Communications Committee

April 27, 2023

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE

Embassy Suites Austin Central
Agave A-B
5901 N. Interstate Hwy 35
Austin, TX 78723
April 27, 2023
11 a.m.

(or upon adjournment of the 10:30 a.m. Architecture committee meeting, 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 McKnight*
   A. Committee member introductions
   B. Establish quorum
   C. Recognize and/or excuse absences

2. **Consider approval of the January 31, 2023, Communications Committee meeting minutes** – *Chairman McKnight*

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

   A. Updates
   B. Major Projects Status
   C. Future Planning

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 Paige Neumann 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

DoubleTree by Hilton Hotel
Phoenix Ballroom South
6505 N IH 35
January 31, 2023
12:21 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: Catherine McKnight, Jim Bruseth, Garrett Donnelly.

1. Call to Order

The meeting was called to order by Chairman Catherine McKnight at 12:21 p.m. She 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 McKnight called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum

Chairman McKnight reported a quorum was present.

C. Recognize and/or excuse absences

Commissioner Jim Bruseth moved to excuse the absence of Commissioner Donna Bahorich and Commissioner Rene Dutia. Commissioner Garrett Donnelly seconded the motion which passed unanimously.

2. Minutes

Commissioner Bruseth moved to approve the January 31, 2023, committee minutes. Commissioner Garrett seconded the motion which passed unanimously.

3. Communications Division update and committee discussion-Chris Florance

Florance provided an update on the success of the Port Isabel Lighthouse Lighting Ceremony. The event had great media coverage. Commissioner Jim Bruseth was pleased with the readable signage. Florance thanked the Communications Team, Justin Minsker, Bailey Curwick and Patrick Hughey on the success of the event. A special thanks went out to Valerie Bates, Site Manager-Communications Director for promoting the event in the community of Port Isabel.

Florance also thanked Commissioner Garcia who spoke at the event and provided a Spanish language interview.

Florance announced that publications on the Historic Preservation Tax Credit, the Courthouse program, and Historic Sites should be ready in the coming weeks.

Florance reported on a donor-funded marketing campaign for Historic Sites Division which includes road trip ideas, historic sites and the Republic of Texas page search in Google and an ad on the Pandora music streaming service.

Florance reported on the website refresh and announced that Mighty Citizen signed the contract on January 20, 2023. The design will include an improved navigation tool and improved design and branding.

Florance announced a new Communications Plan that will be available October 2023.

Commissioner Garrett asked what format of web browser was being designed for. Florance said it would be mobile first design, but viewable and attractive on all hardware.

Adjournment
At 12:37 p.m., on the motion of Commissioner McKnight and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

Quarterly Report

Communications Division
January–March 2023

SOCIAL MEDIA

This quarter, social media supported initiatives by the Texas Holocaust, Genocide, and Antisemitism Advisory Commission (THGAAC), Community Heritage Development Division, Real Places, Black History Month, Women's History Month, and the addition of new state historic sites.

In collaboration with the THGAAC, the agency social media accounts shared daily posts during Texas Holocaust Remembrance Week in January, featuring each of the Holocaust museums in Texas (Dallas, El Paso, Houston, San Antonio). Across platforms, these posts had a combined reach of 82,966.

Also in January, we completed a five-week social media campaign for the Heritage Tourism program, promoting TexasTimeTravel.com using past-present photos of sites in the 10 Heritage Trail Regions. These posts reached 276,076 people.

Social promotion of Real Places 2023 began on August 3, 2022 and continued through sponsor recognitions and award announcements. There were 61 conference posts during that period reaching a combined total of 78,358 people.

For Black History Month in February, we posted 12 stories, including the Barton Springs swim-ins, Peacock Records in Houston, baseball player and manager Rube Foster, and the 1867 Settlement in Texas City. Black History Month posts reached more than 475,000 people and had a higher-than-average engagement rate overall.

During March, we posted six stories for Women's History Month, including Katherine Anne Porter and the Farah strike in El Paso. One of these, about South Texas folklorist Jovita González de Mireles, reached more than 730,000 people on Facebook alone.

WEBSITES

Traffic to the agency website, thc.texas.gov, increased by more than 12 percent compared to this quarter last year (477,994 vs. 424,935). Among the most-visited sections of the agency site were the home page, the historical markers landing page, and state historic site pages.

The THC has begun the process of working with a website vendor to redesign the agency website. The Communications Division held a kickoff meeting with the vendor on February 8. Representatives from several THC divisions also conducted discovery sessions with the vendor throughout March prior to development work starting on the new website, which is slated for launch in late October.

VIDEO/WEBINARS

Communications staff created numerous short videos that were played during the Real Places 2023 conference, both online and in person, including sponsor/keynote loops and 11 award videos. Staff also took photos throughout the conference.

Staff also created a short promotional video for the state historic sites that was posted on YouTube, as well as an animated popup ad using the Kargo platform that will display on mobile devices.

An agency webinar held this quarter focused on the past, present, and future of San Jacinto Battleground. There were 353 registrants, and 156 people attended live. See the attached white paper for details.

