

# Communications Committee

October 26, 2023



TEXAS HISTORICAL COMMISSION

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**AGENDA  
COMMUNICATIONS**

The National Museum of the Pacific War  
Admiral Nimitz Historic Ballroom  
340 E. Main Street  
Fredericksburg, TX 78624  
October 26, 2023  
1:00 p.m.

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*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.*

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**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 July 20, 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

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## MINUTES COMMUNICATIONS COMMITTEE

Saint George Hall  
113 E. El Paso  
Marfa, TX 79843  
July 20, 2023  
10:24 a.m.

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*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.*

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**Commissioners in attendance:** Garrett Donnelly, Donna Bahorich, Catherine McKnight and Jim Bruseth.

### 1. Call to Order

The meeting was called to order by Chairman Catherine McKnight at 10:24 a.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 Renee Dutia, the motion which passed unanimously.

### 2. Minutes

Commissioner Bruseth moved to approve the April committee minutes. The motion passed unanimously.

### 3. Communications Division update and committee discussion-Chris Florance

Florance provided an update on projects coordinated by the Communications Division over the previous quarter. He outlined events during Texas Living History Week, May 7-13, 2023, a collaboration between Historic Sites, Heritage Trails Program and Communications Division. He reported a 64% increase in visitors to the sites over the equivalent period in 2022.

Florance also reported on the event at the Bush Family Home SHS which received strong media coverage.

Florance mentioned the Google Arts and Culture event in San Antonio highlighting a Google website promoting information about museums and cultural attractions across the country, including state historic sites.

Florance discussed progress for the website redesign. Mighty Citizen, the vendor, has extended the expiration date of the Drupal content management system to early 2025, but the redesign project will still launch by the end of 2023 calendar year.

Florance demonstrated the new mobile app, The Texas History Navigator. The app can find historic sites, courthouses, and markers from anywhere in the state of Texas.

Commissioner Bruseth and Commissioner Bahorich expressed their excitement for the new app. Florance mentioned that Phase II of the app should be released in August. Florance thanked the Information Technology staff and commissioners for making this possible.

Florance reported on the end of summer sales promotion for the historic sites gift shops and the upcoming event that will take place at Presidio de la Bahia.

Florance announced he will present the 2024 Communications Plan at the October 2023 meeting.

**Adjournment**

At 10:43 a.m., on the motion of Commissioner McKnight and without objection, the Communications Committee meeting was adjourned.

## Quarterly Report

Communications Division  
July–September 2023

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### **SOCIAL MEDIA**

In mid-August, Digital Engagement Coordinator Isabel Ray left the agency due to a move out of state. This is a tremendous loss for the division, as she had covered all social media and many email outreach and webinar initiatives, as well as some editing duties. The vacant position has been posted, candidates are being interviewed, and we look forward to filling the position soon.

This quarter, social media topics included the historic sites museum store promotion, THC Preservation Awards nomination period, Tejano/Hispanic Heritage Month, the Imagine the Possibilities tours, and the new Tom Lea Trail mobile tour.

Tejano/Hispanic heritage month topics included features on Quinta Mazatlan in McAllen, Reverend Guillermo Ibarra, Barrio Azteca Historic District in Laredo, the sculptures of Dionicio Rodríguez, María “Chata” Sada, Magoffin Home State Historic Site in El Paso, and Lydia Mendoza.

### **WEBSITES**

Traffic to the agency website, [thc.texas.gov](http://thc.texas.gov), increased by 19.75 percent compared to this quarter last year (517,660 vs. 432,273). Among the most-visited sections of the site are the home page, the job opportunities page, and state historic site pages.

The website redesign project is on schedule for a mid-December launch. This quarter, the website vendor worked with the THC to finalize the designs and functionality for the home page and all sub-pages. Front-end development work by the vendor is ongoing, and back-end development is set to begin in the coming weeks. After development is completed, Communications Division staff will begin testing the new website and then migrating all current website content over to the new website.

