

# Engaging the Public through Content Marketing

Welcome!

The webinar will begin at 2:00 p.m. CT



TEXAS  
HISTORICAL  
COMMISSION



**REAL PLACES TELLING REAL STORIES**



# THC Museum Services

- The Museum Services Program provides support, resources, and training to museums in Texas.
  - *Consultations*
  - *Webinars and workshops*
  - *Resources*



# THC Museum Services

[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

- On our webpage:
  - *Webinars*
  - *Workshops*
  - *Grants and Fundraising*
  - *Helpful Resources*
  - *Connect and Learn*



# THC Museum Services

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512-463-5921



# Real Places Conference 2020

- January 29-31, 2020 in Austin
- Keynote: Elizabeth Merritt, Center for the Future of Museums
- Museum-focused sessions include:
  - *Minimizing Impact on Visitors and Staff During Construction Projects*
  - *Fund Development and Successful Storytelling*
  - *Math & History Programming*
  - *Podcasting*
  - *Programs and Exhibits in Response to Current Events*
- Register at [www.realplaces.us](http://www.realplaces.us)



# Upcoming Free Webinars

- **Incorporating Transportation History into Exhibits**
  - *Thursday, December 5, 2:00 p.m. CT*
- **Neurodiversity in Museums: Crafting Community for Children with Autism Spectrum Disorder**
  - *Wednesday, January 15, 2:00 p.m. CT*
- **Museum Relevance: Exhibitions for Social Justice**
  - *Thursday, January 23, 10:00 a.m. CT*



# Kate Betz and Laura Cruzada





# Engaging the Public Through Content Marketing

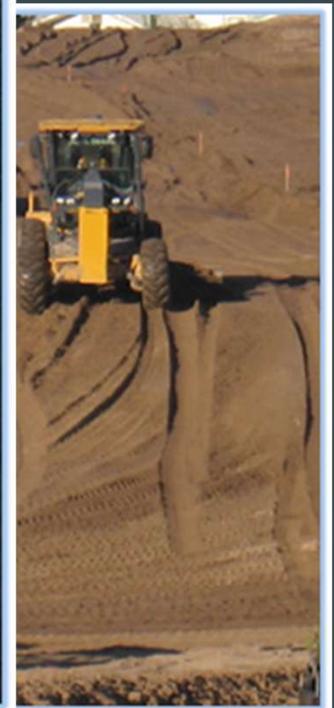


Laura Cruzada, TxDOT

Kate Betz, Bullock Texas State History Museum



# What the public thinks TxDOT does



*Fast Fact* from TxDOT **Archeology**:

The *Inner Space Caverns*  
were discovered by  
The Texas Highway Department in  
**1963.**

BRIDGING THE *Past & Present*

*Fast Fact* from TxDOT **Archeology**:

TxDOT projects account for  
**40%** of permitted archeological  
excavations in Texas.

BRIDGING THE *Past & Present*

*Fast Fact* from TxDOT **Archeology**.

TxDOT archeologists have unearthed:

**49,000** *cubic feet of dirt*

*at* **23** *archeological sites*

*over the past* **15** *years.*

BRIDGING THE *Past & Present*

# What the Bullock Museum is...and what it isn't



# What is Content Marketing?

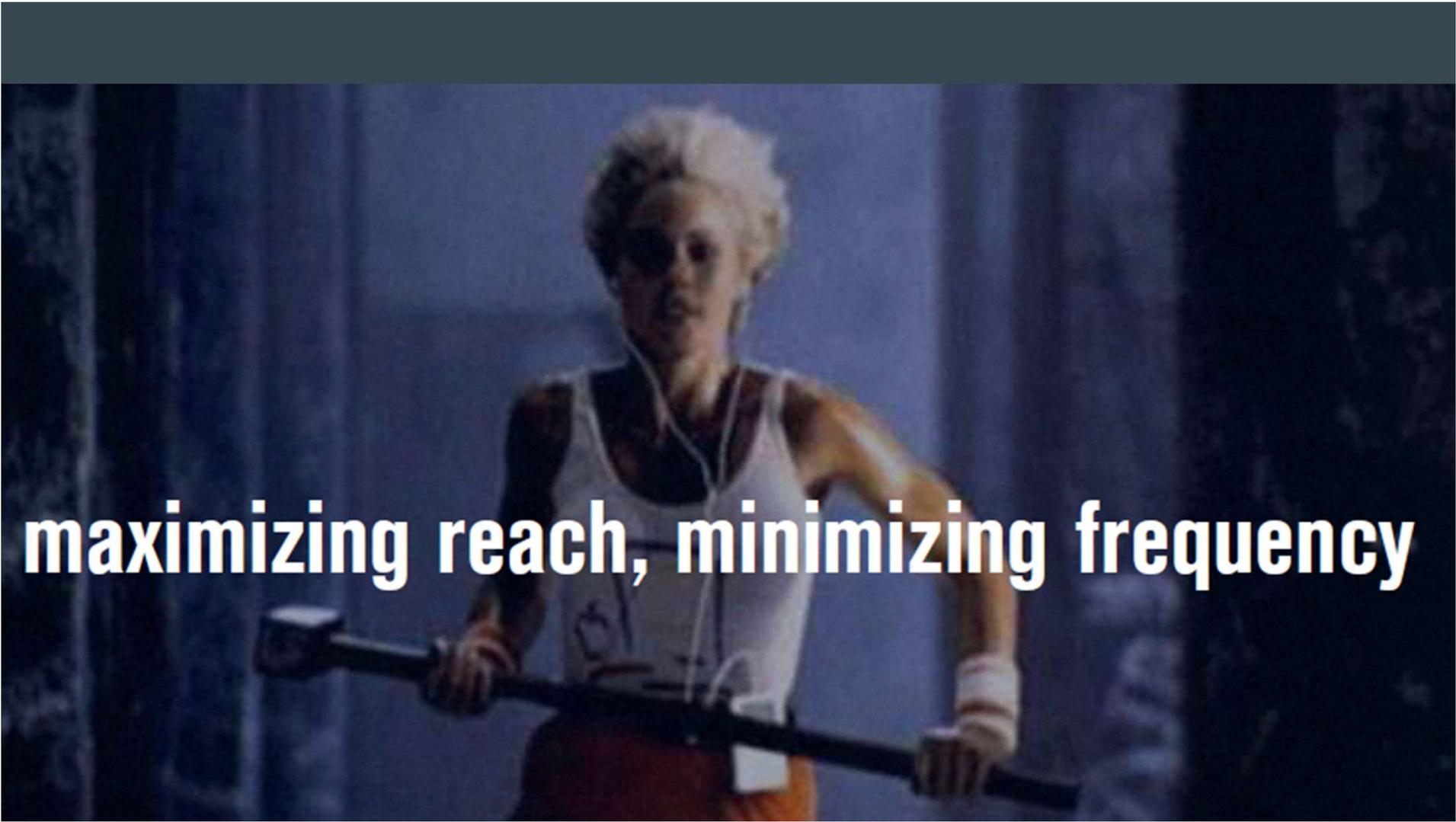
*“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”*

- *Content Marketing Institute*

**How is CM different from regular advertising and marketing?**



**AUDIENCE**  
**return on investment**

A woman with blonde hair, wearing a white tank top and orange shorts, is rowing a boat on a lake at dusk. She is wearing sunglasses and has a white bandage on her left wrist. The background shows a dark blue sky and trees. The text "maximizing reach, minimizing frequency" is overlaid in white, bold, sans-serif font across the middle of the image.