HISTORIC SITES

The Communications Division continues to prioritize the promotion of in-person travel, site amenities, and upcoming living history, historic foodways, and seasonal events at the THC's state historic sites. General promotion of the sites as well as upcoming in-person and digital events continue to be highlighted on the agency website, social media, email

marketing, public relations, and paid advertising efforts.

Print advertising continues to promote visitation to historic sites with ads placed in *Texas Highways*, *AAA Texas Explorer*, *Texas Highways Events Calendar*, *Texas State Travel Guide*, *Authentic Texas*, and *USA Today*. Digital ads are running through search, native, YouTube, and social media to promote historic sites and convert clicks to our state historic sites webpages.

Through lead generation campaigns with Travel Texas, TxDOT, and TourTexas.com—as well as past webinar attendees, new subscribers on the agency's GovDelivery email network, and collection of emails at the historic sites point of sale system—there are now over 275,000 email addresses to promote initiatives and events at our state historic sites each month. This quarter, over 11,000 new subscribers were added to state historic sites promotional email lists.

A weekly branded email is sent to over 16,000 subscribers interested in upcoming events and promotions from our state historic sites. Branded promotional graphics are developed in partnership with select state historic sites that request marketing materials for promotion.

Since January 2022, total pageviews to the state historic site pages on the THC's website have increased by 9 percent over the same period last year (140,085 vs. 128,048).

MEDIA RELATIONS

This quarter, press release topics included:

- Magoffin Home reopening on Sundays
- Tyler Historic District listed in the National Register of Historic Places
- Port Isabel Lighthouse Lens relighting event (English and Spanish)
- Holiday events at historic sites
- Antisemitism study released by Texas Holocaust, Genocide, and Antisemitism Advisory Commission

We continued participating in our weekly *Texas Time Travel Stories* segment on Dallas' *Radio Caravan*. We highlighted various places and topics, including multiple site events, the San Jacinto Day Celebration, spring break events in Fort Worth, the Cowgirl Museum and Hall of Fame, and Washington-on-the-Brazos' Texas Independence Day event.

Talking points were prepared for Real Places 2023 and for Commissioner Donnelly's meeting in Midland.

THC sites and programs were featured multiple times on television and radio affiliates in Texas.

EMAIL OUTREACH

The March edition of the monthly agency e-newsletter went to 138,967 subscribers, while the December issue of the quarterly Heritage Traveler newsletter went to 39,546 recipients. Some of the most-clicked links included the Goliad Massacre living history event, the Texas Revolution and Republic Historic Sites Passport, the Museum on Main Street initiative, and the Apply for a 2023 Historical Marker webpage.

Other key email outreach efforts focused on numerous webinar and event promotions offered by the THC and our historic sites, as well as the Museum Services Program, THC press releases and job opportunities, and the Friends of the THC. We also heavily promoted Real Places 2023 across all email lists and listservs, including both general emails and targeted emails highlighting specific programming for various audiences.

PRINT PROJECTS

Print projects have included the winter 2022 edition of *The Medallion*, with the spring edition in the works. We have continued to distribute the monthly employee newsletter.

We also designed or printed various Real Places 2023 materials, including flyers, postcards, signage, and the program guide.

Additionally, we completed and printed the legislative publications *Courthouse Cornerstones*, *Historic Heights*, and the tax credit report.

TEXAS HISTORICAL COMMISSION

Texas Historical Commission
Digital Engagement Quarterly Report – Q1 2023

Executive Summary

- **Total Social Media Followers:** 430,677 (8.5% increase) *(adding Bush Family Home & Presidio La Bahía)*
- **Total e-Newsletter Subscribers:** 303,230 (4% increase)
- **Total Reach on Social Media:** 4,920,111 (38% decrease)
- **Total Engagements (likes, comments, shares, etc.):** 352,936 (36% decrease)

Social Media Followers, Agency Accounts

- **Facebook:** 114,203 (1.8% increase)
- **Instagram:** 58,475 (0.5% increase)
- **Twitter:** 22,076 (2.9% increase)
- **LinkedIn:** 5,563 (5.3% increase)
- **YouTube:** 24,269 (5.4% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 281,598 (8% increase)
- **Instagram:** 84,495 (1.5% increase)
- **Twitter:** 22,644 (2.9% increase)
- **LinkedIn:** 6,387 (5.4% increase)
- **YouTube:** 27,619 (12.4% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 1.8%; **Instagram:** 5.8%; **Twitter:** 2.3%; **LinkedIn:** 6.5%; **YouTube:** 4.7%

Online Video

- **Total Video Views in Q1**
  - YouTube: 975,077
  - Facebook: 14,553
- **Top Videos (by number of views in Q1)**
  - Speaking Texas German: 695,313 (7,180,582 total views)
  - Visit Historic Texas: 113,076 (124,020 total views)
  - The Vaqueros of South Texas: 15,056 (694,372 total views)
- **San Jacinto webinar (see attached white paper for details)**
  - 353 registrants, 156 live attendees, 372 views of recording to date

e-Newsletters

- **Total Subscribers:** 303,230 (4% increase)
- **Top Email Topic Subscriptions**
  - State Historic Sites Updates and Promotions: 274,850
  - THC e-Newsletter: 138,936
  - Heritage Traveler e-Newsletter: 39,593
  - History Museum Outreach and Education: 29,085
  - State Historical Marker Program Updates: 18,454
- **Total Unique Email Opens:** 728,288 (23.2%)
- **Overall Engagement Rate:** 45.4%
- **Unique Link Clicks:** 55,496 (1.8%)
  - FTHC painted churches webinar registration: 855 clicks
  - Real Places 2023 homepage: 838 clicks
  - WOB page, Independence Day Celebration save-the-date email: 629 clicks

