TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE

Capitol Extension
Room E1.030
1400 N. Congress Ave.
Austin, TX 78701
July 26, 2021
1 p.m.

(or upon adjournment of the Finance & Government Relations committee, whichever occurs later)

This meeting of the THC Communications Committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.

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 April 26, 2021

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
April 26, 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, Cathy McKnight, Wallace Jefferson, Jim Bruseth, Garrett Donnelly and David Gravelle.

1. Call to Order
The meeting was called to order by Chairman David Gravelle at 2:21 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.

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

2. Minutes
The committee approved the April 26, 2021, Communications Committee meeting minutes.

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

3. Communications Division update and committee discussion-Chris Florance

Commissioner Gravelle introduced an arrangement with Hudson News to distribute 30,000 Heritage Travel Guides at the Dallas-Fort Worth Airport. He thanked Commissioner Dutia for initiating the contact and for making this possible.

Commissioner Burdette highlighted the benefits of an educational app that will focus on information for all the programs and divisions of the THC. A steering committee has been established with Charles Sadnick taking the lead.

Florance reported a significant growth in Social Media followers and subscribers to all newsletters throughout the agency. He also mentioned a new welcome email the public will receive when they first visit the website. It will contain information on Historic Sites, educational resources, and markers throughout the state.

Florance introduced the new marker email list which will post a "Marker Monday post," featuring a specific marker in Texas.

Florance mentioned the news release for the San Jacinto event aimed at Spanish-language media in Houston. He thanked Commissioner Garcia for being available to handle interviews from Spanish-language media.

Florance reported on the engagement dashboard for social media, the subscriber database and web views for the agency.

Commissioner Bruseth complimented Florance and staff for a job well done on the webinars and films being produced within the agency and at the sites.

4. Adjournment: 2:35 p.m., on the motion of Commissioner Gravelle and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

Quarterly Report

Communications Division
April-June 2021

SOCIAL MEDIA

This quarter, digital engagement efforts involved themed heritage month content, logistical support for the hybrid April Commission meeting, and support of the Imagine the Possibilities program.

For Asian American and Pacific Islander (AAPI) Heritage Month in May, we posted 10 stories across the agency's social media accounts. These included the Lung family of Austin (61,015 reach on Facebook), Isamu Taniguchi and his garden (32,007 reach on Instagram), and Chinese immigrants in El Paso (10,346 impressions on Twitter). The AAPI heritage posts collectively had a measurably higher engagement rate than the overall month's average.

We also acknowledged LGBTQ+ Pride Month (June) for the first time on agency social media. We posted six stories: The Crossroads in Dallas, Barbette of Round Rock, Gloria Anzaldúa, Janis Joplin, an 1895 novel that depicts lesbian love and descriptions of Kreische Brewery and Monument Hill, and Alvin Ailey. Details about this content are available in the attached white paper.

In Q2, we posted about 14 cities' Imagine the Possibilities tours, with more to come in late summer and fall. This would not have been possible without the extensive coordination of Kylie Woodlock in the Main Street Program.

WEBSITES

The agency website, thc.texas.gov, saw about a 25 percent increase in unique visits from this quarter last year (about 311,000 to 389,000). Texas Time Travel saw a slight decrease from this quarter last year (30,000 to 29,600). Among the most-visited sections of the agency site are Historical Markers and State Historic Sites (with Washington-on-the-Brazos and San Jacinto Battleground pages being the most visited). Historic Road Trips (a new feature of the website started last year) also received a significant number of views this quarter.

During this quarter, two more State Historic Sites subsites were added to the agency website (Old Socorro Mission and Palmito Ranch Battlefield). Two more sections were added to History at home (Black Texans and Hispanic Heritage) along with education resources and activities for each topic.

Major redesign projects are currently underway for agency websites. The redesign of Texas Time Travel and Trail Region sites has begun. A vendor was chosen for the redesign of the THC Friends site, and that project is early into the design phase. Preliminary planning has begun for the agency site proposal.

VIDEOS

This quarter, we captured footage at the Marion County Courthouse rededication ceremony in Jefferson and will create a video of that. The media relations coordinator also produced a video tour at the French Legation house for Preservation Austin to feature in its virtual tour series.

We're also assisting the Archeology Division with a video training series on how to use new parts of eTRAC. If successful, these videos could be a model for future training videos.

HISTORIC SITES

As our state historic sites have opened to full capacity with updated health and safety guidelines, we have prioritized the promotion of in-person travel and summer events at sites. The Historic Sites Division's online educational outreach materials have also been heavily promoted through the agency's digital marketing channels.

Since January 2021, total pageviews of state historic site pages on the THC website increased by 34 percent so far this year over the same period last year (297,783 in 2021 vs 222,627 in 2020).

This quarter, sites hosted nine educational webinars promoting unique Texas history. Participating sites include San Jacinto Battleground, San Felipe de Austin, Casa Navarro, Magoffin Home, and Washington-on-the-Brazos. These webinars had over 843 live attendees.

A weekly branded email is sent to 14,000 subscribers interested in upcoming events to promote registration to these online events. Branded promotional graphics are being developed for future digital events.

MEDIA RELATIONS

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

- Release date announcement for the film series reenacting the Battle of San Jacinto
- The 185th anniversary of the Battle of San Jacinto event held at San Jacinto Battleground
- Friends of the THC receiving the IMLS Cares Act grant
- THC's request for a determination of eligibility for the El Paso Downtown Historic District
- Mother's and Father's Days promotions
- The Marion County Courthouse Rededication on May 22
- Request for 2021 THC Preservation Award nominees
- A new National Register Historic District - League City's Bayou Brae Historic District
- Reopening of Casa Navarro (English and Spanish translations)

During this period, we coordinated with media outlets on interview requests, site visits, and general THC program questions. Markers were very popular during this quarter, with many being featured all over the state. We also promoted San Jacinto Day events and webinars, as well as helped coordinate the Marion County Courthouse rededication in May.

We continued participating in our weekly segment *Texas Time Travel* on Dallas' *Radio Caravan.* We highlighted different places and topics, including several THC webinars and virtual events, a few in-person site events, and other notable heritage travel destinations in Dallas.

THC sites and programs were featured on several news affiliates in Texas and one in Louisiana, including KTEN (NBC Sherman), Spectrum News Austin, KTAL-SHV (NBC Shreveport), KVIA (ABC El Paso), KHOU (CBS Houston), KSAT (ABC San Antonio), KLTV (ABC Tyler), and KYTX (CBS Tyler).

EMAIL OUTREACH

Our latest monthly agency e-newsletter, the June edition, went to 153,043 subscribers, and 40,012 subscribers received the quarterly Heritage Traveler e-newsletter. Some of the most-clicked links included the Undertold Markers webpage and a Washington-on-the-Brazos Facebook event page for an African American family celebration.

Through lead generation campaigns 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 163,000 email addresses to promote upcoming initiatives and events at our state historic sites each month. This quarter, over 9,000 new subscribers were added to state historic sites promotional email lists.

Other key email outreach efforts focused on numerous webinar and event promotions, training Main Street program staff on how to use the GovDelivery system for the Main Street Matters newsletter in the future, creating a template for a new Historical Markers program newsletter, and developing a cross-promotional ad to highlight key agency events and initiatives across newsletters.

PRINT PROJECTS

Print projects have included the summer 2021 edition of *The Medallion*, as well as a digital kids' issue to parallel the summer edition.