### **VIDEO/WEBINARS**

Communications staff supported the development of numerous training videos this quarter, including adding branding to Teams recordings and shooting two short testimonial videos.

Staff also provided video and photography support at the welcome event for Presidio la Bahía State Historic Site in Goliad.

Additionally, Communications staff provided Zoom support for the all-agency staff meeting and the annual meeting of the Texas Preservation Trust Fund Advisory Board, which conducted its meeting in September as a hybrid in-person and virtual meeting.

### **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 320,000 email addresses to promote initiatives and events at our state historic sites each

month. This quarter, over 30,000 new subscribers were added to state historic sites promotional email lists.

Communications staff developed talking points, marketing, and media support for the Presidio La Bahía welcome event. The division promoted the Texas Archeology Fair at the French Legation in October. Promotions continue for living history events, Texas Archeology Month events, and other fall events at state historic sites.

## **MEDIA RELATIONS**

Austin May joined the Communications Division on September 1 as the new media relations coordinator. He comes to us from the U.S. Air Force, where he served more than 22 years, covering many aspects of public communications, including speechwriting, spokesperson duties, writing, editing, and digital media.

Significant media coverage over the last quarter included the introduction of Presidio la Bahía as a state historic site and the discovery of a World War I-era shipwreck in the Neches River.

We continued participating in our weekly Texas Time Travel Stories segment on Dallas' Radio Caravan, highlighting a new dinosaur exhibit at the Heard National Wildlife Center and Sanctuary in McKinney, MUMENTOUS, a new exhibit on the Texas tradition of homecoming mums now on display at the Arlington Museum of Art, and the new Tom Lea Trail mobile tour.

Talking points and speeches were prepared for the Presidio la Bahía welcome event, and press releases were distributed for the Fanthorp Inn renovation closure, Texas Archeology Month, the Round 13 grant cycle for the Texas Historic Courthouse Preservation Program, and the Tom Lea Trail mobile tour.

## **EMAIL OUTREACH**

The September edition of the monthly agency e-newsletter went to 142,944 subscribers, while a special issue of the quarterly Heritage Traveler newsletter focused on the new Tom Lea Trail mobile tour went to 40,262 recipients in late September. Some of the most-clicked links included the Imagine the Possibilities tours webpage, the Texas Archeology

Month calendar, and the Hispanic Heritage webpage on TexasTimeTravel.com.

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, the Real Places call for workshop and session proposals, and the Friends of the THC. We also set up the Texas Holocaust, Genocide, and Antisemitism Advisory Commission staff with access to GovDelivery, our email distribution platform, so that their staff can create and distribute emails to their own segmented lists.

## **PRINT/EDITING PROJECTS**

Print projects have included the summer 2023 edition of *The Medallion*, with the fall edition in the works. We have continued to distribute the monthly employee newsletter.

We also designed a new cover for the *Texas Heritage Travel Guide* and coordinated a short-run reprint (4,000 copies) for distribution at the State Fair of Texas. Other than the cover change, this was a straight reprint, with a more substantial redesign planned by the Community Heritage Development Division for fiscal year 2024. Additionally, we coordinated the reprint of the travel guide, *The Chisholm Trail: Exploring the Folklore and Legacy*.

In August, we updated all the agency fact sheets, which cover agency divisions and major programs. Three were added for Administration, Disaster Assistance, and the Historic Sites Division, bringing the total number of fact sheets to 28.

