Newsletters

- **Total Subscribers:** 176,108 (0.4% increase)
- **Top Email Topic Subscriptions**
  - THC State Historic Sites Offers and Promotions: 159,557
  - THC E-Newsletter: 154,231
  - Heritage Traveler e-Newsletter: 40,409
  - History Museum Outreach and Education: 16,903
  - State Historical Marker Program Updates: 16,110
- **Total Unique Email Opens:** 295,420 (15.3%)
- **Overall Engagement Rate:** 46.1%
- **Unique Link Clicks:** 39,244

- Visit Eight State Historic Sites to Experience the Republic of Texas Era (top performer in two different bulletins)
- Real Places 2021 registration link (top performer in two different bulletins)
- Healthy Activities and Texas History at our State Historic Sites

Agency Blog

- **Total Blog Views in Q1:** 20,848 (39.4% increase over Q4)
- **Top Blog Posts:**
  - Texas Tradition of Cattle Ranching: 1,203 views
  - Descendants of Austin's Old 300: 1,161 views
  - Found an Artifact on the Beach?: 1,117 views

Top Social Media Posts

- **Facebook**
  - Mary Kyle Hartson: 420,859 reach, 38,312 engagements (9%)
  - Fall of the Alamo: 399,301 reach, 31,199 engagements (7.8%)
  - Goliad Massacre: 295,097 reach, 22,787 engagements (7.7%)
- **Instagram**
  - Valentine, TX: 65,674 reach, 2,335 engagements (3.6%)
  - Shamrock, TX: 59,175 reach, 2,179 engagements (3.7%)
  - Leah Moncure: 54,904 reach, 1,922 engagements (3.5%)
- **Twitter**
  - New London explosion: 37,755 impressions, 804 engagements (2.1%)
  - Mason County Courthouse fire: 18,312 impressions, 995 engagements (5.4%)
  - Texas Independence Day: 15,855 impressions, 591 engagements (3.7%)
- **LinkedIn**
  - Pittsburg Hot Links grant: 1K impressions, 47 engagements
  - Women in Texas Archeology webinar: 975 impressions, 83 engagements
  - Grimes County Courthouse: 893 impressions, 57 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - Lone Star flag adopted, Star of the Republic Museum: 65,779 reach, 5,236 engagements
  - Flags of the Texas revolution, San Jacinto Battleground: 30,235 reach, 4,009 engagements
  - Texas Independence Day, Washington-on-the-Brazos: 28,857 reach, 3,534 engagements
  - Bombing of Tokyo, National Museum of the Pacific War: 22,816 reach, 4,529 engagements
  - Ima Hogg, Friends of the THC: 28,856 reach, 3,971 engagements
- **SHS videos on Facebook:**
  - Historic sites shared 92 videos in Q1 with a total reach of 99,474 and 49,246 total views
  - **Most viewed SHS videos:**
    - Trailer for Independence! A Lone Star Rises, Washington-on-the-Brazos: 28,857 reach, 16,269 views
    - Model T Club, Fulton Mansion: 58,18 reach, 2,614 views
    - Independence! A Lone Star Rises, Washington-on-the-Brazos: 3,173 reach, 1,655 views

Historic Site Educational Webinars

- In Q1, sites hosted 13 webinars with 3,208 total registrations and 1,746 total live attendees.

Most Attended Webinars

- The Birthplace of the Republic of Texas (Washington-on-the-Brazos, San Jacinto, San Felipe de Austin, Varner-Hogg Plantation): 1,093 registrations, 483 live attendees
- The Search for the Battle of Medina (San Felipe de Austin): 438 registrations, 290 live attendees
- Buried Treasure: The Texas Navy (San Felipe de Austin): 235 registrations, 185 live attendees

Account Performance Report - Apr 2020 to Mar 2021

GOVDELIVERY

Texas Historical Commission

Key Metrics

Summary of key metrics indicating account performance, growth, and engagement.

150K **Change in Subscribers** more details
Net change in subscribers to your account

447K **Change in Subscriptions** more details
Net change in subscriptions to your topics

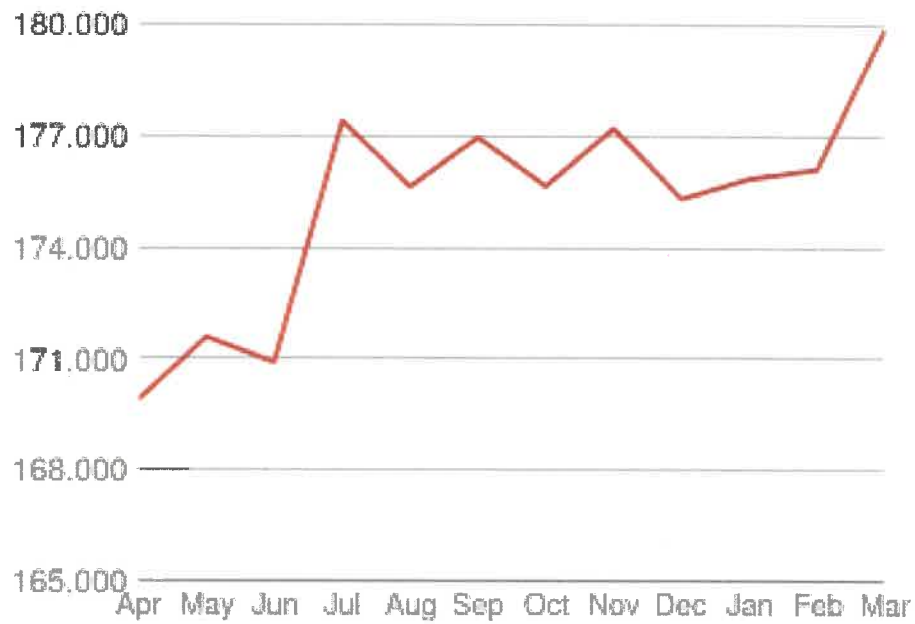
2.7 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 03/2021