We began work on a *Texas Heritage Travel Guide* update that will address our new state historic sites and restored courthouses, changes to the Texas Main Street network, museums and sites that have closed since the last printing in 2014, and some photo changes. This 2021 version is slated for publication soon.

Texas Historical Commission
Digital Media Outreach Quarterly Report – Q2 2021

Executive Summary

- **Total Social Media Followers:** 328,532 (4.4% increase)
- **Total e-Newsletter Subscribers:** 182,974 (3.9% increase)
- **Total Reach on Social Media:** 14,221,684*
- **Total Engagements (likes, comments, shares, etc.):** 625,039*

  **Q1's reach and engagements included only the agency accounts; with new reporting tools, Q2's engagements include all accounts*

Social Media Followers, Agency Accounts

- **Facebook:** 91,123 (7.2% increase)
- **Instagram:** 50,277 (4% increase)
- **Twitter:** 16,854 (6.3% increase)
- **YouTube:** 16,859 (7.5% increase)
- **LinkedIn:** 3,304 (4.9% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 214,186 (3.5% increase)
- **Instagram:** 69,613 (7.3% increase)
- **Twitter:** 23,721 (4% increase)
- **YouTube:** 17,708 (7.6% increase)
- **LinkedIn:** 3,783 (6% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 2.9%; **Instagram:** 5%; **Twitter:** 0.7%; **LinkedIn:** 5.7%; **YouTube:** 5.5%

Online Video

- **Total Video Views in Q2**
  - YouTube: 424,390
  - Facebook: 16,007
- **Top Videos (by number of views in Q2)**
  - Speaking Texas German: 222,274 (4,289,605 total views)
  - The First Americans and the Debra L. Friedkin Site, Texas: 24,997 (28,615 total views)
  - The Vaqueros of South Texas: 9,939 (614,959 total views)

e-Newsletters

- **Total Subscribers:** 182,974 (3.9% increase)
- **Top Email Topic Subscriptions**
  - SHS Updates and Promotions: 163,135
  - THC e-Newsletter: 153,138
  - Heritage Traveler: 39,964
  - History Museum Outreach and Education: 19,100
  - Historical Marker Program Updates: 16,187
- **Total Unique Email Opens:** 345,602 (15.4%)
- **Overall Engagement Rate:** 43.4%
- **Unique Link Clicks:** 40,340
  - San Jacinto: A Lone Star Shines: 1,440
  - Historic Road Trips (three separate emails): 1,092; 825; 785
  - Mother's Day SHS promotion: 441

Agency Blog

- **Total Blog Views in Q2:** 21,991 (5.5% increase over Q1)
- **Top Blog Posts:**
  - San Jacinto: A Lone Star Shines!: 2,250 views
  - Found an Artifact on the Beach?: 1,075 views
  - Descendants of Austin's Old 300: 1,026 views

Top Social Media Posts

- **Facebook**
  - Black Seminole Scouts: 975,848 reach, 74,341 engagements
  - Whataburger: 564,841 impressions, 60,560 engagements
  - Battle of San Jacinto: 464,169 impressions, 36,885 engagements
- **Instagram**
  - H.E. Butt OTD: 97,780 reach, 4,122 engagements
  - Old Tunnel State Park: 48,315 reach, 2,157 engagements
  - Littlest Skyscraper: 43,091 reach, 1,410 engagements
- **Twitter**
  - Bessie Coleman 100 years: 29,771 impressions, 505 engagements
  - Whataburger: 20,294 impressions, 787 engagements
  - LBJ Library OTD: 13,883 impressions, 332 engagements
- **LinkedIn**
  - 1554 shipwrecks: 1,575 impressions, 98 engagements
  - Kreische 200th birthday event promo: 1,415 impressions, 89 engagements
  - Lung family, Austin: 1,217 impressions, 71 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - International Museum Day (NMPW): 2,716,770 reach, 11,178 engaged users
  - Battle of San Jacinto video (San Jacinto): 21,338 reach, 1,343 engaged users
  - Heinrich Kreische's 200th Birthday promo: 20,064 reach, 1,193 engaged users
  - Flags of the Texas Revolution promo (San Felipe de Austin): 11,775 reach, 471 engaged users
  - Eisenhower Birthplace 75th anniversary: 6,796 reach, 349 engaged users
- **SHS videos on Facebook:**
  - Historic sites shared 87 videos in Q2 with a total reach of 108,969 and 45,852 total views
  - **Most viewed SHS videos:**
    - San Jacinto: A Lone Star Shines | Battle of San Jacinto: 21,338 reach, 7,571 views
    - San Jacinto: A Lone Star Shines | The Runaway Scrape: 10,739 reach, 5,013 views
    - San Jacinto: A Lone Star Shines | Surrender: 11,652 reach, 3,683 views

Historic Site Educational Webinars

- There were 9 SHS webinars in Q2, with 1,333 total registrations and 843 total live attendees (63%)

Most Attended Webinars

- Austin Colony Treasures at the General Land Office (San Felipe de Austin): 109 attendees
- Historically Well: "Iffen a Bird Flies Too High": The Story of Rachel Patton (Varner Hogg): 96 attendees
- Flags of the Texas Revolution (San Felipe): 89 attendees

TEXAS HISTORICAL COMMISSION

LGBTQ+ Pride Month on THC Social Media
June 2021 | Analysis

Executive Summary
Prior to 2021, only one post on the THC's Facebook page or Twitter account mentioned LGBTQ+ people specifically: a 2018 post about the dedication of the Crossroads marker in Dallas. In order to better represent this community in the context of Texas history, we posted more stories from historical markers:

- Barbette, drag performer
- Gloria Anzaldúa, queer theorist
- Janis Joplin, singer
- *Norma Trist*, novel with a lesbian love story set at Kreische Brewery & Monument Hill
- Alvin Ailey, dancer/choreographer
- The Crossroads neighborhood, Dallas (repeat)

Goals
- Share stories about LGBTQ+ Texans
- Respectfully and accurately discuss the relevance of sexuality and gender to historical figures' lives

Promotional Channels
- **Social Media:** Pride Month posts were published to Facebook, Instagram, and Twitter.
- **Email:** The June 2021 agency newsletter included the story of Barbette, a drag performer from Round Rock, although the email did not use the #LGBTQPrideMonth hashtag or make direct references to Barbette's sexuality.

Results
- **Social Media:**
    - Total reach was 325,841 through 6 social media posts each on Facebook, Instagram, and Twitter (likely including duplicates, people who follow us on multiple platforms). These posts had 22,100 total engagements (likes, comments, shares, link clicks, etc.), leading to an overall engagement rate of 6.2% on Pride Month content. This was significantly higher than June's overall average engagement rate of 3%.
    - This additional engagement was majority positive. Averaging across all platforms, negative comments comprised only 11.2% of the total commentary, meaning that nearly 90% of the reactions to these LGBTQ+ stories were positive or neutral.
    - Follower numbers held steady overall. Facebook had no daily net loss on Pride Month content. Twitter continued a steady slope of growth. The first Pride Month post on Instagram led to a large drop in followers that was recovered within the week, and no further days had net losses of followers.

- **Email:**
    - THC Newsletter list (153,043 subscribers), 6/17: 6% open rate, 0% unsubscribe rate (115 people)

Example comments on following pages:

Dan K. Utley
Congratulations to the Texas Historical Commission and the Dallas County Historical Commission for their efforts to fill in the gaps in our collective history. Well done.