Agency Blog

- **Total Blog Views in Q1:** 57,712 (7% decrease from Q4)
- **Top Blog Posts:**
  - Visit Eight State Historic Sites to Experience the Republic of Texas Era: 5,008 views
  - The Texas Tradition of Cattle Ranching Began in Tejas: 1,885 views
  - Flags of the Texas Revolution: 1,714 views

Top Social Media Posts

- **Facebook**
  - Jovita González de Mireles: 734,799 reach, 43,047 engagements
  - Mother Neff State Park: 276,229 reach, 14,291 engagements
  - Museum on Main Street announcement: 135,965 reach, 14,991 engagements
- **Instagram**
  - St. John Colony gravestone: 28,687 reach, 2,935 engagements
  - Desegregation of Barton Springs: 22,534 reach, 2,366 engagements
  - TCU history ahead of playoff game: 20,083 reach, 1,912 engagements
- **Twitter**
  - Texas Independence Day: 15,705 impressions, 418 engagements
  - Martin Luther King Jr. Day: 13,617 impressions, 228 engagements
  - TCU history ahead of playoff game: 17,037 impressions, 352 engagements
- **LinkedIn**
  - African American Travel Guide Survey Project: 3,867 impressions, 276 engagements
  - Museum on Main Street announcement: 2,276 impressions, 215 engagements
  - Eisenhower Birthplace general history: 1,886 impressions, 115 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - Goodnight Ranch Inventors Day chuckwagon post, 47,954 reach, 2,989 engagements
  - Presidio La Bahía Goliad Massacre event promo, 35,039 reach, 1,832 engagements
  - Goodnight Ranch dugout event promo, 51,491 reach, 1,347 engagements
  - Varner-Hogg Plantation Ima Hogg post, 22,313 reach, 1,034 engagements
  - San Jacinto Battleground monument glamour shot, 1,670 reach, 844 engagements
- **SHS videos on Facebook:**
  - Historic sites shared 44 videos in Q1 with a total reach of 24,973 and 12,280 total views
  - **Most viewed SHS videos:**
    - Longhorn Herd, Liberty's new calf: 1,628 views
    - Fort McKavett, Wagon Aces at Town Reunion: 1,463 views
    - French Legation, María Gutiérrez oral history: 1,041 views

Account Performance Report - Apr 2022 to Mar 2023

Texas Historical Commission

Key Metrics

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

90.4K **Change in Subscribers** more details
Net change in subscribers to your account

127K **Change in Subscriptions** more details
Net change in subscriptions to your topics

2.1 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 03/2023

45.4% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 03/2023

4.58M **Impressions**
Total number of bulletin opens and link clicks

113.6% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

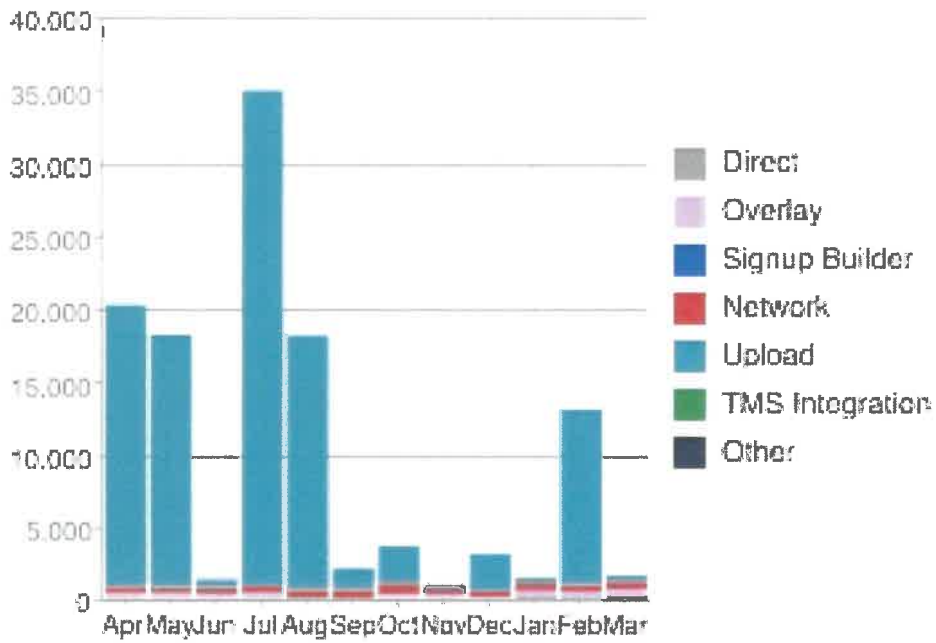
Total Subscribers

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	1,190
Overlay	3,423
Signup Builder	344
Network	5,632
Upload	108,493
TMS Integration	0
Other	0
Deleted	28,723
Change in Total Subscribers	+90,359
Total subscribers as of 03/2023	303,230

