Communications Committee

April 28, 2022

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE

Alamo Hall
300 Alamo Plaza
San Antonio, TX 78205
April 28-29, 2022
11:30 a.m.

(or upon adjournment of the 11 a.m. Community Heritage Development 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 Communications Committee meeting minutes – *Chairman McKnight*

   A. Minutes for February 1, 2022

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

   A. Engagement
   B. Branding
   C. Digital Media

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 Esther Brickley 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

Hilton Austin
Room 400/402
500 E. 4th St.
Austin, TX 78701
February 1, 2022
1:30 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, Donna Bahoric and David Gravelle.

1. Call to Order

The meeting was called to order by Chairman David Gravelle at 1:36 p.m. He 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 Gravelle called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum

Chairman Gravelle reported a quorum was present.

C. Recognize and/or excuse absences

Commissioner Catherine McKnight moved to excuse the absence of Commissioner Renee Dutia. Commissioner Garrett Donnelly seconded the motion which passed unanimously.

2. Minutes

Commissioner Bruseth moved to approve the October 28, 2021, committee minutes. Commissioner Donnelly seconded the motion which passed unanimously.

3. Communications Division update and committee discussion-Chris Florance

Florance provided an update on Spanish translation efforts for the agency website and publications. He reported the Statewide Travel Guide was available in Spanish for download from the THC website. Florance also stated that QR Codes to access translated site interpretation would soon be ready at the Casa Navarro State Historic Site (SHS). He also noted that Spanish language site guides for the Casa Navarro and the Fulton Mansion SHSs would soon be available for sale.

Florance mentioned the agency website redesign was in progress and the new vendor would translate the content in Spanish.

Florance highlighted two articles, one in Spanish about Janis Joplin in the *Chicago Times* and another in the *New York Times* on the Alamo.

Florance noted the growth of all social media networks and email lists. He announced a few promotions in the Spring for the sites. He also mentioned several scheduled events at various sites.

Florance mentioned the ongoing project with Commissioner Dutia for DFW airport that would highlight sites, Texas Main Streets, and THC Courthouse and Tax Credit programs.

Florance introduced new practices for Historic Sites branding on social media. He explained that training would be provided to all the sites. He mentioned that the THC logo would be present on all Real Places advertising and on the Texas Business Treasure Award Logo.

Florance reported on the success of the Pearl Harbor 75th Anniversary and El Camino Real online webinars.

Florance mentioned the agency website's migration to a new cloud host and stated that he would report on the ongoing website design and results from the survey. He also mentioned the departure of the web content coordinator, Rob Scordino.

Commissioner Bahorich mentioned a possible travel staycation package for big metro cities like Dallas, Houston, and San Antonio. Florance stated similar content had been available on the THC website since the beginning of the pandemic.

Commissioner Bruseth announced Phase 1 of the new mobile travel app was underway.

4. Adjournment

At 2:13 p.m., on the motion of Commissioner Gravelle and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

Quarterly Report

Communications Division
January–March 2022

SOCIAL MEDIA/WEBINARS

This quarter, the major topics on social media were Black History Month, Women's History Month, the Texas Revolution, and promotion of the Statewide Historic Preservation Plan (SWP).

During Black History Month in February, the agency posted 13 stories, including posts about sheriff and legislator Walter Moses Burton, Dallas' Tenth Street Historic District, the *Sweatt v. Painter* Supreme Court case, early Black-owned business H. Wilson Pottery, and the National Buffalo Soldiers Museum in Houston. Black History Month posts reached more than 320,000 people across social platforms and had higher engagement than the month's average for all posts.

In March, we highlighted 12 stories for Women's History Month, including archeologist Vida Lee Connor, journalist Jovita Idár, rancher Rosa Hinojosa de Ballí, and philanthropist Eugenia Pickard. These posts reached more than 510,000 people and had higher engagement than the month's average for all posts.

Through social media and email, we promoted the SWP survey, which aims to get feedback from Texans on a variety of historic preservation priorities. To encourage participation, we offered five sets of free historic sites passes to random winners drawn from each week's survey submissions. We've received more than 1,600 survey responses since March 1.

WEBSITES

Communications and IT divisions staff worked with IT consultants to transfer the agency web site, thc.texas.gov, to an updated cloud host, improving reliability and functioning of the content management system.