Like Reply Message 4w 18

Jennifer Jenkins
That's interesting. I never would have known about this if it hadn't been for your post. Thank you. I'm glad you didn't shy away from posting this based on political pressure. Historical facts don't have to be politicized. Thank you.

11h Like Reply Message 14

Martha Tuzson Stockton
Thanks for telling the history of all Texans! 🙂

11h Like Reply Message 9

Christian Lee
Texas Historical Commission How can we get one about Dorothy Schwarz in Houston/Montrose??

10h Like Reply Message

Author
Texas Historical Commission
Christian Lee Thanks for asking! Please check out our Undertold Marker program: https://www.thc.texas.gov/preserve/projects-and-programs/state-historical-markers/undertold-markers. If you have more questions, feel free to reach out to markers@thc.texas.gov.

Undertold Markers | THC.Texas.gov - Texas Hist...
thc.texas.gov

10h Like Reply 2

loriwcox BS once again virtue signaling. Unfollowing you. 👎

4w 39 likes Reply

View replies (3)

lesleypalf @loriwcox lmao they're literally posting a photo of a historic plaque which is... y'know their job

4w 15 likes Reply

Monty Picard
Not interested. 2

Like Reply Message · 3w

Author
Texas Historical Commission
Monty Picard Okay! What parts of Texas history do interest you?

Like · Reply · Commented on by Agorapulse · 3w 4

William J. Hansard
Texas Historical Commission I just want to say I so admire and appreciate your responses to the negative comments. Thank you for setting a great example.

Like Reply · Message · 3w 14

stph095 I don't agree

4w 10 likes Reply

View replies (11)

ol_mulehead When is straight pride month? I'll wait.

4w 1 like Reply

View replies (1)

jasonkates The idea of having pride in one's sexual orientation is ridiculous.

4w 12 likes Reply

museummissy This is awesome Dallas & THC! Thank you for starting off Pride Month the right way on a positive note! 🌈

4w 3 likes Reply

alex.mwmorrison Thank you so much for this! Really looking forward to seeing more about TX's LGBTQIA+ history from @txhistcomm this month.

4w 17 likes Reply

southern_born_girl No hat ... I love and respect everyone don't want anyone to ever say, no one told me this God!! Because the Bible says, that we ALL will stand before Him and give an account of how we lived according to His word! But. God's word(the Holy bible) hasn't changed! God said in Romans 1:26-31 (LGBTO+)is an abomination to Him! Sin is such a short word with a long sentence! I hope that someone will see the truth here! ❤️🌈

4w 5 likes Reply

dolls_and_cats I knew some but not all of this...thank you @txhistcomm for posting!!

12h 6 likes Reply Message

lilsquidny History and preservation organizations have a duty to tell all stories, thank you THC for showcasing the crossroads at the beginning of pride month! History is not neutral. ✨❤️🏳️‍🌈

9h 8 likes Reply Message

eglarkspur Fascinating historical information!!! Makes me proud to be from Dallas, a city where "love first" can be realized!

11h 10 likes Reply Message

krystalbug This is so interesting! I've found community and acceptance in many "crossroads" so it's nice to know I have somewhere to go if I'm ever in Dallas 💞🏳️‍🌈

4h 1 like Reply Message

Rayanna Lynn
What a great story! I'm loving the diversity in your content. Well done!

Like · Reply Message 3w 5

Account Performance Report - Jul 2020 to Jun 2021

GOVDELIVERY

Texas Historical Commission

Key Metrics

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

12.1K **Change in Subscribers** more details
Net change in subscribers to your account

140K **Change in Subscriptions** more details
Net change in subscriptions to your topics

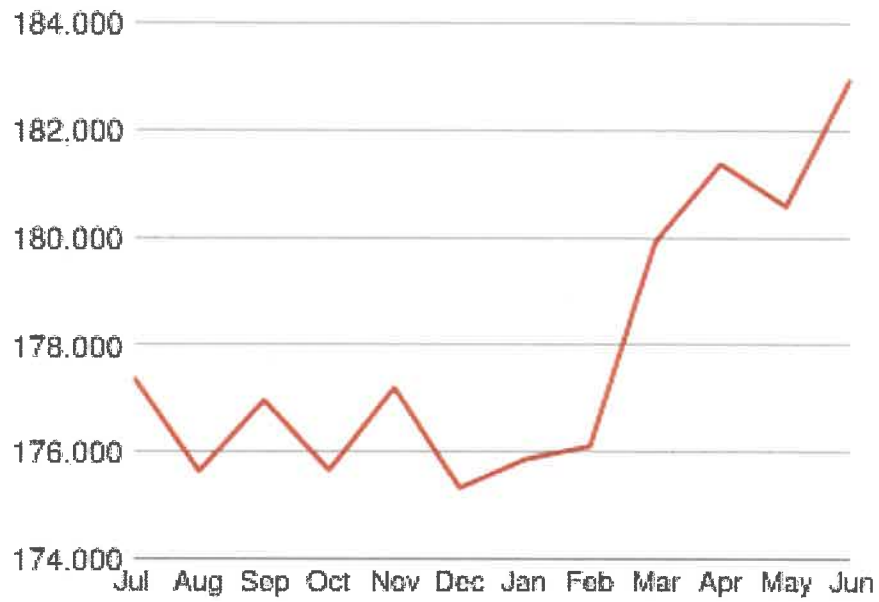
2.7 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 06/2021

43.4% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 06/2021

2.16M **Impressions**
Total number of bulletin opens and link clicks

191.1% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

Total Subscribers



Account Performance Report - Jul 2020 to Jun 2021

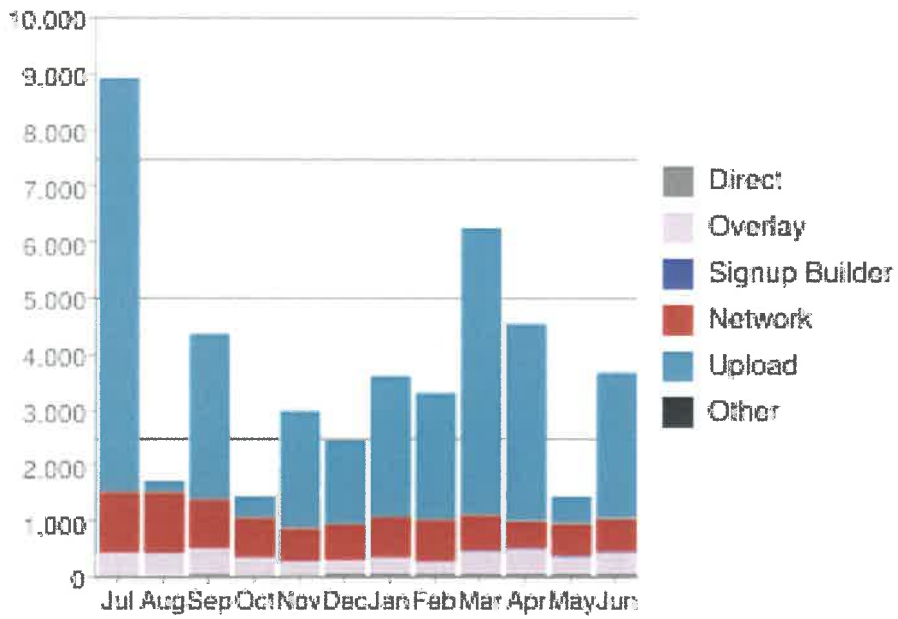
Texas Historical Commission

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	570
Overlay	3,902
Signup Builder	108
Network	8,753
Upload	31,241
Other	0
Deleted	32,499
Change in Total Subscribers	+12,075
Total subscribers as of 06/2021	182,974