**maximizing reach, minimizing frequency**



**you will only build an audience  
when you create something that  
demands an audience.**

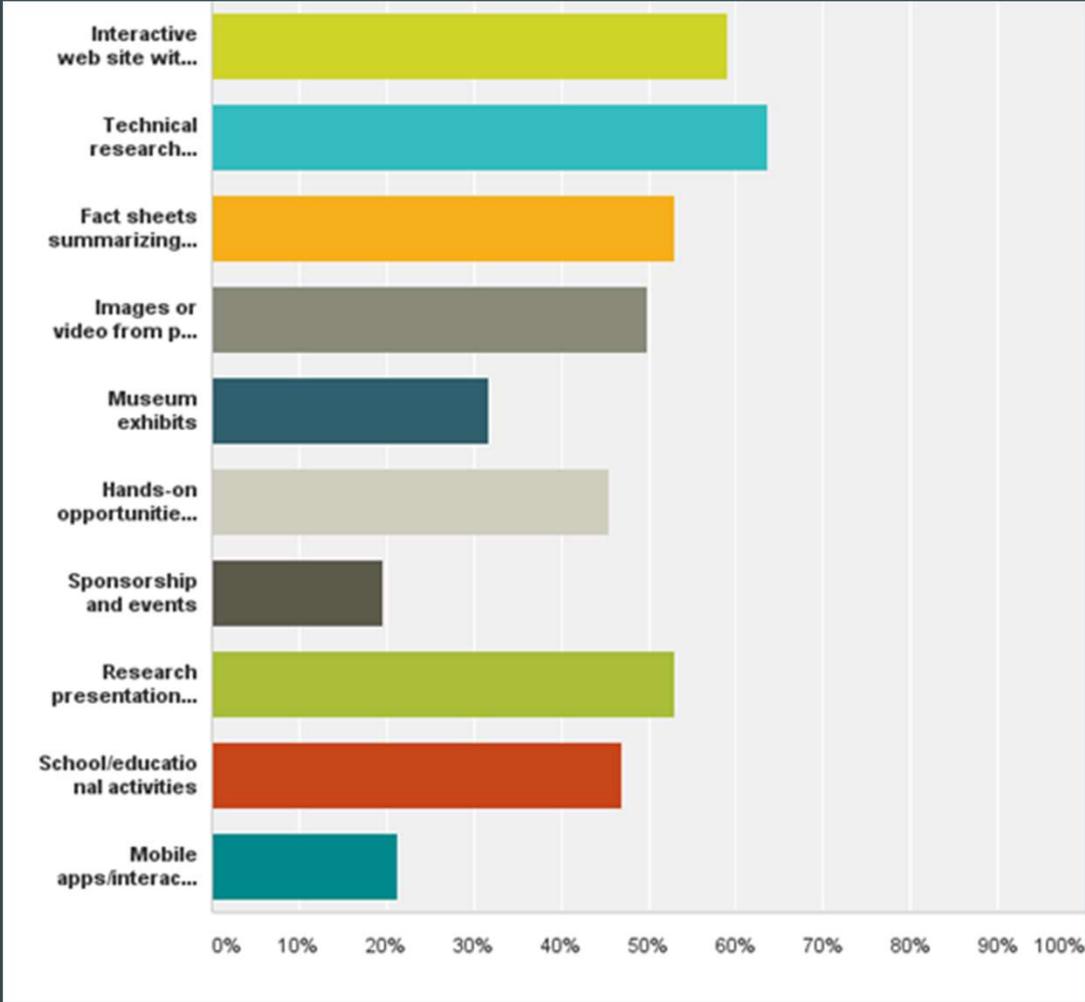
# CM Takes Time and Research

- Who is your audience?
- How do you know what your audience wants?



# Beyond The Road - Audience





# Key to CM: Storytelling

- What makes for a good story?
- Does the platform you are communicating on matter?
- How about the storyteller?
- Can storytelling be two-way?



In 1945 this was a muddy road in Leon County. Now it is FM 542.  
Courtesy TxDOT

# Examples of Content Marketing

- Uses good storytelling with a universal theme
- Allowed someone to make a movie off their own brand
- Led to more Lego sales