The agency website, thc.texas.gov, experienced a seasonal rebound in traffic, with 40 percent more unique visitors to the site from Jan. 1-March 30 in comparison to the previous quarter's report (from about 287,000 to 402,000). This increase reflects lower than normal use during the holiday season, with improved visits from February through March as agency social media and newsletters promote the Texas Revolution anniversaries and holidays. Top-visited resources include pages connected to the state historic sites (including Washington-on-the-Brazos and San Jacinto Battleground) and Historical Markers, reflecting key division efforts throughout the quarter. TexasTimeTravel.com also saw a significant increase of roughly 75 percent more unique visits (from about 15,000 to 26,000). The new travel site is scheduled for relaunch soon.

The redesign of the agency's website is a division priority, and an RFP for services related to the project will be completed early in the third quarter. The division's web content coordinator position remains vacant, but an aggressive recruitment is underway.

VIDEOS/PHOTOS

This quarter, we captured footage at the Fannin County Courthouse rededication, which staff will incorporate into a video. For the Real Places 2022 conference, we created the annual sponsor and keynote loop videos and the 10 short THC Preservation Award videos. We also created a video for the Julian Read Award for Philanthropy in Preservation, which was presented to Chairman Nau at the Friends gala.

HISTORIC SITES

Communications continues to prioritize the promotion of in-person travel, site amenities, and upcoming events at state historic sites. General promotion of the sites, as well as upcoming in-person and digital events, continue to be highlighted on agency social media, email marketing, public relations, and paid advertising efforts.

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 nearly 179,000 email addresses to promote initiatives and events at our state historic sites each month. This quarter, nearly 19,000 new subscribers were added to state historic sites promotional email lists.

A weekly branded email is sent to nearly 16,000 subscribers interested in upcoming in-person and online events hosted by our state historic sites. Branded promotional graphics are developed in partnership with select state historic sites that request marketing materials for promotion.

Total pageviews of the state historic site pages on the THC's website have increased by 13 percent so far this year over the same period last year (from 139,140 to 157,567).

Communications has partnered with Community Heritage Development to develop unique visitation reports with Datafy. This online tool allows Communications to now produce visitor analytics reports for each state historic site to determine best practices for targeted marketing and outreach initiatives. This platform gives us the ability to identify audiences for events at each site during specific dates. This will be critical information in our marketing outreach and help each state historic site do local outreach.

MEDIA RELATIONS

This quarter, Media Relations press release topics included:

- Archeological study at Fort Lancaster
- Statewide Preservation Plan workshops (Austin, Nacogdoches, and Laredo)
- THC Preservation Awards (10 individual and one with full list)
- Friends Alliance Award presented to Washington-on-the-Brazos Historical Foundation
- Fannin County Courthouse rededication
- Presidio La Bahia's possible THC transfer

We continued participating in our weekly *Texas Time Travel Stories* segment on Dallas' *Radio Caravan*. We highlighted different places and topics, including several THC virtual events, Texas Independence Day events at San Jacinto, African American History Month and our cultural guide, the Sam Rayburn House, a virtual adventure at Caddo Mounds, the Majestic Theater, the Dallas Botanical Garden, the Fort Worth Botanical Garden, and the Friends' Preservation Scholars program.

Talking points were prepared for the Real Places Awards Banquet, for John Crain for the Fannin County Courthouse rededication, for Chairman Nau, and for Commissioner McKnight.

EMAIL OUTREACH

The December edition of the monthly agency e-newsletter went to 146,049 subscribers, and 30,603 subscribers received the quarterly Heritage Traveler e-newsletter. Some of the most-clicked links included the cultural heritage page on TexasTimeTravel.com, the statewide preservation plan survey, the Women's History Month marker map, and the event page for the 2022 San Jacinto Celebration.

Other key email outreach efforts focused on numerous webinar and event promotions, including Real Places 2022, the statewide preservation plan, and the Friends gala.

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. For Real Places 2022, we designed and helped coordinate the printing of the program, signage, registration bags, and various other collateral. We also designed the Revolution and Republic Historic Sites Passport booklet. Our support of the Friends gala included the development of a signage template.

We also began the development and editing process for the biennial publication, FY 2023-27 THC Strategic Plan.