Percent growth past 12 months:

7.07%

Account Performance Report - Jul 2020 to Jun 2021

GOVDELIVERY

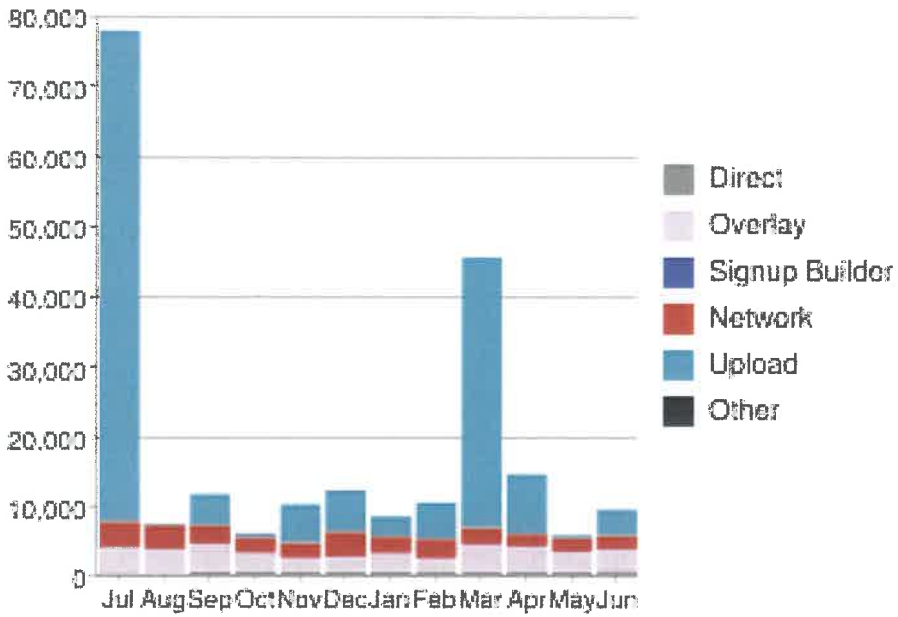
Texas Historical Commission

Effectiveness

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

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	5,231
Overlay	35,339
Signup Builder	222
Network	31,277
Upload	147,386
Other	0
Deleted	78,989
Change in Total Subscriptions	+140,466
Total subscriptions as of 06/2021	490,735

Percent growth past 12 months:

40.10%

Account Performance Report - Jul 2020 to Jun 2021

GOVDELIVERY

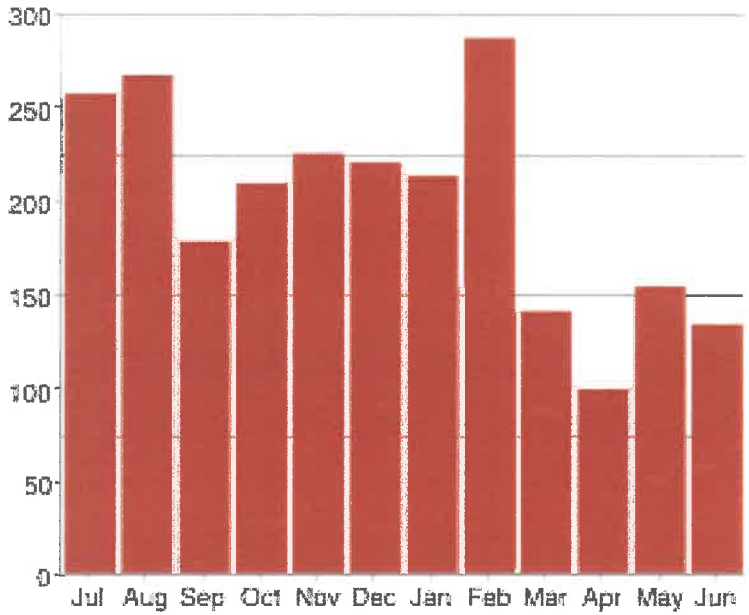
Texas Historical Commission

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	1,794	✓
Office of the Governor Texas	955	✓
Texas Department of Family and Protective Services	951	✓
Texas Education Agency	536	✓
Teacher Retirement System of Texas	511	✓
Nueces County, Texas	469	✓
Texas Health and Human Services Commission	417	✓
Texas Real Estate Commission	416	✓
Texas Parks and Wildlife Department	404	✓
City of Fort Worth, Texas	353	✓

Increase in New Subscribers using GovDelivery Network past 12 months:

191.11%

Account Performance Report - Jul 2020 to Jun 2021

GOVDELIVERY

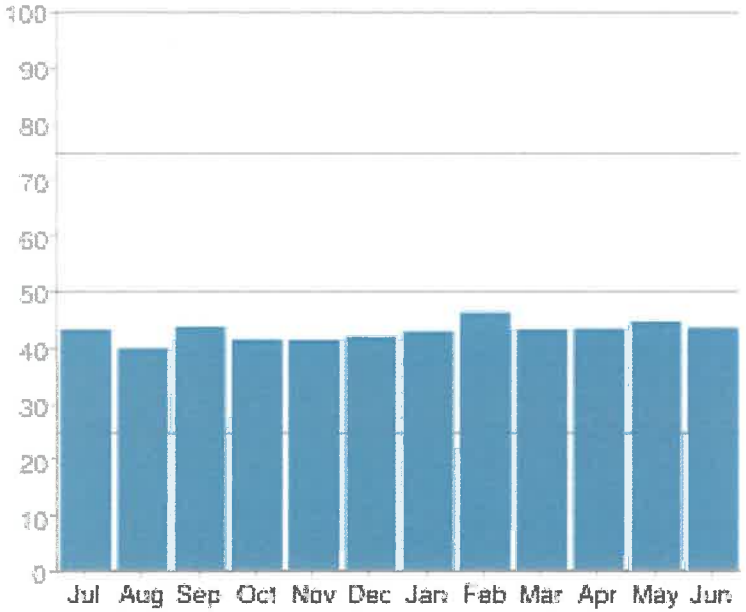
Texas Historical Commission

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*
Jun 2021	179,280	43.45%
May 2021	177,862	44.58%
Apr 2021	179,358	43.32%
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%

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 Updates and Promotions	22,459
State Historical Marker Program Updates	15,033
ALL NEON Contacts with Email Addresses	14,915
Heritage Traveler e-Newsletter	10,724
History Museum Outreach and Education	9,959
FTHC Workshops & Trainings	6,506
THC e-Newsletter	6,173
Historic Cemetery Preservation Announcements	5,739
Upcoming Events	4,119
Deduplicated .edu emails for Real Places 2021 (12/28/20)	3,995

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
History Museum Outreach and Education	83
Upcoming Events	53
Casa Navarro	49
San Felipe de Austin	46
San Jacinto Battleground	45
Washington-on-the-Brazos	42
Magoffin Home	42
Sam Rayburn House	41
Sabine Pass Battleground	41
Varner-Hogg Plantation	41

Efficiency

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

Delivery channels

Messages Sent

Email	231
SMS	60
Facebook	0
Twitter	0

Recipients

Email	7,593,079
SMS	1,681
Shared Bulletin Page Views	9,736

Improve Your Performance

by using the tips in our Granicus Best Practices Guide

TEXAS HISTORICAL COMMISSION

This quarter, Media Relations distributed press releases regarding several agency matters, including:

- Release date announcement for the film series reenacting the Battle of San Jacinto
- Advisory for the April 17 185th anniversary Battle of San Jacinto event held at San Jacinto Monument State Historic Site
- Friends of the THC receiving the IMLS Cares Act grant
- THC's request for a determination of eligibility for El Paso Downtown Historic District
- Free admission provided to Mothers/Fathers on Mother's Day/Father's Day
- The Marion County Courthouse Rededication on May 22, 2021
- Request for THC 2021 Preservation Award nominees
- A new National Register Historic District - League City's Bayou Brae Historic District
- Reopening of Casa Navara SHS (English and Spanish translations)

During this period, Media Relations coordinated with media outlets on interview requests, site visits, and general THC program questions. Markers were very popular over this quarter with many being featured all over the state.