# Beyond The Road - Content Marketing Challenges and Opportunities

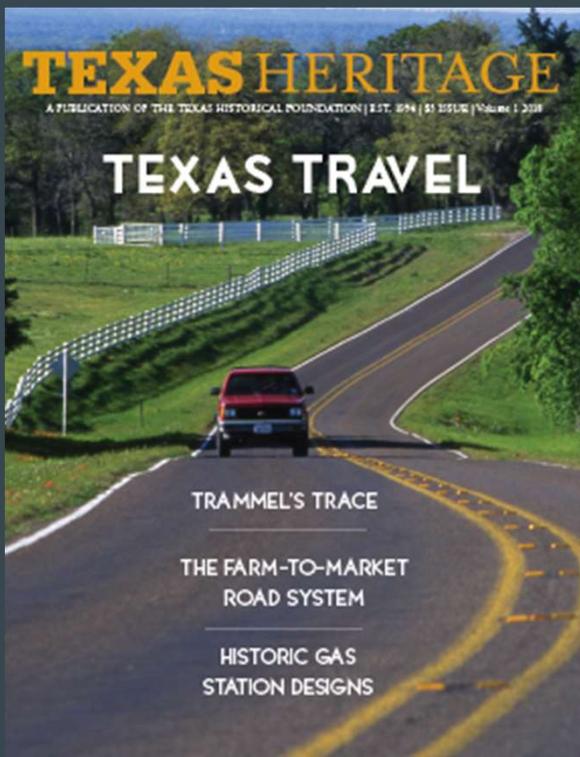




# Mammoth Watch 2018

Latest News from TxDOT's Ice-Age Mammoth Discovery





Farm-to-market roads were built earlier for the state's rural residents, such as sending their children to school and making purchases on Hwy. 2812. S. Pat O'Brien built this for Bastrop County in 1955.

#### FM Texas Highway Facts

- FM 168, in the Panhandle, is the longest farm-to-market road at 139.4 miles. FM 352, which connects centrally located Ingram to Batesville in South Central Texas, is the longest ranch-to-market road, extending 613 miles.
- FM 122, in Itaska (back), at 421.3 miles is the longest farm-to-market road in the Panhandle to measure 0.69 miles.

## Roadside Landmarks of Change Gas Station Design Marks the Passage of Time

By Brett Fuller



Today, old gas stations, ubiquitous elements of the Lone Star landscape, sit in plain sight in cities, along highways, and sometimes in abandoned towns. Individually, these deserted, dusty bones with rusted canopies offer little of interest for the touring public. However, together these overlooked landmarks speak to a narrative more than a century in the making and stand in testimony to the important role Texas played in the proliferation of automobiles in America.

That chapter in transportation history began in 1901 at Spindletop, outside of Beaumont, with the discovery of oil, the sheer volume of which created a hundred-

foot geyser that spewed for days. Production boomed statewide, and by the end of the following year, more than 17 million barrels of crude had been pumped from Texas soil. The most common use of refined kerosene at the time was for lamp illumination; however, another byproduct, gasoline, soon gained prominence as a reliable source for the nascent combustion engines that powered automobiles.

As oil derricks appeared across the state, so, too, did small refineries, each one focused on undercutting their competitors to sell more fuel. Abundant sources of cheap gas made Texas a mecca for early auto-related businesses.

In 1909, Ford Motor Company established a Dallas corporate branch and five years later opened the state's first automobile factory, proudly labeling its vehicles "Built in Texas By Texans." Along with the explosive rise in car ownership came consumer demands for higher quality roads and more refueling stations. Early Texas-based companies sought to meet this need by building the first roadside filling stations in a network radiating out from refineries near Dallas and Houston. These fueling depots began as little more than pumps set along the pavement but quickly evolved into service centers with garages and a host of auto products and

## PICTURING TEXAS

### ROADSIDE PARKS OF TEXAS

Beginning in the 1930s, the Texas Department of Transportation (TxDOT) created stops along roadways that enabled motorists to relax, refresh, and enjoy the state's natural beauty and landscapes. Here are a few interesting rest spots. All images courtesy of Texas Department of Transportation Photo Library.



**A TRAVELER'S OASIS**  
One sunny summer day, Gibb Gilkrest, TxDOT's state highway engineer during the 1920s and 1930s, packed a picnic and took his family for a Sunday drive. Hungry and hot, they looked for a spot to pull over, cool off, and enjoy the scenery. The story goes that Gilkrest, unable to find a suitable location, decided then that TxDOT should build parks along the highways where travelers could take a driving break. Thus, the roadside park was born. (Picnic at a Roadside Park.)

**HAPPY BIRTHDAY, TEXAS!**  
To celebrate the state's 100th birthday in 1936, Texas made big plans. Since roads were the primary way for tourists to visit historic sites and interesting locales, centennial travel markers were placed along the way. These signposts, designed by TxDOT as gray and pink monuments, recounted brief stories about the people, places, and events that shaped the Lone Star State. (Dedication of centennial marker at a roadside park near Paris, circa 1936.)