Percent growth past 12 months:

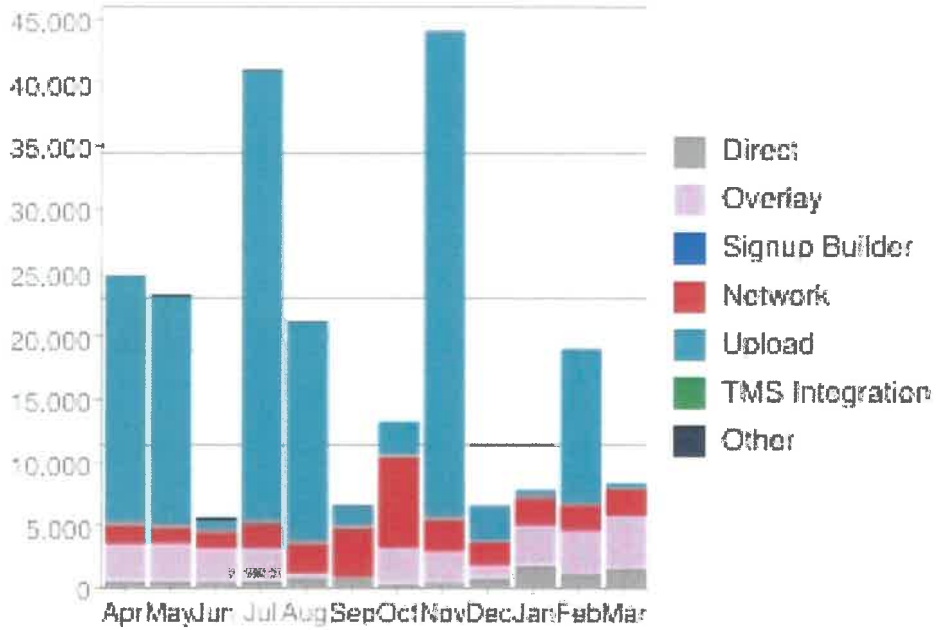
42.45%

Effectiveness

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

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	9,227
Overlay	28,227
Signup Builder	440
Network	30,851
Upload	150,915
TMS Integration	0
Other	1,187
Deleted	93,861
Change in Total Subscriptions	+126,986
Total subscriptions as of 03/2023	637,074

Percent growth past 12 months:

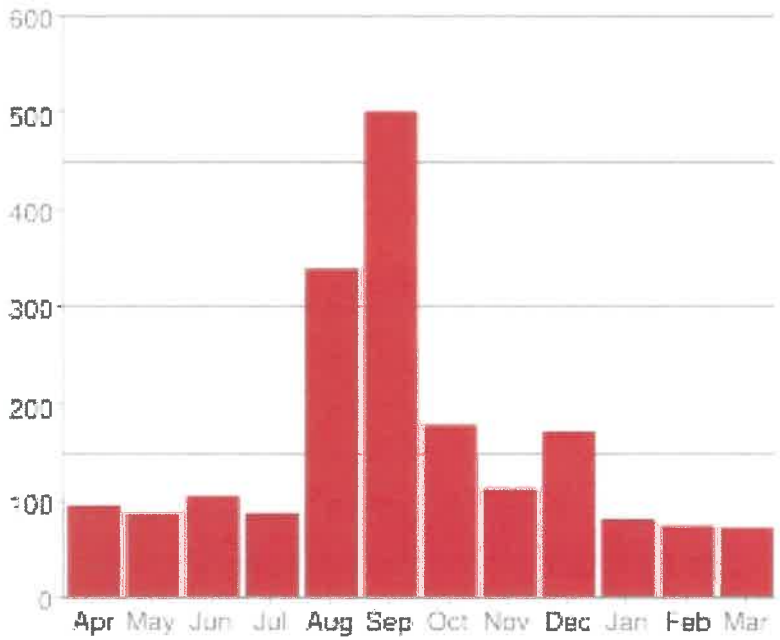
24.89%

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
Office of the Governor Texas	719	✔
Teacher Retirement System of Texas	518	✔
Texas Department of Family and Protective Services	454	✔
Texas Education Agency	348	✔
Nueces County, Texas	306	✔
Texas Real Estate Commission	290	✔
Texas Health and Human Services Commission	286	✔
Texas Workforce Commission	270	✔
Workforce Solutions Gulf Coast	269	✔
City of Fort Worth, Texas	244	✔

Increase in New Subscribers using GovDelivery Network past 12 months:

