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
The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources
www.thc.texas.gov/museum-services

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

Expect Delays
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
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?
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
TEXAS HERITAGE
A PUBLICATION OF THE TEXAS HISTORICAL FOUNDATION | EST. 1894 | 511 12TH STREET, AUSTIN, TX 78701

TEXAS TRAVEL

TRAMELL'S TRACE
THE FARM-TO-MARKET ROAD SYSTEM
HISTORIC GAS STATION DESIGNS

PICURING TEXAS
ROADSIDE PARKS OF TEXAS

A TRAVELER'S OASIS
One sunny afternoon in May, 1935, the Texas Turnpike was still under construction, but the people of Texas were looking forward to its completion. The turnpike was a much-needed addition to the state's transportation system, and it was eagerly anticipated by travelers who had been used to the bumpy, unpaved roads of the past. The new turnpike promised a smoother, faster ride, and it was hoped that it would attract more tourists to visit the state's many attractions.

HAPPY BIRTHDAY, TEXAS!
To celebrate the state's 150th birthday in 1986, Texas held a big celebration that included a parade, a livestock show, and a host of other events. The celebration was a huge success, and it helped to bring attention to the state's rich history and culture.

A BOSTON OFFICE
Today, gas stations play a much different role in our lives than they did in the past. Gone are the days of the roadside diner and the country store. Instead, we have convenience stores and fast-food restaurants, which offer a wide variety of food and drinks. The change in the role of gas stations is reflected in the design of the buildings. Today, gas stations are often part of larger complexes, such as shopping centers or malls. They are designed to be appealing and functional, with plenty of seating and restrooms.

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

BY DEAN PARLBY

In 1950, Shell Motor Company introduced the first modern gas station, which featured a small building with a canopy over the pumps. The canopy provided shade for the attendants and customers, and it also served as a shelter from the elements. The design of the gas station was a major improvement over the old-fashioned, open-air stations of the past. Today, gas stations are a common sight along highways and interstates, and they are an important part of our transportation system.
Texas Bats and Bridges: A Mutually Beneficial Relationship
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
How Roadside Archeology Revealed a Story of Freedom in Texas

What Can Ancient Farmers Teach Us About Future Food Issues?

Top Archaeological Sites to Visit in Texas

Archeologists dig up 11,000 artifacts. Now what?
La Belle: The Ship That Changed History

Getting to Texas

The Explorer René-Robert Cavelier, Sieur de la Salle

In 1685, King Louis XIV sent French explorer La Salle on a voyage to North America. The king hoped to start a settlement at the mouth of the Mississippi River from which to trade with American Indians and invade the Spanish colony in Mexico. In 1687, La Salle and his crew landed on the Mississippi River in Texas. La Salle was killed by his own men.

Ship’s Equipment

La Salle’s crew relied on experience, maps, and bears to navigate the river. They used compasses to measure and calculate distance and to determine the time of night. Navigators were also used to plot the course, and tracing irons were used to determine the location of the ship. Additional logbooks were issued, and these were used to record the Mississippi River for 200 miles.

Living in Texas

Trade Goods

Many of the items found on La Salle’s ship included trade goods such as glass beads, brass bells, ceramic vessels, and mirrors. La Salle and his crew planned to trade with the American Indians for other items to help them on their journey.

Weapons

Archaeologists discovered weapons like trade goods,箭矢, and other objects. La Salle planned to use these weapons for the settlers to defend themselves from the Spaniards and navigate the Mississippi River.

Daily Life

The crew brought household items to use in their new settlement. They also used a variety of items to record their experiences, including maps and charts. They also packed weights and medical instruments, showing a great interest in their health.

FINDING, EXCAVATING AND PRESERVING LA BELLE

Excavating La Salle

Once scientists located La Salle’s site, they discovered two shipwrecks. These wrecks were found to be in good condition, allowing them to remove the ships and artifacts.

Human Remains

Not all of the remains found on the ship were human. Some of the remains were found to be animal bones, possibly from the animals used by the crew for food and transport.

Preparing La Salle

Since La Salle’s ship was underwater for over 350 years, scientists devised a method to preserve the ship and its artifacts. They carefully removed the ship from the water and placed it in a large tank to prevent further decay. They then transported the ship to the Bullcock Museum, where it is now on display.

The Fate of the Colony

The French colonists built their settlement, known as Fort St. Louis, but it was difficult to sustain. The colonists were attacked by the Spanish, and their supply was depleted. Eventually, the Kansa Native Americans attacked the remaining people, but only a few were spared. Fort St. Louis was destroyed.
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.

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**

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

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.

VS.

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/exhibitech
- 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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