43.1% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 03/2021

1.63M **Impressions**
Total number of bulletin opens and link clicks

228.6% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

Total Subscribers



Account Performance Report - Apr 2020 to Mar 2021

GOVDELIVERY

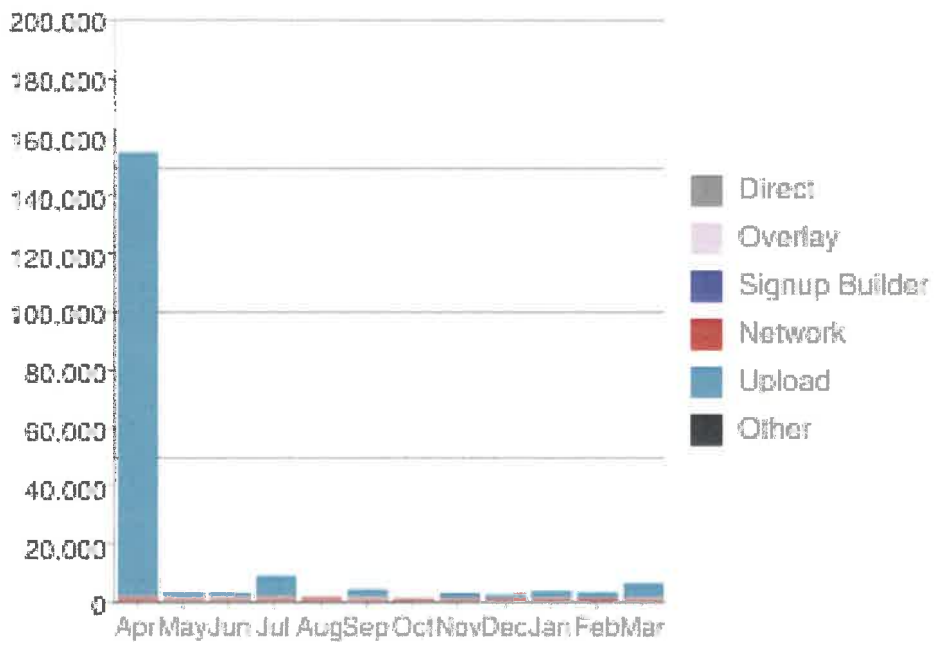
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Subscribers

Source of New Subscribers



Subscriber Profiles

Direct	474
Overlay	3,962
Signup Builder	61
Network	10,282
Upload	181,075
Other	0
Deleted	45,466
Change in Total Subscribers	+150,388
Total subscribers as of 03/2021	179,911

Percent growth past 12 months:

509.39%

Account Performance Report - Apr 2020 to Mar 2021

GOVDELIVERY

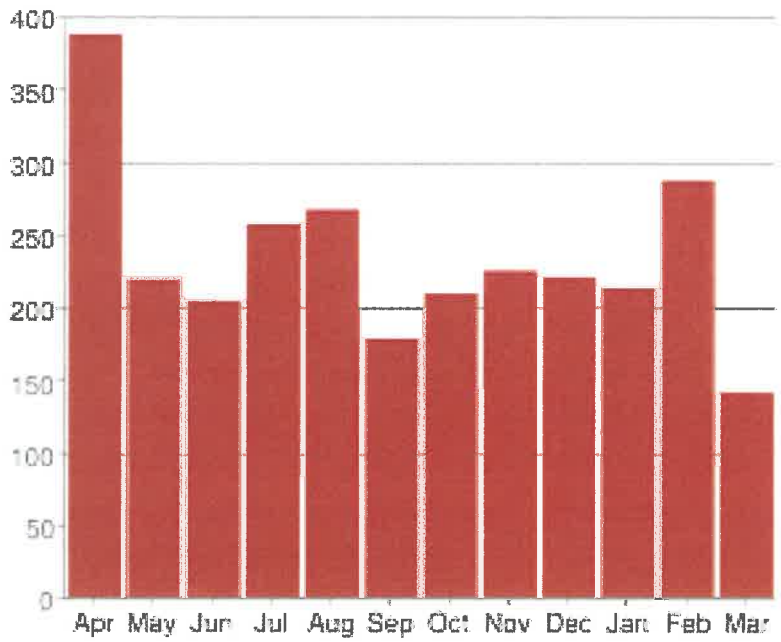
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Network impact

New Network Subscribers as Percentage of Direct



Top Contributors to Your Account

Agency	Subscribers to Your Account	Current
Texas Workforce Commission	2,552	✓
Office of the Governor Texas	1,099	✓
Texas Department of Family and Protective Services	931	✓
Teacher Retirement System of Texas	710	✓
Texas Education Agency	620	✓
Texas Health and Human Services Commission	537	✓
City of Fort Worth, Texas	501	✓
Nueces County, Texas	440	✓
Texas Real Estate Commission	406	✓
Texas Parks and Wildlife Department	403	✓

Increase in New Subscribers using GovDelivery Network past 12 months:

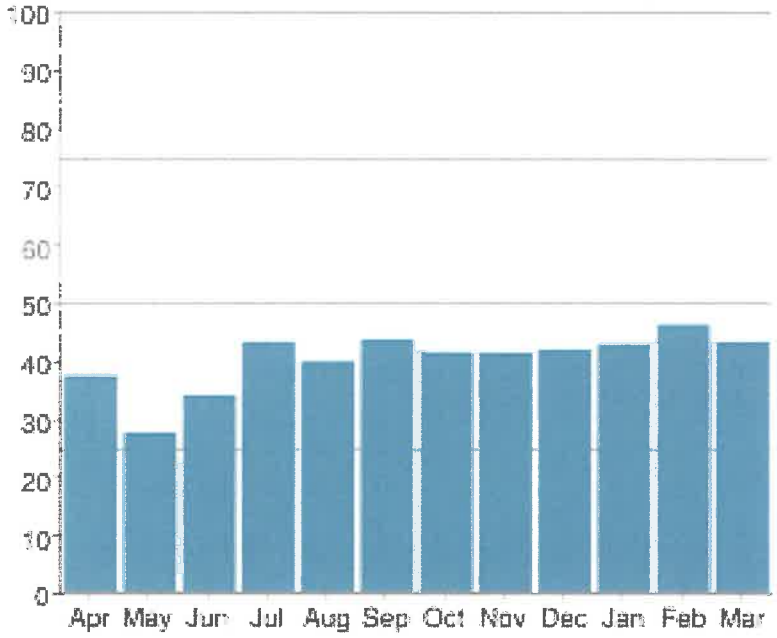
228.64%

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Engagement

Month



Engagement by Month

Month	Unique Recipients	Engagement Rate*
Mar 2021	179,264	43.14%
Feb 2021	179,176	46.14%
Jan 2021	177,158	42.86%
Dec 2020	177,504	41.86%
Nov 2020	178,485	41.32%
Oct 2020	176,916	41.43%
Sep 2020	178,013	43.70%
Aug 2020	159,677	39.82%
Jul 2020	159,879	43.18%
Jun 2020	158,229	33.94%
May 2020	155,682	27.55%
Apr 2020	28,882	37.45%

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Topic activity

Popular Topics among Subscribers

Topic Name	Net Change in Subscriptions
THC State Historic Sites Offers and Promotions	159,281
THC eNewsletter	128,367
Heritage Traveler eNewsletter	40,340
State Historical Marker Program Updates	16,033
ALL NEON Contacts with Email Addresses	15,462
History Museum Outreach and Education	12,174
Historic Cemetery Preservation Announcements	6,665
Friends of the THC four-part development workshop list	6,392
Upcoming Events	4,379
Deduplicated .edu emails for Real Places 2021 (12/28/20)	4,114

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
History Museum Outreach and Education	72
Upcoming Events	33
Casa Navarro	33
San Felipe de Austin	31
San Jacinto Battleground	29
THC eNewsletter	27
Washington-on-the-Brazos	26
Magoffin Home	26
Sam Rayburn House	25
Sabine Pass Battleground	25

Efficiency

Explore which online channels you are leveraging to maximize the impact of your communication efforts.