# TEXAS HISTORICAL COMMISSION

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## Texas Historical Commission Digital Engagement Quarterly Report – Q3 2023

### Executive Summary

- **Total Social Media Followers:** 428,269 (3% decrease)
- **Total e-Newsletter Subscribers:** 353,890 (1.07% decrease)
- **Total Impressions on Social Media:** 14,753,742
- **Total Engagements (likes, comments, shares, etc.):** 340,521 (26% decrease)

\*Twitter no longer shares its API with Agorapulse, which we use to pull analytics

### Social Media Followers, Agency Accounts

- **Facebook:** 114,474 (2.9% decrease)
- **Instagram:** 59,170 (0.5% increase)
- **LinkedIn:** 6,162 (5.3% increase)
- **YouTube:** 25,593 (2.2% increase)

### Total Social Media Followers, Including Historic Sites

- **Facebook:** 279,594 (3.4% decrease)
- **Instagram:** 86,744 (1.1% increase)
- **LinkedIn:** 7,017 (4.5% increase)
- **YouTube:** 30,112 (4.2% increase)

### Engagement Rate by Platform, Agency Accounts

- **Facebook:** 1.7%; **Instagram:** 7.7%; **LinkedIn:** 1.3%; **YouTube:** 5.3%

### Online Video

- **Total Video Views in Q3**
  - YouTube: 298,109
  - Facebook: 4,638
- **Top Videos (by number of views in Q3)**
  - [Speaking Texas German](#): 195,410 (7,902,310 total views)
  - [San Jacinto: A Lone Star Shines](#): 14,389 (61,671 total views)
  - [Vaqueros of South Texas](#): 8,900 (715,098 total views)

### e-Newsletters

- **Total Subscribers:** 353,890 (1.07% decrease)
- **Top Email Topic Subscriptions**
  - THC State Historic Sites Updates and Promotions: 316,799
  - THC e-Newsletter: 137,571
  - Heritage Traveler e-Newsletter: 40,266
  - History Museum Outreach and Education: 33,756
  - Marker Program Updates: 19,387
- **Total Unique Email Opens:** 837,175 (24.9%)
- **Overall Engagement Rate:** 48.2%
- **Unique Link Clicks:** 87,521 (2.6%)

### Agency Blog

- **Total Blog Views in Q3:** 34,541 (43.4% decrease from Q2)
- **Top Blog Posts:**
  - [Visit Eight State Historic Sites to Experience the Republic of Texas Era](#): 1,585 views
  - [Flags of the Texas Revolution](#): 1,468 views
  - [Plantations' Past](#): 1,070 views

**TEXAS HISTORICAL COMMISSION**

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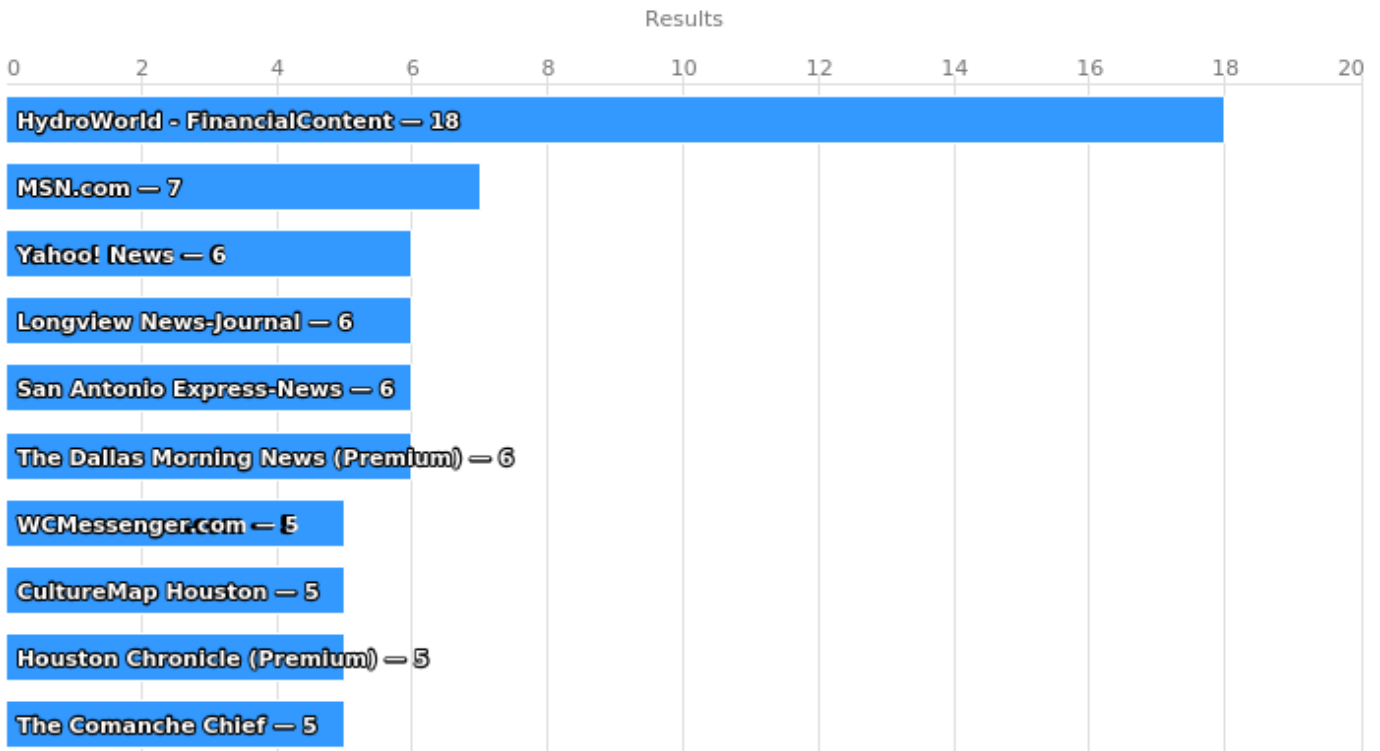
**Media – July 1–September 30, 2023**