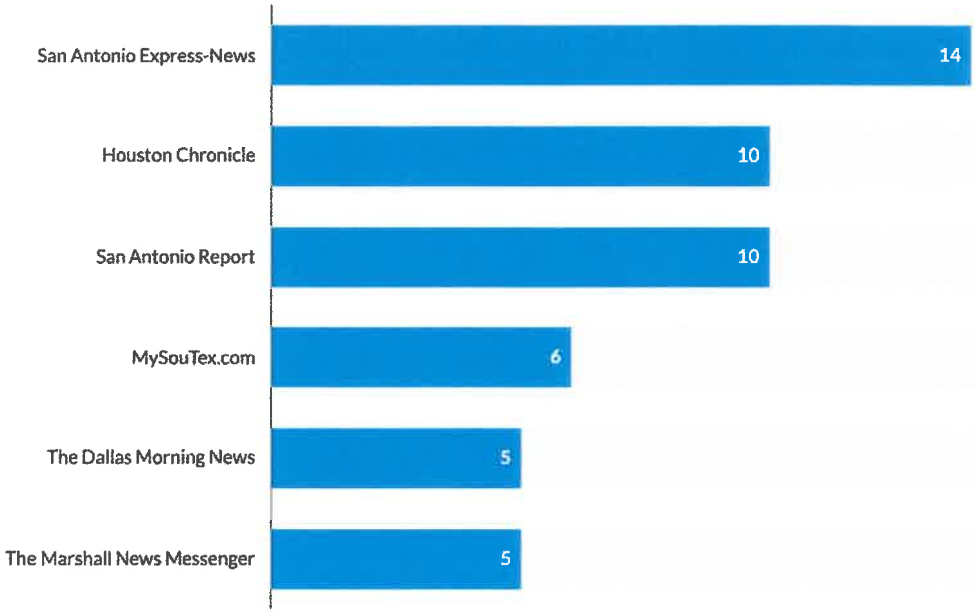
We continued participating in our weekly segment *Texas Time Travel* on Dallas' *Radio Caravan*. We highlighted different places and topics, including several THC hosted webinars and virtual events, a few in person site events, and other notable heritage travel destinations in Dallas.

The biggest pushes for Media Relations this quarter involved promotion for San Jacinto Day events and webinars, coordinating and organizing the Marion County Courthouse Rededication in May, and full production of a video tour at the French Legation house for Preservation Austin to feature in their virtual tour series.

THC sites and programs were featured multiple times on news affiliates in Texas, and even one in Louisiana, including:

- KTEN (NBC Sherman)
- Spectrum News Austin
- KTAL-SHV (NBC Shreveport)
- KVIA (ABC El Paso)
- KHOU (CBS Houston)
- KSAT (ABC San Antonio)
- KLTV (ABC Tyler)
- KYTX (CBS Tyler)

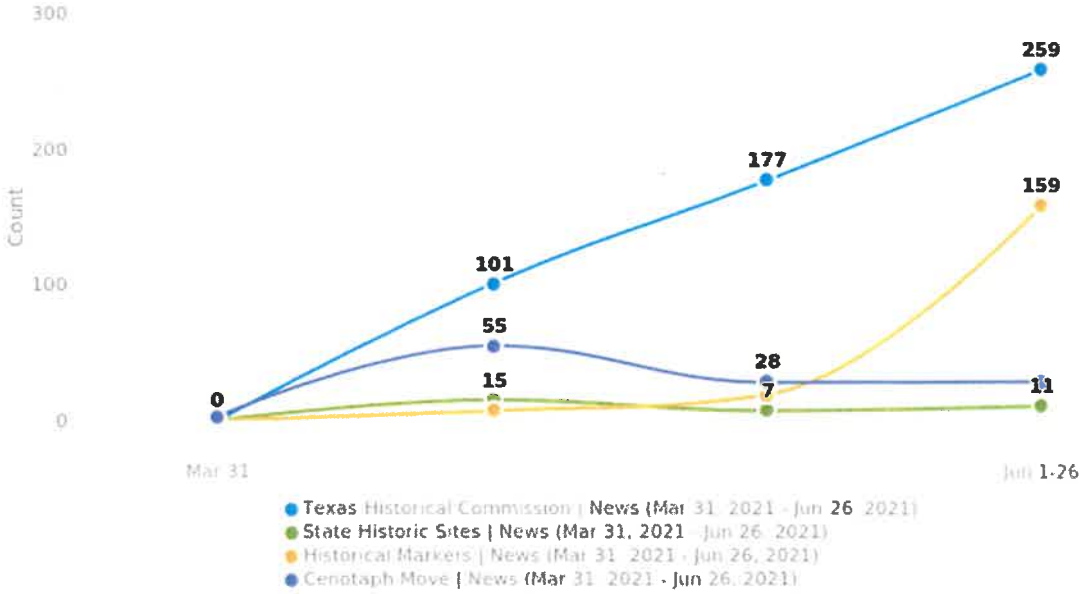
Texas Historica... Top Sources



Apr 1, 2021 - Jun 24, 2021

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

Media Exposure



2021 Second Quarter (April – June)

Denton Record-Chronicle
Publication Date: 04/16/2021 Page Number: 001
Title: Confederate monument to be housed in museum
Author: By Justin Grass Staff Writer jgrass@dentonrc.com
Size : 69 Inches Sq Denton,TX Circulation: 13456
Keywords: Historical Commission ~ Texas Historical Commission

Confederate monument to be housed in museum

By Justin Grass
Staff Writer
jgrass@dentonrc.com

The Texas Historical Commission has unanimously approved plans to relocate the Confederate soldier monument to the Denton County Courthouse-on-the-Square Museum, the county announced Thursday.

Denton County announced the plans in a Thursday afternoon news release, stating there will be a permanent exhibit in the museum featuring the statue of the soldier and two engraved tablets from the original monument. The installation will take place within the next six months, the release states.

"We are very fortunate that we have a professional staff that has an eye for the long-term preservation of our artifacts, this and many others," Denton County Judge Andy Eads stated in the release. "We are in the business of historic preservation. Part of that is preserving our artifacts. And, I think the appropriate and timely actions taken by the THC in conjunction with the Commissioners Court preserved this artifact for future generations."

The monument was removed in June 2020 after county commissioners approved a resolution to relocate it, and has been in climate-controlled storage since. It was a focal point in many protests, with some advocating for its removal for years.

The new exhibit will be surrounded on three sides by a 3D version of the Confederate monument where it was once located. It will also feature a narrative explaining the history of the monument and the history of slavery statewide and locally.

Reached Thursday afternoon, Eads said he believes the relocation decision was a responsible move by the county.

"The thing that I had in mind was stewardship," Eads said. "This is county property, and we have to be good stewards of county property, which is a core function of county government. Future generations can either appreciate or learn from it — we believe that that is part of our role."