Delivery channels

Messages Sent

Email	189
SMS	41
Facebook	0
Twitter	0

Recipients

Email	6,026,243
SMS	870
Shared Bulletin Page Views	9,067

Improve Your Performance

by using the tips in our Granicus Best Practices Guide

TEXAS HISTORICAL COMMISSION

Birthplace of the Republic of Texas Webinar
March 2, 2021 | Analysis

Executive Summary

The Texas Historical Commission hosted "The Birthplace of the Republic of Texas," a digital history webinar on March 2, 2021. Judge Ken Wise, host of the "Wise About Texas" history podcast, discussed the republic's culture, government, and military with educators from Washington-on-the-Brazos State Historic Site, San Jacinto Battleground State Historic Site, San Felipe de Austin State Historic Site, and Varner-Hogg Plantation State Historic Site. The intent was for viewers to learn about where history was made; explore the birthplaces of culture, government, and the military of the Republic of Texas; and experience the epic story of the Texas Revolution.

Goals

- Educate viewers about early events of the Texas Revolution and the Republic of Texas
- Promote Republic of Texas state historic sites
- Preview upcoming virtual events at the state historic sites
- Build brand visibility for the agency
- Increase email subscribers

Promotional Channels

- **Website:**
  - The event was highlighted on the THC homepage banner, linking to an event page developed to promote registration.
- **Blog:**
  - A blog post was published after the event to host the recorded webinar on YouTube and continue to gather views post-event.
- **News Release:**
  - A news release was distributed statewide to promote registration of the event.
- **Social Media:**
  - The THC promoted the webinar registration link across Facebook (3 timeline posts, event page), Instagram (3 feed posts), Twitter (3 posts), and LinkedIn (1 post). These posts included stories of the Travis letter and the signing of the Texas declaration of independence.
- **Email:**
  - Invitations to register for the webinar were sent to several targeted audience lists including: THC Newsletter, Historic Sites, and History Education Resources.

Results

- **Webinar:** 1,093 people registered. 584 people attended the live broadcast at 10 a.m. on March 2 (53percent of total registrants). 164 questions were asked.
- **Blog:** 688 pageviews of the recap blog with recording.
- **Featured News:** https://www.thecherokeean.com/articles/47959/view
- **Social Media:**
  - Total reach was 416,379 through 15 social media posts on Facebook, Instagram, Twitter, and LinkedIn (likely including duplicates, people who follow us on multiple platforms). These posts

had 21,980 engagements (likes, comments, shares, link clicks, etc.), leading to an overall engagement rate of 5.3%.
    - Following the event, the recording was posted to Twitter, reaching a total of 3,764 people and earning 66 engagements (1.8%).
    - The recording posted on YouTube was watched 1,023 times.
- **Email:** Four emails were sent before the webinar:
    - Historic Sites (11,363 subscribers), 2/17: 20% open rate, 148 unique clicks to registration link
    - THC Newsletter (152,461 subscribers), 2/18: 13% open rate, 288 unique clicks to registration link
    - Historic Sites (158,789 subscribers), 2/23: 14% open rate, 461 unique clicks to registration link
    - Historic Sites (11,345 subscribers), 2/24: 20% open rate, 103 unique clicks to registration link
    - History Education Resources or Upcoming Events (3,086 subscribers), 3/2: 24% open rate, 63 unique clicks to registration link

Survey Results: 252 webinar attendees filled out our post-event survey.

1. How did you find out about this webinar?

2. Including yourself, how many people watched this webinar?

3. Overall, how would you rate this webinar?

4. Has your knowledge on this subject increased as a result of this webinar?

5. Which part(s) of the webinar did you find most helpful?

- The healthy debate between the locations
- the Q&A
- I liked hearing about the other sites in the panel.
- The initial presentations by the panelists were excellent.
- The presenting of historical facts.
- Friendly debate
- Loved the speakers information on the history of each site
- I loved the debate and I really want to visit these important historic sites
- Excited to see students watching this as well. Our children need to have a chance to learn about Texas and its rich history.
- Updates on events this spring at the various sites
- Presentations and Q&A

6. Which part(s) of the webinar do you think needed improvement?

- More historical or site photos
- I would have liked more information on what one can do at the historical sights especially with CoVid still an issue.

- More time for each presenter.

7. What topic(s) would you like to see addressed in future webinars?

- Similar to the webinar you had on the Texas Navy, please do one on the official Army of the Republic of Texas. Also, please do one on the Texas Rangers and ask representatives from the Texas Ranger Museum in Waco to attend/facilitate. Another one, please do one on the aftermath of the Battle of San Jacinto to include Sam Houston's injury/recovery, the various Mexican army's in Texas at the time (where they were, what they were up to) and their retreat and the difficulties they faced as well as those involved with the handling of the remains of the Goliad massacre and the remains of the Alamo defenders.
- German settlements in early Texas
- More fun and not real heavy topics!
- Relationship of fed and texas
- Everything!

