

**Many thanks to the following:**

Kate Betz and staff of the Bullock Texas State History Museum

Liz Carmack and the Texas Association of Counties

Donna Howard, State Representative District 48

Evan Thompson and Preservation Texas

Rebekah Dobrasko and the Texas Department of Transportation

Staff of the Texas Historical Commission (THC)

**Special thanks** to our registrants for your attendance, your continued support of THC programs, and your service to Texas communities. Enjoy your day at the Bullock Museum!



## Story of Texas Workshop

Telling your story in bigger and better ways

TEXAS HISTORICAL COMMISSION

*real places telling real stories*

**9:45 AM Welcome**—Austin Room, 3<sup>rd</sup> Floor

**10 AM Opening Panel**—Tell Your Story: knowing who to tell, what to say, and why it matters

*Concurrent sessions begin*—Classrooms, 1<sup>st</sup> Floor

**11 AM Telling an Accurate Story**

--The Bullock Museum's Texas Story Project—Room 136

--Just the Facts, Ma'am—Room 137

**Noon Lunch**—Austin Room, 3<sup>rd</sup> Floor

Comments from Preservation Texas &  
Friends of the Texas Historical Commission

**1 PM Telling Your Story More Effectively**

--Strong Imagery for Interpretive Stories—Room 136

--Using Markers for the Greater Good—Room 137

**2 PM Telling Your Story in Bigger and Better Ways**

--Creating Engaging Programs for Any Audience—Room 136

--Historic Highways Program—Room 137

**3 PM Discussion Groups**—Austin Room, 3<sup>rd</sup> Floor

**4 PM Workshop Closes / Visit Museum Exhibits**

*More session info on next page.*

**10 AM**     **Opening Panel—Tell Your Story: knowing who to tell, what to say, and why it matters**  
Panelists provide recommendations to expand and improve the way you communicate with others.  
--Liz Carmack, Texas Association of Counties  
--Donna Howard, State Representative District 48  
--Evan Thompson, Preservation Texas

**11 AM**     **Telling an Accurate Story**

**The Bullock Museum’s Texas Story Project—Room 136**  
Learn about the Bullock Museum’s innovative, statewide community history collection project, how you can contribute, and how it can serve as a resource to improve storytelling at historical institutions in counties across the state.

**Just the Facts, Ma’am—Room 137**  
Bob Brinkman (THC) presents research methods to help you gather information to verify the facts of your story and embellish in accurate ways.

**Noon**       **Lunch—Austin Room, 3<sup>rd</sup> Floor**

**1 PM**       **Telling Your Story More Effectively**

**Strong Imagery for Interpretive Stories—Room 136**  
Laura Casey (THC) discusses how to choose the best imagery for your interpretive stories. Learn how to make the most of powerful photographs, maps, and other imagery as visual content that enhances your story.

**Using Markers for the Greater Good—Room 137**  
Sarah McCleskey (THC) shares how to use historical marker information for educational and tourism efforts. View case studies showing how markers can be the foundation for brochures, websites, tours, and community events.

**2 PM**       **Telling Your Story in Bigger and Better Ways**

**Creating Engaging Programs for Any Audience—Room 136**  
Join Bullock Museum education staff for a discussion of how a program goes from idea to implementation. Hear case studies of successful Bullock programs and participate in a brainstorming game to help you think BIG about designing creative programs for adult, family, and school audiences.

**Historic Highways Program—Room 137**  
The Texas Historic Roads and Highways Program was created to identify, designate, interpret, and market historic roads and highways in Texas. Leslie Wolfenden (THC) shares how partnerships and public participation pave the way for tourism in Texas.

**3 PM**       **Discussion Groups—Austin Room, 3<sup>rd</sup> Floor**  
Discussions begin at 3:00 and 3:30, enabling each registrant to participate in two of the groups listed below.

1. CHC Chair Business with Amy Hammons (THC)
2. Museum Matters with Laura Casey (THC)
3. Pitch Your Program to Kate Betz, Linda Miller & Katie Raney (Bullock Museum Staff)
4. Social Media with Maddie Clites (THC)
5. Texas Historical Markers with Bob Brinkman (THC)
6. Tell Your Story to Liz Carmack (TAC)
7. Transportation Resources with Linda Henderson (THC) & Rebekah Dobrasko (TxDOT)
8. Youth Program Initiatives with Lisa Worley (THC)

**4 PM**       **Workshop Closes / Visit Museum Exhibits**  
Workshop registrants receive complementary museum entry.