Texas Historical Commission
Digital Media Outreach Quarterly Report – Q1 2022

Executive Summary

- **Total Social Media Followers:** 360,516 (1.3% increase)
- **Total e-Newsletter Subscribers:** 212,871 (16.2% increase)
- **Total Reach on Social Media:** 7,658,398 (27% decrease)
- **Total Engagements (likes, comments, shares, etc.):** 494,686 (19% decrease)

Social Media Followers, Agency Accounts

- **Facebook:** 102,533 (2.4% increase)
- **Instagram:** 54,911 (2.6% increase)
- **Twitter:** 19,387 (5% increase)
- **YouTube:** 20,629 (3.8% increase)
- **LinkedIn:** 4,038 (9.8% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 236,449 (2.8% increase)
- **Instagram:** 77,669 (2.8% increase)
- **Twitter:** 19,940 (21% decrease*)
- **YouTube:** 21,759 (4% increase)
- **LinkedIn:** 4,699 (10% increase)

**Decrease is due to 2021 end-of-year removal of deactivated SHS Twitter accounts (=6,160 followers)*

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 2.6%; **Instagram:** 5.2%; **Twitter:** 2.2%; **YouTube:** 5%; **LinkedIn:** 5.6%

Online Video

- **Total Video Views in Q1**
  - YouTube: 237,117
  - Facebook: 14,774
- **Top Videos (by number of views in Q1)**
  - Speaking Texas German: 46,469 (5,750,894 total views)
  - 1836 Goliad Massacre 360: 15,728 (257,051 total views)
  - The Vaqueros of South Texas: 14,881 (651,142 total views)

e-Newsletters

- **Total Subscribers:** 212,871 (16.2% increase)
- **Top Email Topic Subscriptions**
  - Historic Sites Updates & Promotions: 178,035
  - THC e-Newsletter: 145,049
  - Heritage Traveler e-Newsletter: 39,229
  - History Museum Outreach & Education: 23,148
  - Historical Marker Program Updates: 17,069
- **Total Unique Email Opens:** 685,764 (22.4%)
- **Overall Engagement Rate:** 48.5%
- **Unique Link Clicks:** 37,584 (1.2%)
  - Statewide Historic Preservation Plan survey: 1,302 and 1,270 (in two emails)

- Visit Eight State Historic Sites to Experience the Republic of Texas Era: 1,122
- Reengagement campaign to subscribe to different THC newsletters: 389

Agency Blog

- **Total Blog Views in Q1:** 23,400 (5.5% increase over Q4)
- **Top Blog Posts:**
  - Texas Tradition of Cattle Ranching: 1,740 views
  - Descendants of Austin's Old 300: 1,375 views
  - Found an Artifact on the Beach?: 1,201 views

Top Social Media Posts

- **Facebook**
  - Fannin County Courthouse restoration: 153,229 reach, 23,976 engagements
  - Fall of the Alamo: 169,082 reach, 21,760 engagements
  - Fannin Battleground, Battle of Coleto Creek OTD: 73,191 reach, 12,824 engagements
- **Instagram**
  - Fall of the Alamo: 15,642 reach, 2,217 engagements
  - Landes-McDonough House, Galveston: 30,983 reach, 2,056 engagements
  - El Paso history: 59,029 reach, 2,184 engagements
- **Twitter**
  - Texas Independence Day: 10,316 impressions, 381 engagements
  - Fall of the Alamo: 6,832 impressions, 313 engagements
  - Goliad Massacre: 11,173 impressions, 350 engagements
- **LinkedIn**
  - Fannin County Courthouse restoration: 3,299 impressions, 359 engagements
  - Williams Farmstead archeology: 4,475 impressions, 270 engagements
  - Yerwood-Connor House: 2,608 impressions, 138 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - St. Patrick's Day OTD, Sullivan Brothers (NMPW): 64,640 reach, 4,192 engagements
  - National Texas Day (Sam Rayburn House): 61,039 reach, 3,898 engagements
  - Spring Break programming (Goodnight Ranch): 41,144 reach, 3,443 engagements
- **SHS videos on Facebook:**
  - Historic sites shared 40 videos in Q1 with a total reach of 32,407 and 14,765 total views
  - **Most viewed SHS videos:**
    - Cutting grass for new grass house (Caddo Mounds): 4,816 reach, 3,135 views
    - San Jacinto Ball postponed (Fanthorp Inn): 4,365 reach, 1,602 views
    - Roasting coffee on an open fire (Fanthorp Inn): 1,503 reach, 779 views

Historic Site Educational Webinars

- Historic sites hosted 4 webinars during Q1: 817 total registrations, 378 total live attendees (46% attendance rate)