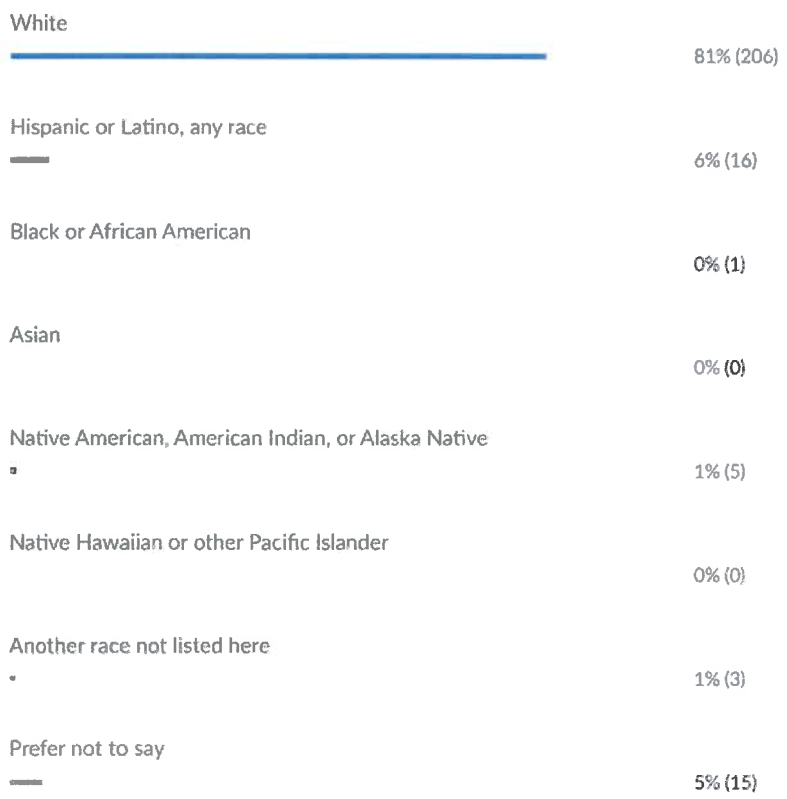
8. Do you have any additional comments or feedback about this webinar?

- I always enjoy Ken Wise.
- Excited to continue to learn about Texas history with future webinars!
- Always enjoy them. Please keep doing these webinars!
- I hope to join more webinars like this one.

10. What is your gender?

- Female: 7
- Male: 10

11. What is your race or ethnicity?



12. What is your highest level of education?

Some high school	0% (1)
High school diploma or GED	6% (17)
Associate's degree	7% (18)
Bachelor's degree	37% (94)
Master's degree	28% (72)
Professional degree (for example: MD, JD, DVM)	5% (14)
Doctorate (for example: PhD, EdD)	2% (7)
Other	5% (13)

TEXAS HISTORICAL COMMISSION

Real Places 2021 Outreach Efforts

Executive Summary

The Real Places 2021 conference was held online February 3–5. Due to extra time needed for planning since it was the agency's first virtual conference, registration opened much later than normal and greatly compressed the promotional timeline. We had two months to promote registration, rather than the usual six months. The conference website soft-launched the week of Thanksgiving 2020, and we began promoting it publicly on December 1.

Campaign Goals

- Increase overall number of registrations
  - We saw an opportunity to have more people attend due to the considerably lower price (more than $200 off the regular rate), the lack of travel expenses involved, and the accessibility for people who cannot normally travel to Austin for the in-person conference.
- Increase student registrations
  - With the most heavily discounted student rate we have ever offered ($40 for the early-bird rate or $50 after January 1), we saw an opportunity to boost student attendance.
- Target out-of-state audiences who would not normally attend the in-person conference.
- Raise visibility of the conference nationally, positioning Real Places not only as the premier conference on historic preservation in Texas, but also as one of the premier conferences of its kind in the U.S.

Promotional Channels

- Website
  - A Real Places website was created and launched in late November 2020 utilizing the Cvent event management system. It included registration, a detailed schedule, venue and sponsorship information, and many additional pages. The RealPlaces.us URL was redirected to this website.
  - A banner was placed on the THC and Texas Time Travel homepages, as well as pop-ups that promoted registration deadlines.
- Social Media
  - A Facebook event page was created and launched with the Real Places website. It was co-hosted by the THC, Friends of the THC, and all state historic sites with Facebook pages, and it drove traffic to the registration website.
  - The agency promoted registration on the Facebook event page, Twitter, LinkedIn, and Instagram with numerous posts between December 1, 2020 and the start of the conference on February 3.
  - Content was created for the THC's state historic sites and the Texas Heritage Trail Regions to share on their channels.
- Print
  - Due to the pandemic, we did not do nearly as much print outreach because the usual conferences and in-person events where we distribute flyers and postcards were not happening.
  - However, we did print 2,000 postcards and distributed them amongst 15 historic sites that have counter space in gift shops.

- News Release
    - The launch of the website/registration, Texas Preservation Award winners, and Friends Alliance Awards were distributed to statewide and regional media in news releases. Statewide, regional, and local media were all notified of the event.
    - We also distributed a news release to national media with targeted messaging about the virtual conference, the keynote speakers from across the country, and how the vast majority of the programming was not specific to Texas and was applicable to preservationists anywhere.
- Email
    - We have seen over the years of promoting the conference that the major driver of registrations is email marketing, so most of our outreach efforts were concentrated there.
    - This was the first year of using our robust GovDelivery email system to promote the conference, and we did so with targeted messaging sent to many of the lists multiple times.
    - Targeted invitations to register were sent to over 150,000 subscribers in dozens of audience lists, including: past attendees, the THC monthly e-newsletter, historic site e-newsletters, the Texas Heritage Traveler e-newsletter, customized emails for numerous programs to send to their contact lists and listservs, and outreach to municipal employees and university faculty. These were distributed at key times before the early-bird registration deadline, before the conference began, and when continuing education credits were posted.
    - We also sent speaker outreach kits (graphics and copy for email and social media) to all speakers, asking them to share with their audiences.
    - This year, we scoured municipal websites both in Texas (about 60 cities) and nationally for hundreds of public email addresses of city employees in relevant fields such as historic preservation officers and planners. We sent targeted emails to those lists focused on topics such as the American Planning Association continuing education credits and the National Register/historic tax credits session.
    - We also emailed outreach kits to numerous national preservation-related organizations (including the Advisory Council for Historic Preservation, National Trust for Historic Preservation, National Park Service, Main Street America, the National Association for Interpretation, and the American Association for State and Local History); national publications and websites such as *Preservation*, *American Heritage*, and PreservationDirectory.com; and we drafted a letter from Mark Wolfe to all SHPOs.
    - Also for the first time, we asked all THC staff for any contacts they had at universities (both in Texas and nationally) and we emailed each faculty member a pitch letter and flyer about the student rate and asked that they share with their students.
- Partners
    - A marketing kit consisting of graphics and copy for email and social media was created for sharing by our media partners (*Texas Highways* and *Authentic Texas*) and Partners in Preservation (Texas Association of Museums, El Camino Real de los Tejas National Historic Trail Association, Bullock Texas State History Museum, The Conservation Society of San Antonio, Texas Society of Architects, the Texas Freedom Colonies Project, Association for Preservation Technology–Texas, Council of Texas Archeologists, Historic Fort Worth, Texas Historical Foundation, and Scenic Texas).

Campaign Results

- Total registrations (of all types) increased by 22.8 percent to 787 registrants in 2021, up from 641 in 2020.