As for those who have advocated

See MONUMENT on 5A

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Shown is a mockup of how the Confederate soldier monument might look once it's moved to the Denton County Courthouse-on-the-Square Museum.

Courtesy photo

From Page 1A

Monument

against the monument, who often cite its connections to slavery and racial discrimination, Eads said he believes the statue can still offer value by creating dialogue.

"I've heard their point of view and I appreciate the perspective," Eads said. "Museums around the world are filled with artifacts from throughout history that may reflect unpleasantness, activities and conduct of people in power that we would not be proud of. ... We believe that this will continue a dialogue for our generation and future generations about being the best America we can be."

Local activist Willie Hudspeth, who advocated against the statue for more than 20 years before it was ultimately removed in June, said Thursday that he doesn't agree with the decision and will be showing up to the county's weekly Commissioners Court meetings to address it.

"I don't think that should happen at all," Hudspeth said. "What about all the other issues that we have? I'll be up there talking about that."

Specifically, Hudspeth said he doesn't believe the statue's relocation is a beneficial use of taxpayer dollars. He added the

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confederate monument only refers to one part of America's history, which also includes Black and Hispanic history.

"What I would like for them to do, and they have never done this, is meet with the people," Hudspeth said. "Just meet with the citizens, talk about it, then come up with something we would all enjoy."

Dallas Morning News
Publication Date: 05/08/2021 Page Number: 009
Title: THREE CHEERS
Author:
Size : 35 Inches Sq Dallas,TX Circulation: 415007
Keywords: Historical Commission ~ Texas Historical Commission

THREE CHEERS

1 Texas Historical Commission — Kudos to the Texas Historical Commission, and its state agency partners, for publishing its new 167-page Texas Heritage Guide that was included in the April 25 *Dallas Morning News*. The guide is divided into 10 trail regions that comprise all of Texas. It is full of easy-to-understand maps, photos and descriptions of historical sights and events that make you want to get into your car and travel throughout Texas.

And unlike other, more commercial guides, there are no advertisements in it. I would urge all *News* print subscribers to pull out the guide before placing the newspaper in the recycle bin. The Texas Heritage Guide is a real keeper.

Reagan Cartwright, Dallas/Preston Hollow

Smiley N. Pool/Staff Photographer

Fans at Globe Life Field applauded San Diego Padres pitcher Joe Musgrove's no-hitter against the Texas Rangers on April 9.

2 Texas Rangers fans — As a San Diego-area resident and Padres fan for over 30 years, I would like to thank all the wonderful Rangers fans at Globe Life Field who so selflessly and gracefully cheered Joe Musgrove on to his no-hitter against the Texas Rangers April 9.

It was heartwarming to see the most excellent sportsmanship exhibited by Rangers fans as the game wound down and Padres history was made. You folks have my most sincere gratitude and I just want to say — and I think I speak for many San Diegans — that y'all are a class act!

Alan Eglesias, Escondido, Calif.

3 U.S. Postal Service — I made the mistake when the postal clerk tried to tell me the address didn't exist on the Priority Mail package I was sending with baby gifts inside, but I insisted I was correct. Well, you guessed it, it was wrong. The package came back to me, I made the correction and our mail carrier, Jose, helped me get the package back in the system.

When it didn't arrive, Jose suggested calling the 1-800 number on my receipt. The U.S. Postal Service has a great tracking system, and I located the package in Houston, where it was supposed to be. I had a case number, which made me feel better, and someone somewhere knew where that package was. When the package still didn't arrive, I called again and this time talked with Cristavo, who explained the package was stuck in a distribution loop. He then added a comment to "deliver to the recipient." One day later, I got a phone call from Ms. Jenkins in Houston.

Yep, you read that right: personalized service as if I had ordered from a small business. The carrier found the package and it was delivered. I learned the U.S. Postal Service does care about us and our mail and makes the effort to help with personal connections. They deserve our support.

Perri Brackett, Lewisville

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

Go to report

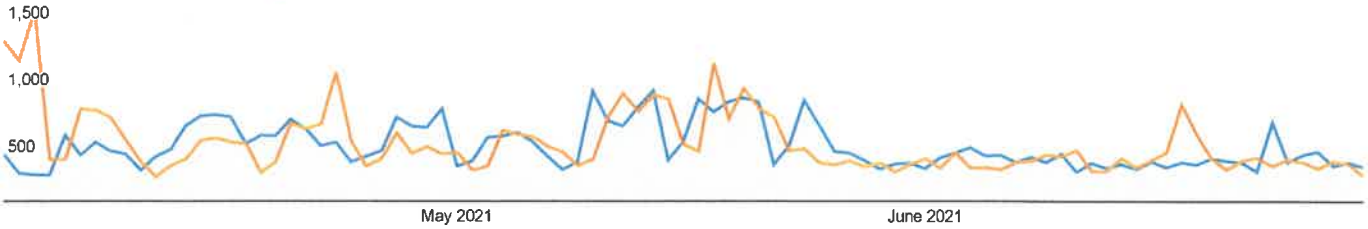
Pages

All Users
+0.00% Pageviews

Apr 1, 2021 - Jun 30, 2021
Compare to: Apr 1, 2020 - Jun 30, 2020

Explorer

Apr 1, 2021 - Jun 30, 2021: Pageviews
Apr 1, 2020 - Jun 30, 2020: Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	4.30% 37,670 vs 39,363	0.53% 30,273 vs 30,433	4.48% 00:03:18 vs 00:03:27	0.92% 25,325 vs 25,093	2.49% 67.60% vs 65.95%	5.46% 67.23% vs 63.75%	0.00% $0.00 vs $0.00
1. /							
Apr 1, 2021 - Jun 30, 2021	4,439 (11.78%)	3,260 (10.77%)	00:01:49	2,912 (11.50%)	41.37%	46.79%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	5,191 (13.19%)	3,440 (11.30%)	00:02:24	3,113 (12.41%)	40.01%	47.62%	$0.00 (0.00%)
% Change	**-14.49%**	**-5.23%**	**-24.57%**	**-6.46%**	**3.40%**	**-1.75%**	**0.00%**
2. /travel-themes/national-monuments-and-landmarks							
Apr 1, 2021 - Jun 30, 2021	2,318 (6.15%)	1,697 (5.61%)	00:04:07	1,663 (6.57%)	69.06%	71.44%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	2,147 (5.45%)	1,637 (5.38%)	00:04:45	1,628 (6.49%)	69.42%	73.40%	$0.00 (0.00%)
% Change	**7.96%**	**3.67%**	**-13.56%**	**2.15%**	**-0.52%**	**-2.68%**	**0.00%**
3. /content/brief-history-texas-german-heritage							
Apr 1, 2021 - Jun 30, 2021	1,628 (4.32%)	1,507 (4.98%)	00:07:47	1,497 (5.91%)	83.36%	89.50%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	1,049 (2.66%)	987 (3.24%)	00:08:15	976 (3.89%)	83.40%	91.23%	$0.00 (0.00%)
% Change	**55.20%**	**52.68%**	**-5.53%**	**53.38%**	**-0.06%**	**-1.90%**	**0.00%**
4. /node/28663							
Apr 1, 2021 - Jun 30, 2021	1,602 (4.25%)	1,308 (4.32%)	00:04:09	1,306 (5.16%)	69.57%	79.84%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	747 (1.90%)	538 (1.77%)	00:04:11	536 (2.14%)	62.83%	69.75%	$0.00 (0.00%)
% Change	**114.46%**	**143.12%**	**-1.01%**	**143.66%**	**10.74%**	**14.47%**	**0.00%**
5. /travel-themes/new-deal-projects							
Apr 1, 2021 - Jun 30, 2021	1,515 (4.02%)	1,236 (4.08%)	00:05:40	1,187 (4.69%)	66.75%	73.14%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	1,014 (2.58%)	861 (2.83%)	00:06:38	855 (3.41%)	79.72%	81.76%	$0.00 (0.00%)
% Change	**49.41%**	**43.55%**	**-14.50%**	**38.83%**	**-16.27%**	**-10.54%**	**0.00%**
6. /node/28671							
Apr 1, 2021 - Jun 30, 2021	1,215	518	00:03:01	472	50.70%	41.56%	$0.00