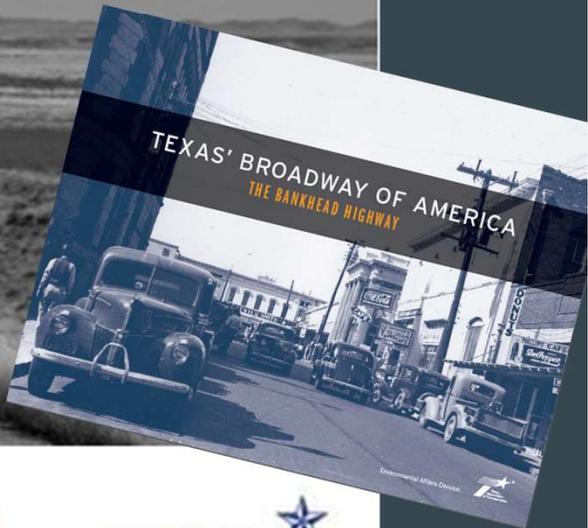


**A RUSTIC REPRIEVE**  
Construction of early roadside parks was labor intensive, and mostly done by hand. Travelers today can recognize Depression-era facilities because of their rustic style and stone furnishings. (National Youth Administration working on a table for a roadside park five miles east of Gainesville on Highway 5.)

nov 1 2018

# THE ROAD TO GREAT EXHIBITS

Texas Aviation:  
Adventure and  
Agriculture



**TEXAS  
HISTORICAL  
COMMISSION!**  
REAL PLACES TELLING REAL STORIES

**BEYOND  
THE ROAD**  
TYDOT

 **BULLOCK  
TEXAS  
STATE HISTORY  
MUSEUM**

 **TAMU**



### Texas Bats and Bridges: A Mutually Beneficial Relationship



TxDOT

Subscribe 4.99K

609 views



TxDOT Archeology - The Lab



189 views

+ Add to Share More

1 0

## Bats Love Texas Bridges

You've heard of Texas football and certainly Texas barbeque, but what about Texas bats? More than 32 different species of bats hang under the bridges in Texas. In fact, Texas is home to the largest bat population in the United States. Since 1980, TxDOT biologists and engineers have worked together to research and conserve the bat colonies that live in bridges around the state. Explore our resources to learn why!

- [Bat colonies and tips for viewing them](#)

Environmental work is part of TxDOT's responsibilities. Teams of archeologists, historians and environmental scientists consider the state's natural, historical and community resources before building roads and bridges.

Get the latest news by [subscribing](#) to this page.

## Roadside History

Did you know that Route 66, also known as "America's Highway," runs through the northern part of Texas? The state of Texas created a plan in 2009 that asked the Texas Historical Commission (THC) and TxDOT to identify and mark [historic roads and highways](#) in Texas. Their work uncovered historic gas stations, motels, diners and bridges across the state. Read more about some historic highways below:

- [Meridian Highway](#)
- [Bankhead Highway](#)

## Story Maps

See roadside history come to life through these map-based stories.

- [Archeologists Dig 1,000-year-old Site, One Shovel at a Time](#)
- [Field of Dreams - Revisiting Segregation in Austin through a Hike and Bike Project](#)
- [Icons of a Century - The Story of Texas' Historic Gas Stations](#)
- [Beyond The Road: Stories of Environmental Excellence](#)

## Videos

- [A Snapshot of TxDOT's Environmental Work in 2018](#)





**TxDOT Archeology - Roadside Chat**

Laura Cruzada  
Austin / United States

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**How Roadside Archeology Revealed a Story of Freedom in Texas**

1 year ago

#Storytelling



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TxDOT Archeology - Roadside Chat  
**What Can Ancient Farmers Teach Us About Future Food Issues?**

2 years ago

#Archaeology



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TxDOT Archeology - Roadside Chat  
**Top Archaeological Sites to Visit in Texas**

11 months ago

#Learning



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TxDOT Archeology - Roadside Chat  
**Archeologists dig up 11,000 artifacts. Now what?**