**Print**

Month	Publications	Clips	Column Inches	Advertising Value	Readership
July	148	371	23,832	\$593,654.01	3,663,534
August	126	278	18,095	\$1,046,130.57	4,142,089
September	197	406	26,344	\$1,578,733.08	6,086,736

**Digital**

Month	Media Mentions	Potential Reach	Advertising equivalent
July	815	800,790,000	\$8.1 million
August	913	2,490,000,000	\$16.8 million
September	590	957,700,000	\$8.9 million





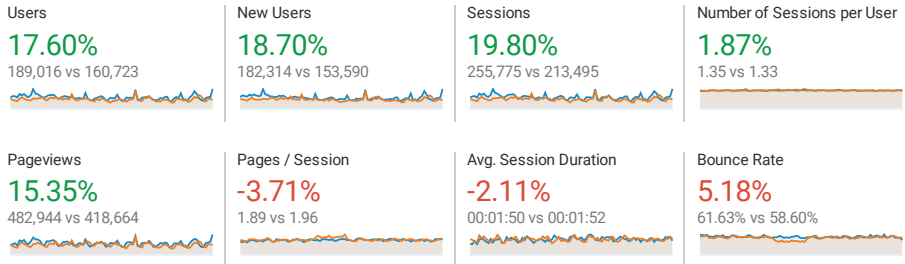
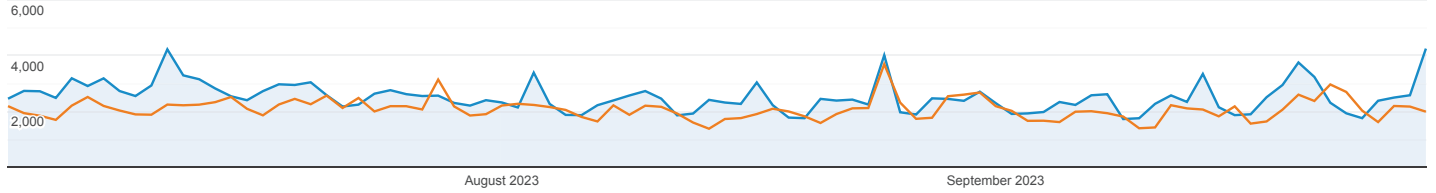
Audience Overview