Most Attended Webinars

- History at Night: Texas Revolution Roundtable (San Felipe de Austin): 387 registrations, 183 live attendees
- A Caddo Mounds Foraging Adventure (Casa Navarro): 251 registrations, 110 live attendees
- Sam Rayburn History: Exploring the Rayburn-Johnson Dynamic (Sam Rayburn House): 137 registrations, 57 live attendees
- Civil Rights on the Line: The Rise and Fall of Jim Crow (Eisenhower Birthplace): 42 registrations, 27 live attendees

Account Performance Report - Apr 2021 to Mar 2022

Texas Historical Commission

Key Metrics

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

33K **Change in Subscribers** more details
Net change in subscribers to your account

30.7K **Change in Subscriptions** more details
Net change in subscriptions to your topics

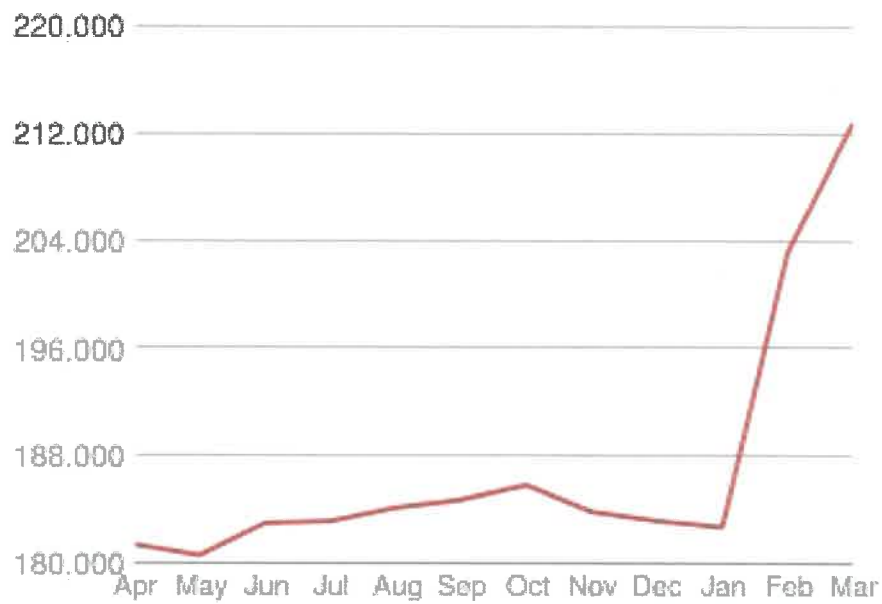
2.4 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 03/2022

48.5% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 03/2022

3.19M **Impressions**
Total number of bulletin opens and link clicks

143.9% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

Total Subscribers

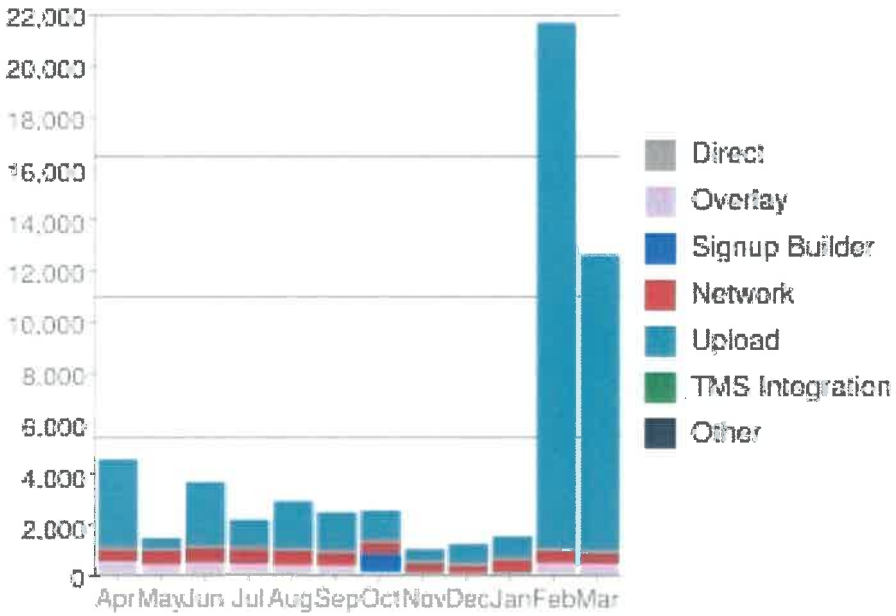


Effectiveness

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

Subscribers

Source of New Subscribers



Subscriber Profiles

Direct	659
Overlay	2,709
Signup Builder	835
Network	6,047
Upload	47,327
TMS Integration	0
Other	0
Deleted	24,617
Change in Total Subscribers	+32,960
Total subscribers as of 03/2022	212,871