10 months ago

#Learning



# La Belle: The Ship That Changed History

Map (left): Library of Congress Geography and Map Division, Washington, DC

## GETTING TO TEXAS

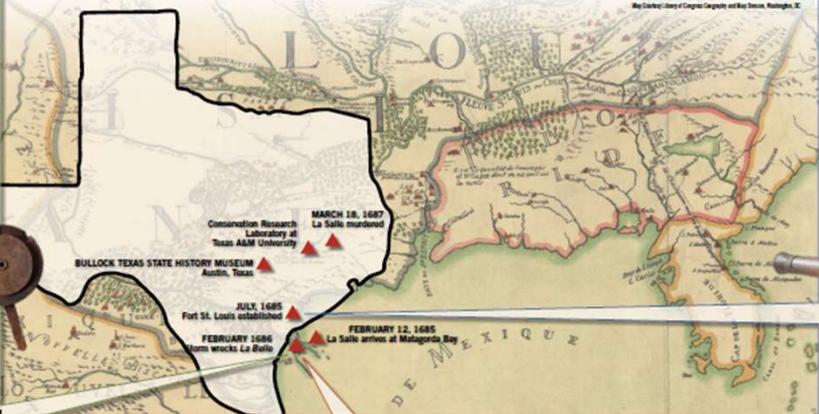
### The Explorer René-Robert Cavelier, Sieur de La Salle

In 1684 King Louis XIV sent French explorer La Salle on a voyage to North America. The King hoped to build a settlement at the mouth of the Mississippi River from which to trade with American Indians and invade the Spanish silver mines in Mexico. In the end, the expedition to find the Mississippi River failed, and La Salle was killed by his own men.



### Ship's Equipment

La Belle's crew relied on experience, maps, and tools to navigate the ocean. They used compasses to measure and calculate distance and a nocturnal to tell time at night. Needles were used to patch sails, and sounding weights measured water depth. Unfortunately, La Salle's map and measurements were incorrect, and he missed the Mississippi River by 300 miles.



## FINDING, EXCAVATING AND PRESERVING LA BELLE



### The Ship La Belle

When archaeologists found the shipwreck in 1996, they discovered something unexpected. Roman numerals and a letter were carved onto many of the timbers. The markings show how the pieces fit together, and are evidence that La Belle was a "kit" ship. Ship kits were easy to transport to other locations and build at a later time.



Courtesy: Center for Maritime Technology and Operations at Texas A&M University, College Station



### Excavating La Belle

Once scientists located La Belle in Matagorda Bay, they built a cofferdam. They constructed two circular walls around the ship and pumped out the water. This allowed archaeologists to work on dry land in the middle of the bay to remove the ship's artifacts and timbers.



### Human Remains

Not all the remains archaeologists found on La Belle were cargo — they also discovered two human skeletons with the ship. By studying their bones, forensic scientists learned about each person's appearance, age, past injuries, and cause of death.



### Preserving La Belle

Since La Belle was underwater for over 300 years, scientists needed to protect the ship from drying out. They sprayed the timbers with sea water and soaked the hull in a wax-like chemical. Then scientists freeze-dried the timbers to evaporate the frozen water. The ship is now ready to be displayed at the Bullock Museum.

## LIVING IN TEXAS

### Trade Goods

Many of the items found on La Belle were trade goods such as glass beads, brass bells, finger rings, and axe heads. La Salle and his men planned to barter with the American Indians for items like furs and hides.



### Weapons

Archaeologists discovered weapons like three bronze cannons, muskets, and gunpowder. La Salle planned to set up a permanent colony so he made sure La Belle carried weapons for the settlers to defend themselves from the Spanish and from possible attacks by Karankawa Indians or pirates.



### Daily Life

The colonists brought household items to use in the new settlement like clay cookstoves, wooden spoons, brass cooking kettles and utensils. They also packed writing and medical instruments, jewelry and game pieces.



### The Fate of the Colony

The French colonists built their settlement, known as Fort St. Louis, but life was difficult and many people died from weather, disease, and poor diet. Eventually the Karankawa Indians attacked the remaining people, but spared some children. Fort St. Louis was destroyed.