Apr 1, 2021 - Jun 30, 2021	(3.23%)	(1.71%)	00:03:01	(1.86%)	59.79%	41.56%	(0.00%)
Apr 1, 2020 - Jun 30, 2020	**74** (0.19%)	45 (0.15%)	00:07:59	27 (0.11%)	59.26%	58.11%	$0.00 (0.00%)
% Change	**1,541.89%**	**1,051.11%**	**-62.09%**	**1,648.15%**	**0.89%**	**-28.47%**	**0.00%**
7. /travel-themes/world-war-i							
Apr 1, 2021 - Jun 30, 2021	**1,019** (2.71%)	871 (2.88%)	00:07:14	860 (3.40%)	78.03%	81.94%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	**2,497** (6.34%)	2,006 (6.59%)	00:06:25	1,978 (7.88%)	73.34%	78.05%	$0.00 (0.00%)
% Change	**-59.19%**	**-56.58%**	**12.78%**	**-56.52%**	**6.40%**	**4.98%**	**0.00%**
8. /travel-themes/african-american-heritage							
Apr 1, 2021 - Jun 30, 2021	**1,003** (2.66%)	810 (2.68%)	00:07:09	801 (3.16%)	65.06%	77.47%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	**973** (2.47%)	780 (2.56%)	00:05:04	774 (3.08%)	65.98%	77.60%	$0.00 (0.00%)
% Change	**3.08%**	**3.85%**	**40.99%**	**3.49%**	**-1.40%**	**-0.16%**	**0.00%**
9. /get-guides							
Apr 1, 2021 - Jun 30, 2021	**973** (2.58%)	803 (2.65%)	00:05:07	504 (1.99%)	46.26%	65.06%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	**596** (1.51%)	510 (1.68%)	00:04:06	181 (0.72%)	61.83%	63.09%	$0.00 (0.00%)
% Change	**63.26%**	**57.45%**	**25.06%**	**178.45%**	**-25.18%**	**3.12%**	**0.00%**
10. /explore-region							
Apr 1, 2021 - Jun 30, 2021	**940** (2.50%)	697 (2.30%)	00:01:58	132 (0.52%)	62.88%	46.91%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	**1,242** (3.16%)	854 (2.81%)	00:03:09	179 (0.71%)	64.80%	46.30%	$0.00 (0.00%)
% Change	**-24.32%**	**-18.38%**	**-37.61%**	**-26.26%**	**-2.97%**	**1.34%**	**0.00%**

Rows 1 - 10 of 3537

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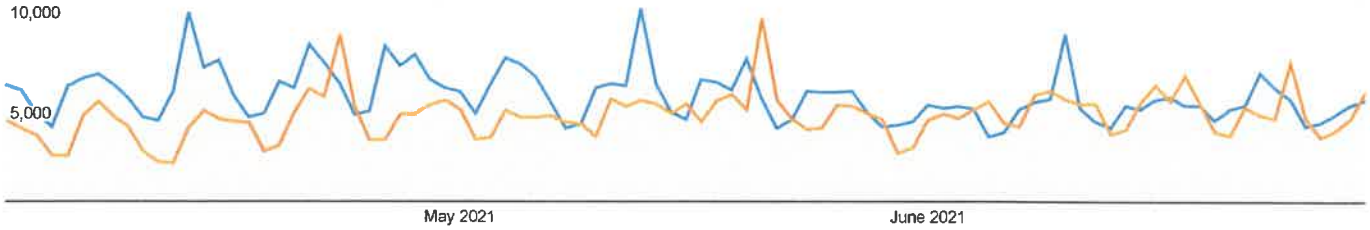
Pages

All Users
+0.00% Pageviews

Apr 1, 2021 - Jun 30, 2021
Compare to: Apr 1, 2020 - Jun 30, 2020

Explorer

Apr 1, 2021 - Jun 30, 2021: Pageviews
Apr 1, 2020 - Jun 30, 2020: Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	23.71% 481,755 vs 389,426	25.34% 400,368 vs 319,415	0.63% 00:02:14 vs 00:02:15	27.81% 260,123 vs 203,529	2.53% 63.13% vs 61.57%	3.31% 53.99% vs 52.26%	0.00% $0.00 vs $0.00
1. /							
Apr 1, 2021 - Jun 30, 2021	24,066 (5.00%)	19,807 (4.95%)	00:01:16	15,690 (6.03%)	35.11%	35.84%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	26,471 (6.80%)	21,448 (6.71%)	00:01:19	17,802 (8.75%)	37.43%	37.18%	$0.00 (0.00%)
% Change	**-9.09%**	**-7.65%**	**-4.09%**	**-11.86%**	**-6.20%**	**-3.59%**	**0.00%**
2. /historic-sites							
Apr 1, 2021 - Jun 30, 2021	18,171 (3.77%)	17,343 (4.33%)	00:02:04	17,023 (6.54%)	95.19%	92.71%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	3,813 (0.98%)	2,640 (0.83%)	00:01:24	1,176 (0.58%)	50.64%	31.79%	$0.00 (0.00%)
% Change	**376.55%**	**556.93%**	**48.80%**	**1,347.53%**	**87.98%**	**191.66%**	**0.00%**
3. /preserve/projects-and-programs/state-historical-markers							
Apr 1, 2021 - Jun 30, 2021	15,533 (3.22%)	12,222 (3.05%)	00:01:16	10,740 (4.13%)	34.65%	34.93%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	13,269 (3.41%)	10,054 (3.15%)	00:01:18	8,829 (4.34%)	32.00%	33.96%	$0.00 (0.00%)
% Change	**17.06%**	**21.56%**	**-2.87%**	**21.64%**	**8.28%**	**2.85%**	**0.00%**
4. /historic-sites/washington-brazos-state-historic-site							
Apr 1, 2021 - Jun 30, 2021	13,970 (2.90%)	11,623 (2.90%)	00:02:54	10,712 (4.12%)	59.29%	64.93%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	12,020 (3.09%)	10,166 (3.18%)	00:02:46	9,512 (4.67%)	61.49%	67.84%	$0.00 (0.00%)
% Change	**16.22%**	**14.33%**	**5.25%**	**12.62%**	**-3.57%**	**-4.28%**	**0.00%**
5. /historic-sites/san-jacinto-battleground-state-historic-site							
Apr 1, 2021 - Jun 30, 2021	13,352 (2.77%)	11,172 (2.79%)	00:02:59	10,440 (4.01%)	64.14%	69.03%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	9,199 (2.36%)	7,613 (2.38%)	00:02:55	7,146 (3.51%)	63.48%	69.84%	$0.00 (0.00%)
% Change	**45.15%**	**46.75%**	**2.25%**	**46.10%**	**1.04%**	**-1.17%**	**0.00%**
6. /historic-road-trips							
Apr 1, 2021 - Jun 30, 2021	12,952	10,231	00:01:08	9,757	39.40%	40.67%	$0.00