- There were 52 student registrations, up from just a handful at each of the last conferences.
- We do not know the exact number of out-of-state registrants, but we do know at least a couple dozen people from outside Texas attended based on their listed organization (not a required field) or email address. The National Park Service, Georgia SHPO, and Missouri SHPO each had several employees attend.

Lessons Learned

- Continue strategic, tailored email outreach to lists and key organizations to promote registration.
- Utilize speakers, partners, and professors to promote the event and registration.
- The lower cost and accessibility of the virtual conference definitely played a role in the number of registrations, especially given the compressed promotional timeline.
- With the lower price of the virtual conference and the ability to register right up until (and during) the event, we did not see quite as large a spike as we usually do right before the early-bird deadline. We continued to see a lot of registrations right up until the event began.

TEXAS HISTORICAL COMMISSION

January Print

Publications: 112
Clips: 241
Column Inches: 17,218
Advertising Equivalent ($): 908,240.39
Readership: 4,479,992

January Digital

Exposure: 127 mentions
Advertising Equivalent ($): 1,147,100
Potential Reach (people/readers): 67.35 million

February Print

Publications: 124
Clips: 294
Column Inches: 19,325
Advertising Equivalent ($): 1,367,311.98
Readership: 5,631,817

February Digital

***Exposure*:** 291 mentions
Advertising Equivalent ($): 3,504,100
Potential Reach (people/readers): 325.14 million

March Print

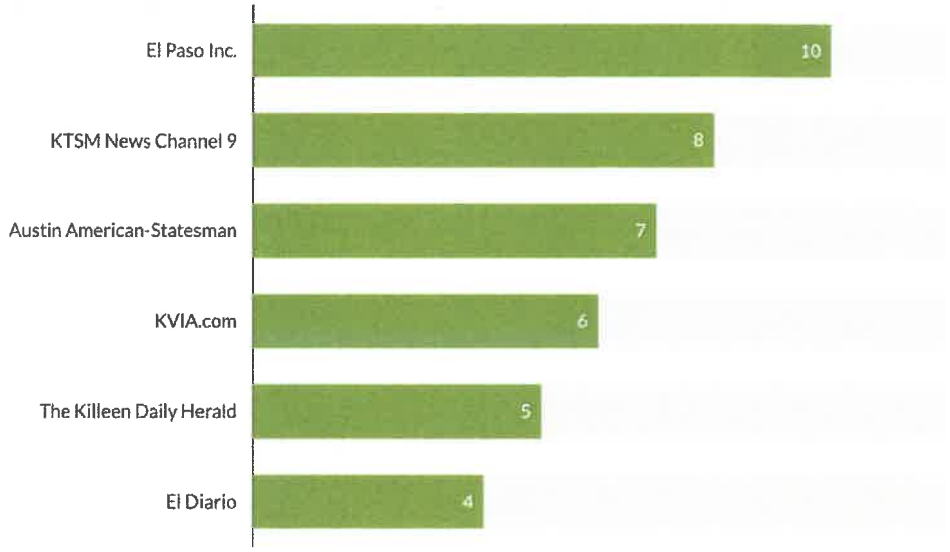
Publications: 119
Clips: 290
Column Inches: 18,296
Advertising Equivalent ($):1,561,352
Readership: 7,206,255

March Digital

Exposure: 297 mentions
Advertising Equivalent ($): 4,479,850
Potential Reach (people/readers): 483 million

TEXAS HISTORICAL COMMISSION

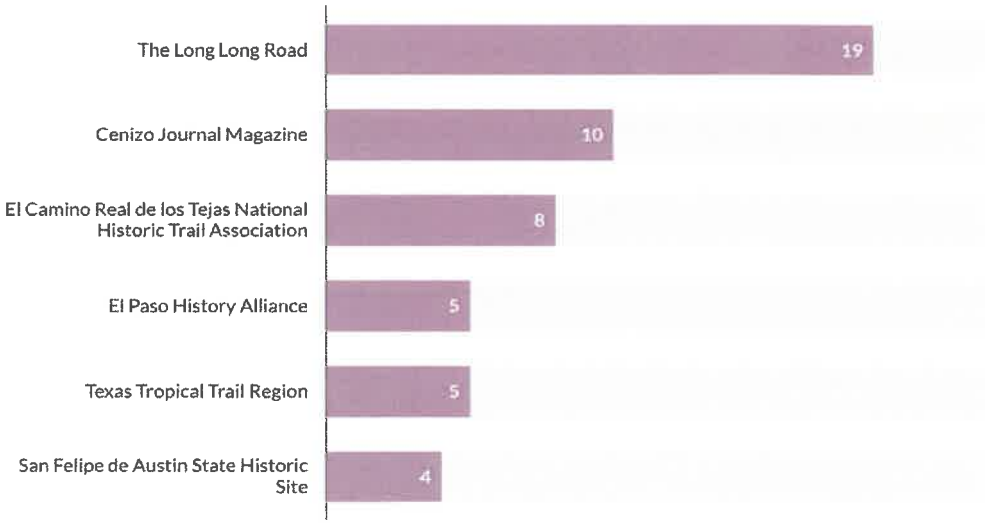
Top Sources



Jan 1, 2021 - Mar 31, 2021

The Top Sources widget provides insight into how coverage is broken down by media outlet.