All Users  
+0.00% Users

Jul 1, 2023 - Sep 28, 2023  
Compare to: Jul 1, 2022 - Sep 28, 2022

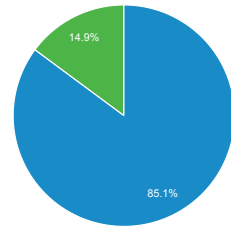
Overview

Jul 1, 2023 - Sep 28, 2023: ● Users  
Jul 1, 2022 - Sep 28, 2022: ● Users

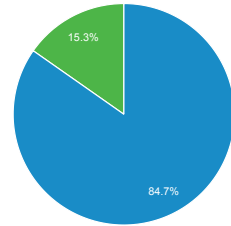


■ New Visitor ■ Returning Visitor

Jul 1, 2023 - Sep 28, 2023



Jul 1, 2022 - Sep 28, 2022



Language	Users	% Users
1. en-us		
Jul 1, 2023 - Sep 28, 2023	180,762	95.43%
Jul 1, 2022 - Sep 28, 2022	153,228	95.55%
<b>% Change</b>	<b>17.97%</b>	<b>-0.13%</b>
2. en-gb		
Jul 1, 2023 - Sep 28, 2023	1,847	0.98%
Jul 1, 2022 - Sep 28, 2022	1,220	0.76%
<b>% Change</b>	<b>51.39%</b>	<b>28.17%</b>
3. en		
Jul 1, 2023 - Sep 28, 2023	1,109	0.59%
Jul 1, 2022 - Sep 28, 2022	1,013	0.63%
<b>% Change</b>	<b>9.48%</b>	<b>-7.32%</b>
4. zh-cn		
Jul 1, 2023 - Sep 28, 2023	801	0.42%
Jul 1, 2022 - Sep 28, 2022	155	0.10%
<b>% Change</b>	<b>416.77%</b>	<b>337.51%</b>
5. en-au		
Jul 1, 2023 - Sep 28, 2023	545	0.29%
Jul 1, 2022 - Sep 28, 2022	488	0.30%
<b>% Change</b>	<b>11.68%</b>	<b>-5.45%</b>
6. es-us		
Jul 1, 2023 - Sep 28, 2023	462	0.24%
Jul 1, 2022 - Sep 28, 2022	871	0.54%
<b>% Change</b>	<b>-46.96%</b>	<b>-55.09%</b>
7. en-ca		

Jul 1, 2023 - Sep 28, 2023	457	0.24%
Jul 1, 2022 - Sep 28, 2022	345	0.22%
<b>% Change</b>	<b>32.46%</b>	<b>12.15%</b>
8. <a href="#">en-us@posix</a>		
Jul 1, 2023 - Sep 28, 2023	403	0.21%
Jul 1, 2022 - Sep 28, 2022	168	0.10%
<b>% Change</b>	<b>139.88%</b>	<b>103.09%</b>
9. <a href="#">c</a>		
Jul 1, 2023 - Sep 28, 2023	392	0.21%
Jul 1, 2022 - Sep 28, 2022	20	0.01%
<b>% Change</b>	<b>1,860.00%</b>	<b>1,559.37%</b>
10. <a href="#">es-419</a>		
Jul 1, 2023 - Sep 28, 2023	298	0.16%
Jul 1, 2022 - Sep 28, 2022	266	0.17%
<b>% Change</b>	<b>12.03%</b>	<b>-5.15%</b>

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	24	128	1	1	81
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	686	60	229	13	215
<b>Subtotal</b>	<b>341</b>	<b>401</b>	<b>141</b>	<b>128</b>	<b>237</b>	<b>337</b>	<b>523</b>	<b>710</b>	<b>188</b>	<b>230</b>	<b>14</b>	<b>296</b>