Apr 1, 2021 - Jun 30, 2021	(2.69%)	(2.56%)	00:01:08	(3.75%)	39.40%	40.67%	(0.00%)
Apr 1, 2020 - Jun 30, 2020	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**
7. /historicsites							
Apr 1, 2021 - Jun 30, 2021	9,699 (2.01%)	7,159 (1.79%)	00:01:35	2,734 (1.05%)	53.77%	33.91%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	4,733 (1.22%)	3,292 (1.03%)	00:01:19	785 (0.39%)	48.98%	26.60%	$0.00 (0.00%)
% Change	**104.92%**	**117.47%**	**20.30%**	**248.28%**	**9.77%**	**27.48%**	**0.00%**
8. /preserve/projects-and-programs/military-sites/texas-world-war-ii							
Apr 1, 2021 - Jun 30, 2021	9,412 (1.95%)	7,517 (1.88%)	00:05:29	7,386 (2.84%)	81.75%	77.29%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	14,888 (3.82%)	12,587 (3.94%)	00:06:29	12,462 (6.12%)	83.06%	82.83%	$0.00 (0.00%)
% Change	**-36.78%**	**-40.28%**	**-15.40%**	**-40.73%**	**-1.58%**	**-6.68%**	**0.00%**
9. /job-opportunities							
Apr 1, 2021 - Jun 30, 2021	9,400 (1.95%)	7,107 (1.78%)	00:01:24	5,027 (1.93%)	55.18%	48.15%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	10,150 (2.61%)	7,518 (2.35%)	00:01:18	5,510 (2.71%)	55.78%	47.05%	$0.00 (0.00%)
% Change	**-7.39%**	**-5.47%**	**7.51%**	**-8.77%**	**-1.07%**	**2.33%**	**0.00%**
10. /historic-sites/fulton-mansion-state-historic-site							
Apr 1, 2021 - Jun 30, 2021	6,977 (1.45%)	5,901 (1.47%)	00:02:51	5,220 (2.01%)	65.41%	65.24%	$0.00 (0.00%)
Apr 1, 2020 - Jun 30, 2020	4,411 (1.13%)	3,757 (1.18%)	00:02:42	3,344 (1.64%)	65.80%	67.04%	$0.00 (0.00%)
% Change	**58.17%**	**57.07%**	**5.57%**	**56.10%**	**-0.59%**	**-2.68%**	**0.00%**

Rows 1 - 10 of 44422

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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	40	9	26		
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	53	25	13	10	22	20	57	28	1275	16		
Subtotal:	73	26	13	15	24	59	63	68	1284	42	0	0

Box Requests (60 per box)	14	6	4	5	21	35	16	79	36	62		
Total:	**913**	**386**	**253**	**315**	**1,284**	**2,159**	**1,023**	**4,808**	**3,444**	**3,762**	**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	42	11	50		
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	168	89	92		
Subtotal	155	174	87	234	214	160	395	210	100	142	0	0

Box Requests (500 per box)	1	1	1	1	1	0	2	24	7	3		
Total	**655**	**674**	**587**	**734**	**714**	**160**	**1,395**	**12,210**	**3,600**	**1,642**	**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	41	12	1		
Certified Folder									65,000			
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	59	34	35		
Subtotal	68	99	29	29	46	37	86	100	65046	36	0	0

Box Requests (200 per box)	4	2	1	6	2	1	11	34	11	11			
Total	**868**	**499**	**229**	**1,229**	**446**	**237**	**2,286**	**6,900**	**67,246**	**2,236**	**0**	**0**	82,176

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Forts 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	2	0	11	2	2	6	40	54	54		
Certified Folder									37,600			
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	71	36	86		
Subtotal:	76	51	36	30	71	69	107	111	37,690	140	0	0

Box Requests (200 per box)	2	3	4	6	7	2	4	34	9	5		
Total:	**476**	**651**	**836**	**1,230**	**1,471**	**469**	**907**	**6,911**	**39,490**	**1,140**	**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	7	46	4		
Newpaper Insert				39,976			25,980	57,711	75,000			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly									7,000			
Tour Texas			971	102	320	147	331	62	6			
TTIA Insert												
TX State Trav. Guide												
Web Site	155	224	501	248	513	182	262	139	77	76		
Subtotal	155	238	1,475	40341	836	333	26591	57919	82129	80	0	0

Box Requests (60 per box)	20	37	179	32	15	5	28	29	0	2		
Total	**1,355**	**2,458**	**12,215**	**42,261**	**1,736**	**633**	**28,271**	**59,659**	**82,129**	**200**	**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	31	5	54		
Certified Mail									50,000			
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	112	42	114		
Subtotal:	80	59	40	64	93	84	161	143	50047	168	0	0

Box Requests (200 per box)	1	5	0	1	1	0	6	45	12	6		
Total:	**280**	**1,059**	**40**	**264**	**293**	**84**	**1,361**	**9,143**	**52,447**	**1,368**	**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	61	4	0		
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	35	1276	37		
Subtotal	63	27	23	13	25	36	90	96	1280	37	0	0

Box Requests (90 per box)	4	4	0	10	12	2	9	62	14	41		
Total	**423**	**387**	**23**	**913**	**1,105**	**216**	**900**	**5,676**	**2,540**	**3,727**	**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	40	9	54		
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	117	38	79		
Subtotal:	64	38	28	73	71	59	102	157	47	133	0	0

Box Requests (200 per box)	1	2	0	0	0	0	0	0	0	1		
Total:	**264**	**438**	**28**	**73**	**71**	**59**	**102**	**157**	**47**	**333**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Pecos 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	1	0	2	2	2	55	40	9	54		
Certified Mail									52,500			
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	67	38	85		
Subtotal:	61	37	22	21	67	54	145	107	52547	139	0	0

Box Requests (375 per box)	2	1	6	1	0	0	1	28	6	3		
Total:	**811**	**412**	**2,272**	**396**	**67**	**54**	**520**	**10,607**	**54,797**	**1,264**	**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	40	5	54		
Certified Folder									30,000			
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	64	35	80		
Subtotal:	53	39	24	22	62	61	92	104	30040	134	0	0

Box Requests (200 per box)	1	2	0	1	1	1	2	33	9	3		
Total:	**253**	**439**	**24**	**222**	**262**	**261**	**492**	**6,704**	**31,840**	**734**	**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	40	25	30		
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	16	11	27		
Subtotal	37	9	4	9	10	26	90	56	36	57	0	0

Box Requests (90 per box)	1	1	0	10	3	0	1	21	7	34		
Total	**127**	**99**	**4**	**909**	**280**	**26**	**180**	**1,946**	**666**	**3,117**	**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	41	9	75		
Certified Folder									25,600			
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	44	29	22		
Subtotal	106	41	22	19	32	27	74	85	25638	97	0	0

Box Requests (160 per box)	1	2	1	7	0	2	10	41	16	34			
Total	**266**	**361**	**182**	**1,139**	**32**	**347**	**1,674**	**6,645**	**28,198**	**5,537**	**0**	**0**	44,381

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	31,860
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	75,000
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	104,000
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	111,375
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	82,800
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**	**405,035**

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	33,900
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	184,590
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	62,010
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	14,240
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	47,800
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**	**342,540**

Heritage Tourism Brochure Summary