Top Posters by Volume FB

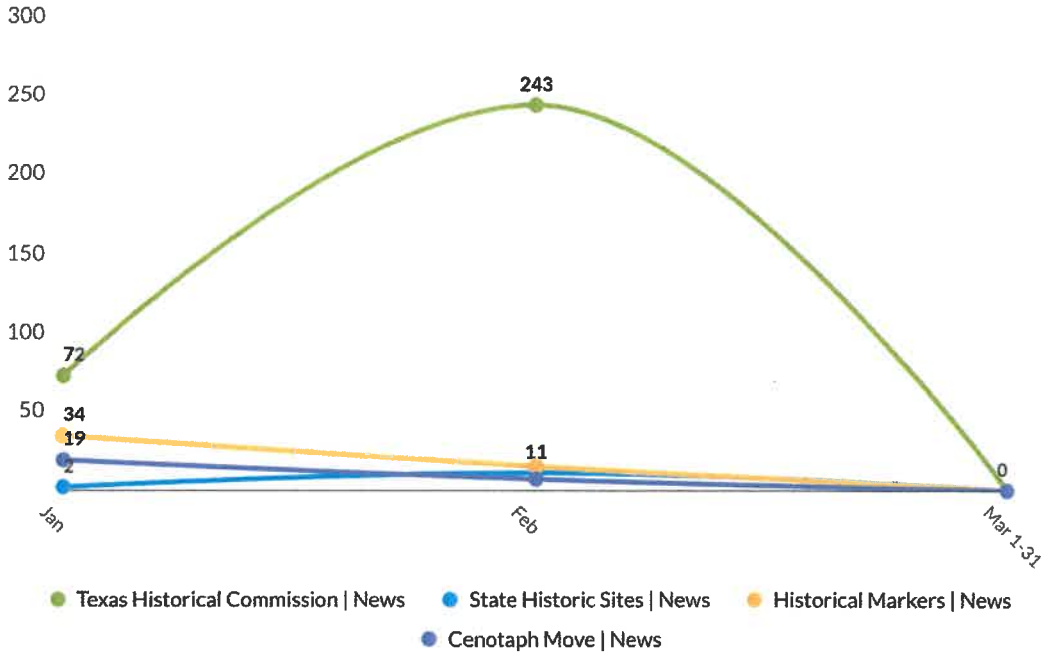


Jan 1, 2021 - Mar 31, 2021

The Top Posters widget provides insight into how coverage is broken down by posters.

TEXAS HISTORICAL COMMISSION

Media Exposure



Jan 1, 2021 - Mar 31, 2021

The Media Exposure widget provides insight into how media coverage is trending over time.

2021 First Quarter (Jan – Mar)

Analytics http://www.thc.texas.gov www.thc.texas.gov

Go to report

Channels

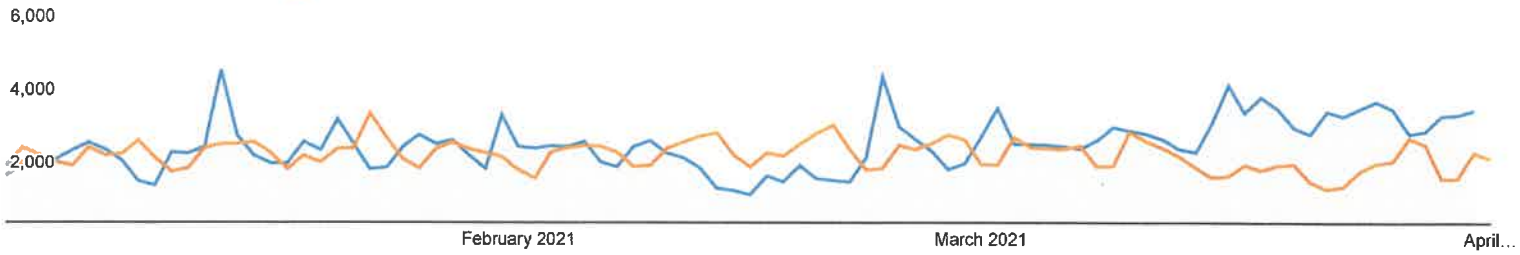
All Users
+0.00% Users

Jan 1, 2021 - Mar 31, 2021
Compare to: Jan 1, 2020 - Mar 31, 2020

Explorer

Summary

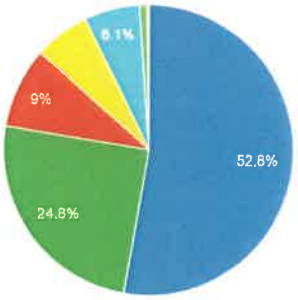
Jan 1, 2021 - Mar 31, 2021: Users
Jan 1, 2020 - Mar 31, 2020: Users



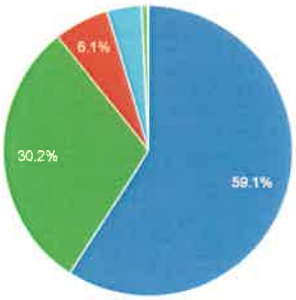
Default Channel Grouping	Sessions	Sessions
	16.24% 218,322 vs 187,822	16.24% 218,322 vs 187,822
1. Organic Search		
Jan 1, 2021 - Mar 31, 2021	115,278	52.80%
Jan 1, 2020 - Mar 31, 2020	110,915	59.05%
2. Direct		
Jan 1, 2021 - Mar 31, 2021	54,164	24.81%
Jan 1, 2020 - Mar 31, 2020	56,798	30.24%
3. Referral		
Jan 1, 2021 - Mar 31, 2021	19,625	8.99%
Jan 1, 2020 - Mar 31, 2020	11,369	6.05%
4. Email		
Jan 1, 2021 - Mar 31, 2021	13,473	6.17%
Jan 1, 2020 - Mar 31, 2020	48	0.03%
5. Social		
Jan 1, 2021 - Mar 31, 2021	13,415	6.14%
Jan 1, 2020 - Mar 31, 2020	7,235	3.85%
6. Paid Search		
Jan 1, 2021 - Mar 31, 2021	1,829	0.84%
Jan 1, 2020 - Mar 31, 2020	1,312	0.70%
7. (Other)		
Jan 1, 2021 - Mar 31, 2021	537	0.25%
Jan 1, 2020 - Mar 31, 2020	145	0.08%
8. Display		

Contribution to total: Sessions

Jan 1, 2021 - Mar 31, 2021



Jan 1, 2020 - Mar 31, 2020



Analytics http://www.texastimetravel.com www.texastimetravel.com

Go to report

Channels

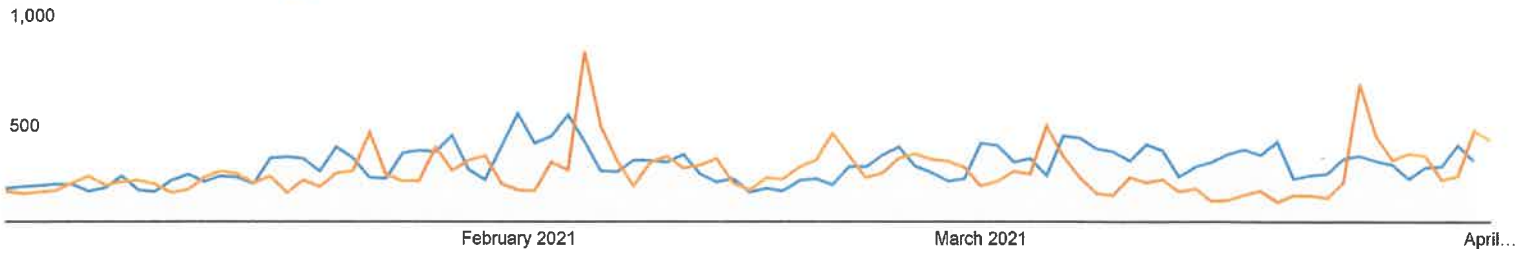
All Users
+0.00% Users

Jan 1, 2021 - Mar 31, 2021
Compare to: Jan 1, 2020 - Mar 31, 2020

Explorer

Summary

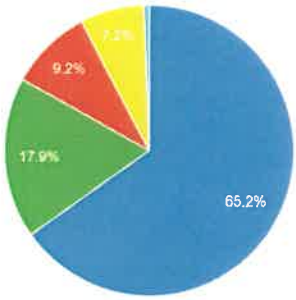
Jan 1, 2021 - Mar 31, 2021: Users
Jan 1, 2020 - Mar 31, 2020: Users