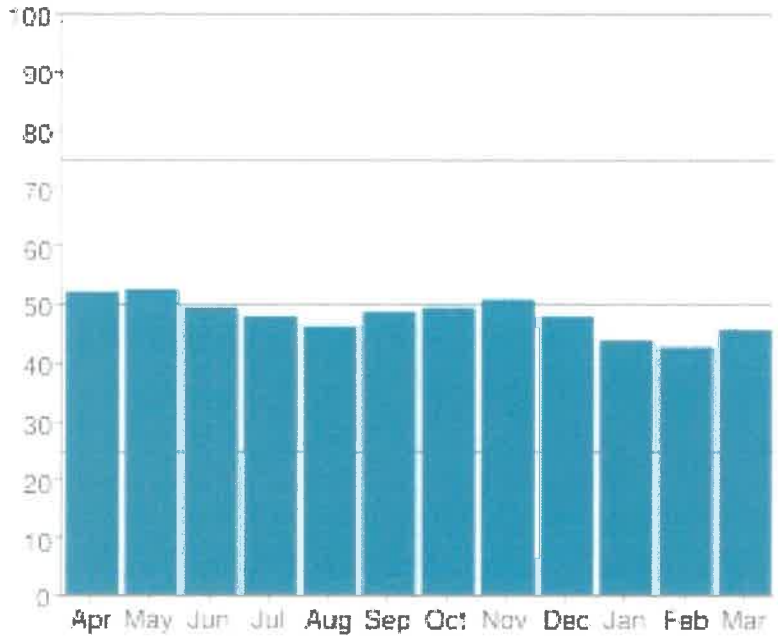
113.62%

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 2023	294,120	45.37%
Feb 2023	282,397	42.45%
Jan 2023	285,093	43.56%
Dec 2022	285,520	47.68%
Nov 2022	288,438	50.62%
Oct 2022	287,716	49.21%
Sep 2022	286,150	48.52%
Aug 2022	270,590	45.99%
Jul 2022	238,187	47.68%
Jun 2022	237,160	49.19%
May 2022	223,455	52.32%
Apr 2022	208,253	51.90%

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	96,576
Friends of the THC Updates and Events	18,337
Nonprofits and Fundraising Workshops and Webinars	8,357
History Museum Outreach and Education	5,950
Historic Cemetery Preservation Announcements	3,733
Real Places Conference	2,907
Upcoming Events	2,594
Texas History Education Resources	2,263
Texas Heritage Trails Program Updates	2,218
Archeology Division Updates and Events	1,915

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
History Museum Outreach and Education	98
Upcoming Events	67
French Legation	65
Casa Navarro	57
Sabine Pass Battleground	56
Sam Rayburn House	55
Washington-on-the-Brazos	55
Varner-Hogg Plantation	55
Starr Family Home	55
Star of the Republic Museum	55

Efficiency

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

Delivery channels

Messages Sent

Email	278
SMS	73
Facebook	0
Twitter	0

Recipients

Email	13,320,776
SMS	3,550
Shared Bulletin Page Views	3,891

Improve Your Performance

by using the tips in our Granicus Best Practices Guide

TEXAS HISTORICAL COMMISSION

The Past, Present, and Future of San Jacinto Webinar
Analysis | March 15, 2023

Executive Summary
The agency's spring webinar focused on San Jacinto Battleground State Historic Site, discussing the place's history and highlighting the current exhibits and future developments at the site.

Speakers:
- Amy Rogers, Executive Director, San Jacinto Battleground and Monument Museum
- Cait Johnson, Lead Educator/Interpreter, San Jacinto Battleground
- Cecilia Abad, Curator, San Jacinto Museum

Goals
- During the legislative session, highlight major site plans and improvements
- Promote awareness of site among the general public

Promotional Channels
- **Website:** homepage banner starting 2/28; calendar event listing
- **Social Media:** The THC promoted the webinar registration link across Facebook, Instagram, Twitter, and LinkedIn. San Jacinto Battleground and San Jacinto Museum both also shared the information via their accounts.
- **Email:** Invitations to register for the webinar were sent to the agency newsletter and SHS updates subscriber lists.

Results
- **Webinar:** 353 people registered. 156 people attended the live broadcast at noon on Wednesday, March 15 (44% of total registrants).
- **Blog:** 215 unique pageviews to date of the recap blog with recording.
- **Social Media:**
  - Total reach was 33,753 through promotional social media posts on Facebook, Instagram, Twitter, and LinkedIn (likely including duplicates, people who follow us on multiple platforms). These posts had 1,855 engagements (likes, comments, shares, link clicks, etc.), leading to an overall engagement rate of 5.4%.
  - The recording posted on YouTube was watched 372 times.
- **Email:** 3 emails were sent before the webinar:
  - Historic Sites Updates (16,781 subscribers), 3/2/23: 30% open rate, 68 unique clicks to registration link
  - Historic Sites Updates (16,870 subscribers), 3/9/23: 32% open rate, 54 unique clicks to registration link
  - THC e-Newsletter (139,106 subscribers), 3/9/23: 23% open rate, 289 unique clicks to registration link

Survey Results: 80 webinar attendees (51%) 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 valuable? [representative selection of comments]

- All of it
- The future plans
- the people's personal history
- I enjoyed the historical info. As soon as the webinar was over, I was telling my son about the history going back to 1700 BC. I had heard about the hurricanes in Indianola and Galveston, but I didn't know there were so many that devastated the area in the 1800s and 1900s. I sold to the gift shop at San Jacinto for decades. While I was looking at the plans for the visitor's center, I was thinking that I wish that had been there when I was selling to them. Those are exciting new developments.
- The entire presentation was wonderful with terrific supporting visuals. I want to attend more webinars like this!
- details on the future exhibit at the museum
- All parts. Each contributed in a different way.
- Having each division person speaking as to what their division will be doing in the future. Very knowledgeable people there!
- I enjoyed all abd learned a lot andcannot wait to visit.