## CONTINUE THE JOURNEY:



1000 N. COMMERCE • AUSTIN, TEXAS  
737 • STORY OF TEXAS • COM



VISIT La Belle at the Bullock Texas State History Museum



EXPLORE the story and the artifacts at [www.storyoftexas.com](http://www.storyoftexas.com)



WATCH the 4D film, Shipwrecked, to see the story from the eyes of a 14-year-old colonist



INTERACT with a Bullock Museum educator during a distance learning program

La Belle: The Ship That Changed History is supported by the Bullock Texas State History Museum with the Texas Historical Commission, the Musée national de la Marine, and Texas A&M University. Support provided by the State of Texas, the National Commission for the Humanities, the Institute for Museum and Library Services, and the Texas State History Museum Foundation.

Key to images in left sidebar: top to bottom: Portrait of La Salle by Elliott Fordham; Nocturnal; Markings on the timbers of the La Belle; Scale model of the ship La Belle

Right sidebar: top to bottom: Finger rings and axe heads; Bronze Cannon; Looking into the cofferdam of Fort St. Louis by Charles Shaw

(All images unless otherwise noted) Courtesy: Texas Historical Commission, Austin



[Home](#) > [Discover](#) > [Texas Story Podcast](#)

[SHARE](#)

## STEVIE RAY VAUGHAN

A Texas Story Podcast

Join the Bullock Museum in a first-ever Texas Story Podcast that discovers the music and legacy of Texas's own Stevie Ray Vaughan still thriving in the Live Music Capital of the World.

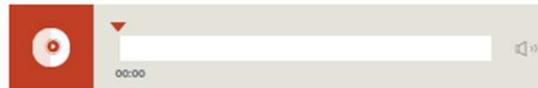
[EXPLORE THE EXHIBITION >](#)

Episodes in this five-piece series were released May 11 through June 8, 2017.

This podcast was created in conjunction with the exhibition *Pride & Joy: The Texas Blues of Stevie Ray Vaughan*.

### Episode 1

Bullock Museum Web and Digital Media Manager Evan Windham begins a journey to discover Stevie Ray Vaughan's iconic Texas blues music by talking with those who knew him, including Double Trouble band mates Tommy Shannon and Chris Layton.



Episode 1: Meet the Band  
Published May 11, 2017, 19:50 | [Download the MP3](#) | [Listen on iTunes](#) | [Listen on SoundCloud](#)



I Am Texas: Jay B Saucedo, Bullock Museum Texas Stor...  
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I Am Texas: Stephen Harrigan, Bullock Museum...  
733 views • 3 years ago

# Bullock Museum: Enriching our Mission vs. Call to Action

 **Bullock Texas State History Museum**  
March 2 · 🌐

In today's artifact spotlight, a mobile office used by a newly formed Texas government on the run from the Mexican army.

After declaring independence on this day 183 years ago, the new republic's interim government wrote a constitution, established a formal army, and then started a two month long retreat that effectively moved the "capital" of Texas five times.



[About this website](#)

THE HISTORY OF TEXAS.COM  
**David Burnet's traveling desk, 1830s | Bullock Texas State History Museum**

VS.

 **Bullock Texas State History Museum**  
October 21 at 7:02 PM · 🌐

Star Wars Episode IX: The Rise of Skywalker tickets are NOW ON SALE! See it in IMAX with Laser at the Bullock Museum starting with an early screening on Thursday, December 19. Get your tickets now >>  
<https://bit.ly/2J8mb4C>



EXPERIENCE IT IN **IMAX**  
**STAR WARS**  
THE RISE OF SKYWALKER  
DECEMBER 20  
TICKETS NOW ON SALE

**How can you do Content Marketing at your institution?**

# Purpose: The Value Proposition of the Content

Think of the value you want your content to bring to those who consume it.

What distinct and compelling ideas do you have for content that your target audience can relate to, learn from, and appreciate you for – ones they won't find anywhere else?

# Know Your Audience - Customer Persona Tools

Make My Persona by HubSpot

<https://www.hubspot.com/make-my-persona>

User Persona Creator by Xtensio

<https://xtensio.com/user-persona/>

There's always old-fashioned methods - noticing!



# Tools and Resources

- Audio, Video, and Storytelling
- Evaluation
- Road to Great Exhibits resource page: <https://www.thc.texas.gov/exhibittech>
- THC Museum Services resources: <https://www.thc.texas.gov/preserve/projects-and-programs/museum-services>

# Rapid Fire

- Let's talk about how to make use of the tools we've discussed!

# Let's Keep the Conversation Going

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