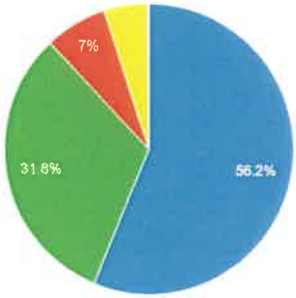
Default Channel Grouping	Sessions	Sessions
	11.47% 24,616 vs 22,084	11.47% 24,616 vs 22,084
1. Organic Search		
Jan 1, 2021 - Mar 31, 2021	16,041	65.16%
Jan 1, 2020 - Mar 31, 2020	12,412	56.20%
2. Direct		
Jan 1, 2021 - Mar 31, 2021	4,407	17.90%
Jan 1, 2020 - Mar 31, 2020	7,015	31.77%
3. Social		
Jan 1, 2021 - Mar 31, 2021	2,262	9.19%
Jan 1, 2020 - Mar 31, 2020	1,554	7.04%
4. Referral		
Jan 1, 2021 - Mar 31, 2021	1,765	7.17%
Jan 1, 2020 - Mar 31, 2020	1,074	4.86%
5. Email		
Jan 1, 2021 - Mar 31, 2021	137	0.56%
Jan 1, 2020 - Mar 31, 2020	0	0.00%
6. (Other)		
Jan 1, 2021 - Mar 31, 2021	4	0.02%
Jan 1, 2020 - Mar 31		

Contribution to total: Sessions

Jan 1, 2021 - Mar 31, 2021



Jan 1, 2020 - Mar 31, 2020



African Americans in Texas: A Lasting Legacy

FY2021 Booklet Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	20	1	0	5	2	39	6					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	53	25	13	10	22	20	57					
Subtotal:	73	26	13	15	24	59	63	0	0	0	0	0

Box Requests (60 per box)	14	6	4	5	21	35	16					
Total:	**913**	**386**	**253**	**315**	**1,284**	**2,159**	**1,023**	**0**	**0**	**0**	**0**	**0**

*Booklet launched December 2010

#Revised AA delivered 10.12.16

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Bankhead Highway

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	15	3	13	4	4	139					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	155	159	84	221	210	156	256					
Subtotal	155	174	87	234	214	160	395	0	0	0	0	0

Box Requests (500 per box)	1	1	1	1	1	0	2					
Total	**655**	**674**	**587**	**734**	**714**	**160**	**1,395**	**0**	**0**	**0**	**0**	**0**

start date for distribution 7.1.14
12.3.15 to State School

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Chisholm Trail

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	1	0	2	3	2	6					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	68	98	29	27	43	35	80					
Subtotal	68	99	29	29	46	37	86	0	0	0	0	0

Box Requests (200 per box)	4	2	1	6	2	1	11					
Total	**868**	**499**	**229**	**1,229**	**446**	**237**	**2,286**	**0**	**0**	**0**	**0**	**0**

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Account Performance Report - Apr 2020 to Mar 2021

GOVDELIVERY

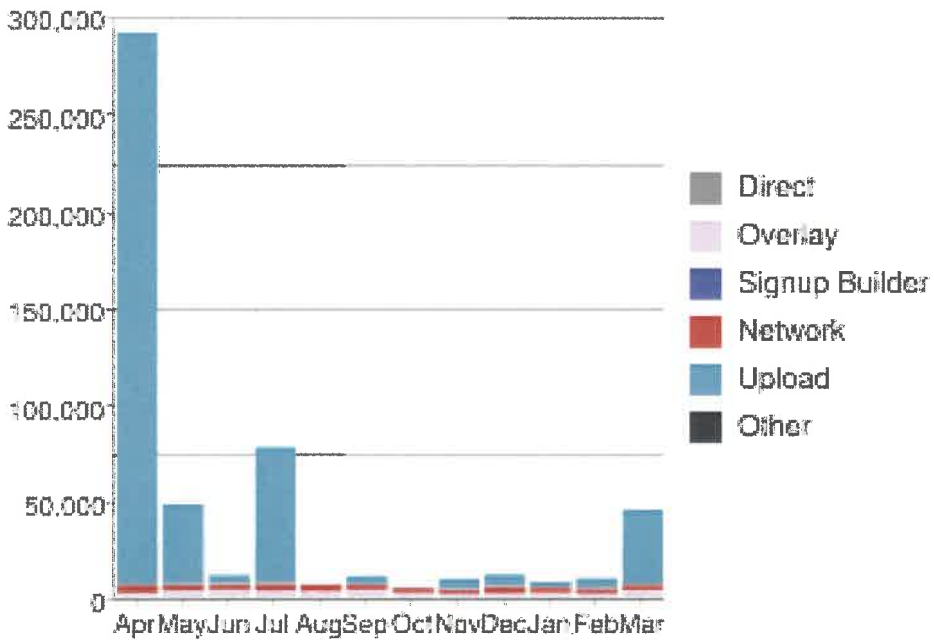
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	4,434
Overlay	36,996
Signup Builder	142
Network	35,343
Upload	465,480
Other	0
Deleted	95,348
Change in Total Subscriptions	+447,047
Total subscriptions as of 03/2021	479,378

Percent growth past 12 months:

1,382.72%

Texas Forts Trail Region

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	2	0	11	2	2	6					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	76	49	36	19	69	67	101					
Subtotal:	76	51	36	30	71	69	107	0	0	0	0	0

Box Requests (200 per box)	2	3	4	6	7	2	4					
Total:	**476**	**651**	**836**	**1,230**	**1,471**	**469**	**907**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Heritage Travel Guide

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	14	3	15	3	4	18					
Newpaper Insert				39,976			25,980					
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas			971	102	320	147	331					
TTIA Insert												
TX State Trav. Guide												
Web Site	155	224	501	248	513	182	262					
Subtotal	155	238	1,475	40341	836	333	26591	0	0	0	0	0

Box Requests (60 per box)	20	37	179	32	15	5	28					
Total	**1,355**	**2,458**	**12,215**	**42,261**	**1,736**	**633**	**28,271**	**0**	**0**	**0**	**0**	**0**