Please Note: Out of stock September 2023

Box Requests (500 per box)	5	0	0	2	3	4	2	1	0	0	0	0
<b>Total</b>	<b>2,841</b>	<b>401</b>	<b>141</b>	<b>1,128</b>	<b>1,737</b>	<b>2,337</b>	<b>1,523</b>	<b>1,210</b>	<b>188</b>	<b>230</b>	<b>14</b>	<b>296</b>

start date for  
distribution 7.1.14  
12.3.15 to State  
School



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	60	150	1	1	42
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	58	75	237	171	217
<b>Subtotal:</b>	<b>105</b>	<b>149</b>	<b>39</b>	<b>69</b>	<b>124</b>	<b>150</b>	<b>46</b>	<b>118</b>	<b>225</b>	<b>238</b>	<b>172</b>	<b>259</b>

Please Note: Out of stock September 2023

Box Requests (200 per box)	4	0	0	4	5	3	5	6	1	0	0	0
<b>Total:</b>	<b>905</b>	<b>149</b>	<b>39</b>	<b>869</b>	<b>1,124</b>	<b>750</b>	<b>1,046</b>	<b>1,318</b>	<b>425</b>	<b>238</b>	<b>172</b>	<b>259</b>

Texas Hill Country 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	1	167	13	0	23	101	58	110	125	1	0	0
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	302	79	105	0	0
<b>Subtotal:</b>	<b>60</b>	<b>198</b>	<b>72</b>	<b>36</b>	<b>99</b>	<b>174</b>	<b>113</b>	<b>412</b>	<b>204</b>	<b>106</b>	<b>0</b>	<b>0</b>

Please Note: Out of stock July 2023

Box Requests (200 per box)	7	0	4	4	6	3	6	2	0	0	0	0
<b>Total:</b>	<b>1,460</b>	<b>198</b>	<b>872</b>	<b>836</b>	<b>1,299</b>	<b>774</b>	<b>1,313</b>	<b>812</b>	<b>204</b>	<b>106</b>	<b>0</b>	<b>0</b>

\*Brochure launched April 2010



Hispanic Texans: Journey From Empire to Democracy  
**FY2024 Brochure Distribution**

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0											
Newspaper												
Monitor Mailroom												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	51											
<b>Subtotal</b>	51	0	0	0	0	0	0	0	0	0	0	0

Box Requests (90 per box)	2											
<b>Total</b>	<b>231</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Brochure launched on April 29, 2015

public 5.4.15

Media and Legislators



Hispanic Texans: Journey From Empire to Democracy  
**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	18	52	31	0	24	77	71	49	39	2	104	122
Newspaper												
Monitor Mailroom												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas	96	99	87	69	119	127	168	89	112	55	78	77
TTIA Insert												
TX State Trav. Guide												
Web Site	45	20	17	10	37	79	27	27	31	105	15	91
<b>Subtotal</b>	<b>159</b>	<b>171</b>	<b>135</b>	<b>79</b>	<b>180</b>	<b>283</b>	<b>266</b>	<b>165</b>	<b>182</b>	<b>162</b>	<b>197</b>	<b>290</b>

Box Requests (90 per box)	7	4	5	8	9	8	4	7	2	2	6	14
<b>Total</b>	<b>789</b>	<b>531</b>	<b>585</b>	<b>799</b>	<b>990</b>	<b>1,003</b>	<b>626</b>	<b>795</b>	<b>362</b>	<b>342</b>	<b>737</b>	<b>1,550</b>

Brochure launched on April 29, 2015

public 5.4.15

Media and Legislators



Texas Hispano-Viaje Desde El Imperio Hasta La Democracia  
**FY2024 Brochure Distribution**

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0											
Newspaper												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	14											
<b>Subtotal</b>	14	0	0	0	0	0	0	0	0	0	0	0