6. Which part(s) of the webinar do you think needed improvement? [representative selection of comments]

- less slides and more live walking around and actually showing the area and things and people.
- nothing . . . everyone was extremely knowledgeable
- The audio could have been better.
- Ability to access slides so there is no lag in the program.
- I feel the whole presentation was well organized.

7. What topic(s) would you like to see addressed in future webinars? [representative selection of comments]

- Updates on the status of the possible new additions and the legislation involved.
- the background of the museum staff and volunteers and how decisions are reached concerning the museum.
- Please keep us updated on what the legislature has approved and when we might see those new things at San Jacinto. I liked San Jacinto, but it was kind of old and stale. It definitely needed an upgrade. I like the direction that y'all are taking it now.
- any information regarding the Texian who gave their lives for Texas.
- Political and philosophical discussion of the Alamo redevelopment
- Reconstruction
- HISTORIC CEMETERYS

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

- Please consider leaving the reflection pool in place and not fill it in.
- Enjoyed the seminar and hope to see more in the future.
- Very nice presentation . . . Thank You for doing this . . . makes me want to go visit again soon.
- Nobody that I knew is running things now. I like Amy, Cait, and Cecilia. I definitely think they have some good ideas about where to take San Jacinto.
- Thank you for having this as a webinar

9. What is your age range?

39/80 (49)% answered

75 years or older	9/39 (23)%
65-74 years	9/39 (23)%
55-64 years	11/39 (28)%
45-54 years	5/39 (13)%
35-44 years	3/39 (8)%
25-34 years	1/39 (3)%
18-24 years	0/39 (0)%
Under 18 years	0/39 (0)%
Prefer not to say	1/39 (3)%

10. What is your gender?

- Female: 13
- Male: 13

11. What is your race or ethnicity?

32/80 (40)% answered

White	28/32 (88)%
Hispanic or Latino, any race	4/32 (13)%
Black or African American	1/32 (3)%
Asian	0/32 (0)%
Native American, American Indian, or Alaska Native	0/32 (0)%
Native Hawaiian or other Pacific Islander	0/32 (0)%
Another race not listed here	0/32 (0)%
Prefer not to say	0/32 (0)%

12. What is your highest level of education?

32/80 (40)% answered

Some high school	0/32 (0)%
High school diploma or GED	1/32 (3)%
Associate's degree	4/32 (13)%
Bachelor's degree	10/32 (31)%
Master's degree	11/32 (34)%
Professional degree (for example: MD, JD, DVM)	4/32 (13)%
Doctorate (for example: PhD, EdD)	0/32 (0)%
Other	0/32 (0)%
Prefer not to say	2/32 (6)%

TEXAS HISTORICAL COMMISSION

Print

Month	January	February	March
# of publications	172	187	173
clips	345	443	431
Inches (print inches)	25,897 in	28,340	25,061
Readership	3,558,526	4,605, 281	4,150,605
Ad. Equivalent ($)	$733,937.66	$834,298.74	$763, 604.52
Top Keyword	"Historical Commission"	"Historical Commission"	"Historical Commission"
Top Publication	*Paris News*	*Fredericksburg Standard*	*Paris News* (23 clips)

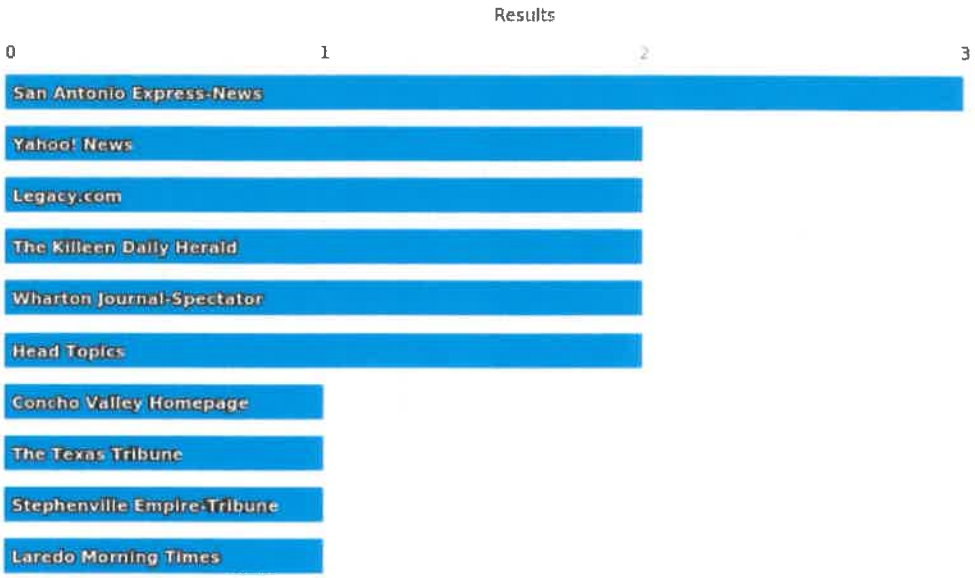
Digital and TV

Month	January	February	March
Mentions/exposure	142	213	135
Potential Reach (people)	208,100,000	1,052,000,000	243,600,000
Advertising equivalent	$1,923,000	$9,730,000	$2,074,540
Top Publication	*San Antonio Express-News*	*San Antonio Express-News*	*The Killeen Daily Herald*

Compared to Q4 2022, our media exposure went up 6%!