Brochure launched in December 2014

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hill Country Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	1	2	1	2	4					
Direct Mail												
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	80	58	39	62	92	82	157					
Subtotal:	80	59	40	64	93	84	161	0	0	0	0	0

Box Requests (200 per box)	1	5	0	1	1	0	6					
Total:	**280**	**1,059**	**40**	**264**	**293**	**84**	**1,361**	**0**	**0**	**0**	**0**	**0**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION

Hispanic Texans: Journey From Empire to Democracy

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	10	2	2	12	26					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	63	26	13	11	23	24	64					
Subtotal	63	27	23	13	25	36	90	0	0	0	0	0
Box Requests (90 per box)	4	4	0	10	12	2	9					
Total	**423**	**387**	**23**	**913**	**1,105**	**216**	**900**	**0**	**0**	**0**	**0**	**0**

Brochure launched on April 29, 2015 public 5.4.15

Media and Legislators

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Mountain Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	2	2	5					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	64	37	28	71	69	57	97					
Subtotal:	64	38	28	73	71	59	102	0	0	0	0	0

Box Requests (200 per box)	1	2	0	0	0	0	0					
Total:	**264**	**438**	**28**	**73**	**71**	**59**	**102**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Pecos Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	2	2	55					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	61	36	22	19	65	52	90					
Subtotal:	61	37	22	21	67	54	145	0	0	0	0	0

Box Requests (375 per box)	2	1	6	1	0	0	1					
Total:	**811**	**412**	**2,272**	**396**	**67**	**54**	**520**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Tropical Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	1	2	5					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	53	38	24	20	61	59	87					
Subtotal:	53	39	24	22	62	61	92	0	0	0	0	0

Box Requests (200 per box)	1	2	0	1	1	1	2					
Total:	**253**	**439**	**24**	**222**	**262**	**261**	**492**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hispano-Viaje Desde El Imperio Hasta La Democracia

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	2	12	44					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	37	8	4	7	8	14	46					
Subtotal	37	9	4	9	10	26	90	0	0	0	0	0

Box Requests (90 per box)	1	1	0	10	3	0	1					
Total	**127**	**99**	**4**	**909**	**280**	**26**	**180**	**0**	**0**	**0**	**0**	**0**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

The Great War-WWI

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	50	1	1	2	1	4	5					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	56	40	21	17	31	23	69					
Subtotal	106	41	22	19	32	27	74	0	0	0	0	0
Box Requests (160 per box)	1	2	1	7	0	2	10					
Total	**266**	**361**	**182**	**1,139**	**32**	**347**	**1,674**	**0**	**0**	**0**	**0**	**0**

Arrived 10.24.17 @ warehouse.
Start distribution after Veterans Day 11.11.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Heritage Trails Program: Regional and Thematic Brochures

TRAIL REGION BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
Texas Heritage Travel Guide	500,000	(12/9/14)	50,000	(8/10/15)	N/A	N/A	N/A	N/A	N/A	N/A	500,000	300,751.44	63,605.25	N/A	N/A	N/A	N/A	74,520
Texas Forts Trail Region	250,000	(9/30/98)	250,000	(10/01)	100,000	(07/06)	500,000	(4/10)	N/A	N/A	1,100,000	$69,889	$55,280	$24,491	$75,984	N/A	$225,644	85,200
Texas Independence Trail Region	300,000	(9/00)	350,000	(1/31/02)	450,000	(1/31/05)	N/A	N/A	N/A	N/A	1,100,000	$69,768	$57,395	N/A	N/A	N/A	$127,163	Out of Stock
Texas Forest Trail Region	400,000	(4/02)	250,000	(6/2005)	250,000	(05/11)	N/A	N/A	N/A	N/A	900,000	$68,000	$49,565	$88,372	N/A	N/A	$205,937	Out of Stock
Texas Lakes Trail Region	450,000	(10/03)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	$85,966	N/A	N/A	N/A	N/A	$85,966	Out of Stock
Texas Brazos Trail Region	450,000	(8/04)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	$82,481	N/A	N/A	N/A	N/A	$82,481	Out of Stock
Texas Plains Trail Region	450,000	(3/06)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	$84,647	N/A	N/A	N/A	N/A	$84,647	Out of Stock
Texas Mountain Trail Region	550,000	(2/07)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	$92,431	N/A	N/A	N/A	N/A	$92,431	Out of Stock
Texas Tropical Trail Region	500,000	(1/08)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	500,000	$90,000	N/A	N/A	N/A	N/A	$90,000	113,200
Texas Pecos Trail Region	550,000	(5/09)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	$91,375	N/A	N/A	N/A	N/A	$90,000	125,625
Texas Hill Country Trail Region	550,000	(4/10)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	$83,480	N/A	N/A	N/A	N/A	$83,480	95,800
Total	**4,950,000**		**900,000**		**800,000**		**500,000**		**0**		**7,100,000**	**$1,118,788**	**$225,845**	**$112,863**	**$75,984**	**$0**	**$1,167,749**	**494,345**

THEMATIC BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
African Americans in Texas	150,000	3.1.99	125,000	8.1.99	200,000	11.10.10	200,000	5.11.11	200,000	10.12.16	875,000	$59,757	$53,526	$83,541	$83,256	$128,057	$408,137	46,200
Hispanic Texans: Journey From Empire to Democracy-English	350,000	4.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	350,000	$267,767	N/A	N/A	N/A	N/A	$267,767	196,290
Texas Hispano: ***Spanish***	109,310	8.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	109,310	$110,574	N/A	N/A	N/A	N/A	$110,574	68,130
Texas in the Civil War	200,000	5.1.99	125,000	12.1.10	450,000	1.3.10	N/A	N/A	N/A	N/A	775,000	$35,471	$122,955	N/A	N/A	N/A	$158,426	Out of Stock
The Great War WWI	125,000	10.24.17									125,000	$41,186					$41,186	29,440
Chisholm Trail	550,000	7.2.02	250,000	6.1.17	N/A		N/A	N/A	N/A	N/A	800,000	$88,574	$58,420	N/A	N/A	N/A	$146,994	59,800
Texas In WWII	200,000	8.5.05	N/A		N/A		N/A	N/A	N/A	N/A	200,000	$42,970	N/A	N/A	N/A	N/A	$42,970	Out of Stock
Total	**1,684,310**		**500,000**		**650,000**		**200,000**		**200,000**		**3,234,310**	**$646,299**	**$234,901**	**$83,541**	**$83,256**	**$128,057**	**$1,176,054**	**399,860**