Box Requests (90 per box)	0											
<b>Total</b>	14	0	0	0	0	0	0	0	0	0	0	0

Brochure launched in September 2015





Texas Hispano-Viaje Desde El Imperio Hasta La Democracia  
**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	3	51	31	0	5	10	14	14	30	0	100	72
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	11	12	58	8	14
<b>Subtotal</b>	<b>19</b>	<b>61</b>	<b>36</b>	<b>6</b>	<b>18</b>	<b>19</b>	<b>25</b>	<b>25</b>	<b>42</b>	<b>58</b>	<b>108</b>	<b>86</b>

Box Requests (90 per box)	5	3	3	8	6	5	3	3	1	2	6	9
<b>Total</b>	<b>469</b>	<b>331</b>	<b>306</b>	<b>726</b>	<b>558</b>	<b>469</b>	<b>295</b>	<b>295</b>	<b>132</b>	<b>238</b>	<b>648</b>	<b>896</b>

Brochure launched in September 2015



Texas State Historic Sites Guide  
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0											
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	212											
<b>Subtotal</b>	212	0	0	0	0	0	0	0	0	0	0	0

Box Requests (400 per box)	0					0	0	0	0	0	0	0
<b>Total</b>	212	0	0	0	0	0	0	0	0	0	0	0

Arrived 12.16.22 @ warehouse-108 boxes @400/ 1 @300=43,500 copies  
Start distribution 12.19.22



Texas State Historic Sites Guide  
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	0	0	0	0	794	105	96	645	350	252	358	499
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas				60	119	140	168	89	7	55	78	77
TTIA Insert												
TX State Travel Guide												
Web Site				59	1015	790	536	1076	190	764	282	1476
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>119</b>	<b>1928</b>	<b>1035</b>	<b>800</b>	<b>1810</b>	<b>547</b>	<b>1071</b>	<b>718</b>	<b>2052</b>

Box Requests (400 per box)					7	0	0	0	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>119</b>	<b>4,728</b>	<b>1,035</b>	<b>800</b>	<b>1,810</b>	<b>547</b>	<b>1,071</b>	<b>718</b>	<b>2,052</b>

12,880

Arrived 12.16.22 @ warehouse-108 boxes @400/ 1 @300=43,500 copies  
Start distribution 12.19.22



## 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
<i>Texas Heritage Travel Guide</i>	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
<i>Texas Forts Trail Region</i>	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	Out of Stock
<i>Texas Independence Trail Region</i>	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
<i>Texas Forest Trail Region</i>	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
<i>Texas Lakes Trail Region</i>	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
<i>Texas Brazos Trail Region</i>	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
<i>Texas Plains Trail Region</i>	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
<i>Texas Mountain Trail Region</i>	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
<i>Texas Tropical Trail Region</i>	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
<i>Texas Pecos Trail Region</i>	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
<i>Texas Hill Country Trail Region</i>	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	Out of Stock
<b>Total</b>	<b>4,950,000</b>		<b>900,000</b>		<b>835,000</b>		<b>500,000</b>		<b>0</b>		<b>7,185,000</b>	<b>\$1,118,788</b>	<b>\$225,845</b>	<b>\$186,374</b>	<b>\$75,984</b>	<b>\$0</b>	<b>\$1,605,617</b>	<b>0</b>

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
<i>African Americans in Texas</i>	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
<i>Hispanic Texans: Journey From Empire to Democracy-English</i>	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	32,040
<i>Texas Hispano: Spanish</i>	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	8,190
<i>Texas in the Civil War</i>	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
<i>The Great War WWI</i>	125,000	10.24.17									125,000	\$41,186					\$41,186	Out of Stock
<i>Chisholm Trail</i>	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
<i>Texas In WWII</i>	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
<b>Total</b>	<b>1,684,310</b>		<b>500,000</b>		<b>650,000</b>		<b>200,000</b>		<b>200,000</b>		<b>3,234,310</b>	<b>\$646,299</b>	<b>\$234,901</b>	<b>\$83,541</b>	<b>\$83,256</b>	<b>\$128,057</b>	<b>\$1,176,054</b>	<b>40,230</b>