TEXAS HISTORICAL COMMISSION

Top Sources



THC in the News

KRGV-TV Christian Preysing · USA · Mar 29 · 10:16 pm

Remains of 150-year-old shipwreck emerge from the sand at Boca Chica Beach

... from the Gulf of Mexico. He said he works with the Texas Historical Commission to watch over the old historic sites, and warning tourists ...

TEXAS HISTORICAL COMMISSION

Spectrum News Spectrum News · USA · Mar 2 · 2:57 pm

SMU's McFarlin Auditorium earns historical marker for Dr. King speech

... of the day. And nearly 60 years later, the **Texas Historical Commission** commemorated the speech with a historical plaque now outside the ...

Killeen Daily Herald USA · Feb 19 · 10:51 pm

Historic Bush family home has ties to Temple

... as a **Texas** State **Historic Site** last April, making it the 36th state **historic site** in the agency's portfolio of key **Texas historic sites** that ...

TEXAS HISTORICAL COMMISSION

Longview News-Journal Adam Russell · USA · Feb 1 · 3:00 pm

Volunteers, researchers and horticulturalists join to rebuild Caddo grass house after tornado

... to increased interest in the **Caddo Mounds Historic Site**, said site manager Tony Souther, **Texas Historical Commission**. Before the grass ...

KWHI-AM Josh Blaschke · USA · Feb 27 6:49 am

CROWDS GATHER TO CELEBRATE TEXAS INDEPENDENCE AT WASHINGTON-ON-THE-BRAZOS

... marked 187 years of **Texas** independence at its annual living history celebration on Saturday and Sunday. Guests to the **historic site** enjoyed ...

Analytics thc.texas.gov

Go to report

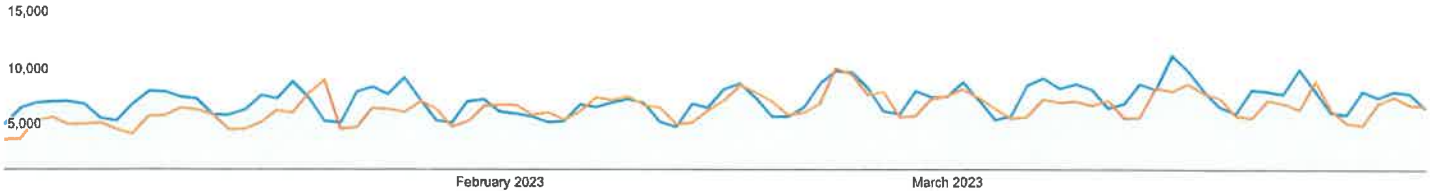
Overview

All Users
+0.00% Pageviews

Jan 1, 2023 - Mar 31, 2023
Compare to: Jan 1, 2022 - Mar 31, 2022

Overview

Jan 1, 2023 - Mar 31, 2023: Pageviews
Jan 1, 2022 - Mar 31, 2022: Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
13.26%	16.23%	6.10%	3.81%	5.43%
558,058 vs 492,719	474,326 vs 408,082	00:02:09 vs 00:02:02	63.56% vs 61.23%	54.82% vs 51.99%

	Page	Pageviews	% Pageviews
1.	/		
	Jan 1, 2023 - Mar 31, 2023	28,663	5.14%
	Jan 1, 2022 - Mar 31, 2022	27,544	5.59%
	% Change	4.06%	-8.12%
2.	/state-historic-sites		
	Jan 1, 2023 - Mar 31, 2023	18,348	3.29%
	Jan 1, 2022 - Mar 31, 2022	0	0.00%
	% Change	100.00%	100.00%
3.	/historic-sites/washington-brazos-state-historic-site		
	Jan 1, 2023 - Mar 31, 2023	18,036	3.23%
	Jan 1, 2022 - Mar 31, 2022	16,432	3.33%
	% Change	9.76%	-3.09%
4.	/about-us/job-opportunities		
	Jan 1, 2023 - Mar 31, 2023	13,241	2.37%
	Jan 1, 2022 - Mar 31, 2022	0	0.00%
	% Change	100.00%	100.00%
5.	/preserve/projects-and-programs/state-historical-markers		
	Jan 1, 2023 - Mar 31, 2023	12,966	2.32%
	Jan 1, 2022 - Mar 31, 2022	13,490	2.74%
	% Change	-3.88%	-15.14%
6.	/historic-sites/san-jacinto-battleground-state-historic-site		
	Jan 1, 2023 - Mar 31, 2023	9,089	1.63%
	Jan 1, 2022 - Mar 31, 2022	9,859	2.00%
	% Change	-7.81%	-18.60%
7.	/historic-road-trips		
	Jan 1, 2023 - Mar 31, 2023	8,448	1.51%
	Jan 1, 2022 - Mar 31, 2022	9,517	1.93%
	% Change	-11.23%	-21.63%
8.	/historic-sites/fulton-mansion-state-historic-site		
	Jan 1, 2023 - Mar 31, 2023	5,706	1.02%
	Jan 1, 2022 - Mar 31, 2022	6,053	1.23%
	% Change	-5.73%	-16.77%
9.	/historic-sites/caddo-mounds-state-historic-site		
	Jan 1, 2023 - Mar 31, 2023	5,616	1.01%

10. /historic-sites/san-felipe-de-austin-state-historic-site

Jan 1, 2023 - Mar 31, 2023	5,592	1.00%
Jan 1, 2022 - Mar 31, 2022	6,284	1.28%
% Change	-11.01%	-21.43%

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Bankhead Highway

FY2023 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2022	2022	2022	2022	2023	2023	2023	2023	2023	2023	2023	2023
Calls & Written Requests	147	264	13	3	5	127	16					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	194	137	128	125	232	210	507					
Subtotal	341	401	141	128	237	337	523	0	0	0	0	0

Box Requests (500 per box)	5	0	0	2	3	4	2					
Total	**2,841**	**401**	**141**	**1,128**	**1,737**	**2,337**	**1,523**	**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

FY2023 Brochure Distribution

	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Calls & Written Requests	65	51	6	0	23	2	5					
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	48	28	20	243	67	39	37					
Subtotal	113	79	26	243	90	41	42	0	0	0	0	0

Box Requests (200 per box)	0	0	0	0	0	0	0						
Total	**113**	**79**	**26**	**243**	**90**	**41**	**42**	**0**	**0**	**0**	**0**	**0**	634

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Forts Trail Region

FY2023 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2022	2022	2022	2022	2023	2023	2023	2023	2023	2023	2023	2023
Calls & Written Requests	51	117	13	3	24	101	5					
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	54	32	26	66	100	49	41					
Subtotal:	105	149	39	69	124	150	46	0	0	0	0	0

Box Requests (200 per box)	4	0	0	4	5	3	5					
Total:	**905**	**149**	**39**	**869**	**1,124**	**750**	**1,046**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hill Country Trail Region

FY2023 Brochure Distribution

	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Calls & Written Requests	1	167	13	0	23	101	58					
Certified Mail												
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	59	31	59	36	76	73	55					
Subtotal:	60	198	72	36	99	174	113	0	0	0	0	0

Box Requests (200 per box)	7	0	4	4	6	3	6					
Total:	**1,460**	**198**	**872**	**836**	**1,299**	**774**	**1,313**	**0**	**0**	**0**	**0**	**0**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Hispanic Texans: Journey From Empire to Democracy

FY2023 Brochure Distribution

	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Calls & Written Requests	18	52	31	0	24	77	71					
Newspaper												
Monitor Mailroom												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas	96	99	87	69	119	127	168					
TTIA Insert												
TX State Trav. Guide												
Web Site	45	20	17	10	37	79	27					
Subtotal	159	171	135	79	180	283	266	0	0	0	0	0

Box Requests (90 per box)	7	4	5	8	9	8	4					
Total	**789**	**531**	**585**	**799**	**990**	**1,003**	**626**	**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 Hispano-Viaje Desde El Imperio Hasta La Democracia

FY2023 Brochure Distribution

	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Calls & Written Requests	3	51	31	0	5	10	14					
Newspaper												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	16	10	5	6	13	9	11					
Subtotal	19	61	36	6	18	19	25	0	0	0	0	0

Box Requests (90 per box)	5	3	3	8	6	5	3					
Total	**469**	**331**	**306**	**726**	**558**	**469**	**295**	**0**	**0**	**0**	**0**	**0**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas State Historic Sites Guide

FY2023 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2022	2022	2022	2022	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0	0	0	0	794	105	96					
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas				60	119	140	168					
TTIA Insert												
TX State Travel Guide												
Web Site				59	1015	790	536					
Subtotal	0	0	0	119	1928	1035	800	0	0	0	0	0

Box Requests (400 per box)					7	0	0						
Total	**0**	**0**	**0**	**119**	**4,728**	**1,035**	**800**	**0**	**0**	**0**	**0**	**0**	6,682

Arrived 12 16.22 @ warehouse-108 boxes @400/ 1 @300=43,500 copies
Start distribution 12.19.22

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)	35,000	(9/24/21)	N/A	N/A	N/A	N/A	585,000	300,751.44	63,605.25	73,510.92	N/A	N/A	$437,868	Out of Stock
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	2,000
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	Out of Stock
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	Out of Stock
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	400
Total	**4,950,000**		**900,000**		**835,000**		**500,000**		**0**		**7,185,000**	**$1,118,788**	**$225,845**	**$186,374**	**$75,984**	**$0**	**$1,605,617**	**2,400**

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	Out of Stock
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	36,180
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	10,710
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	Out of Stock
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	Out of Stock
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**	**46,890**