Percent growth past 12 months:

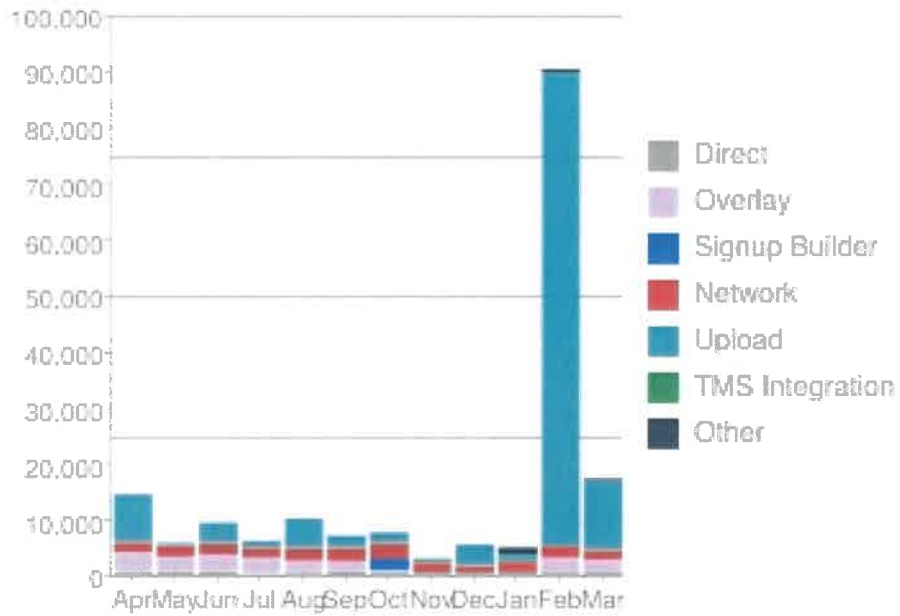
18.32%

Effectiveness

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

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	5,361
Overlay	21,298
Signup Builder	2,193
Network	23,683
Upload	127,090
TMS Integration	0
Other	2,347
Deleted	151,262
Change in Total Subscriptions	+30,710
Total subscriptions as of 03/2022	510,088

Percent growth past 12 months:

6.41%

Account Performance Report - Apr 2021 to Mar 2022

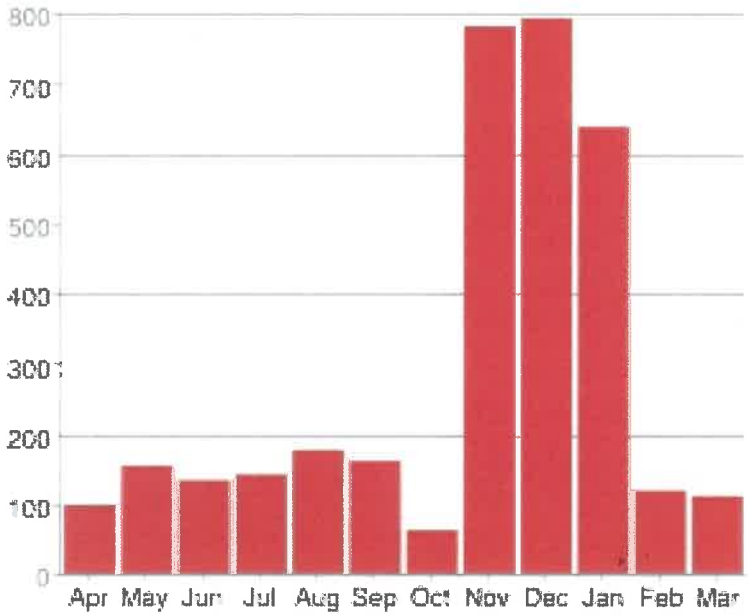
Texas Historical Commission

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	804	✓
Texas Department of Family and Protective Services	649	✓
Texas Workforce Commission	560	✓
Texas Real Estate Commission	396	✓
Texas Health and Human Services Commission	382	✓
Texas Education Agency	378	✓
Nueces County, Texas	335	✓
Texas Parks and Wildlife Department	314	✓
Texas Department of Licensing and Regulation	235	✓
City of Fort Worth, Texas	224	✓

Increase in New Subscribers using GovDelivery Network past 12 months:

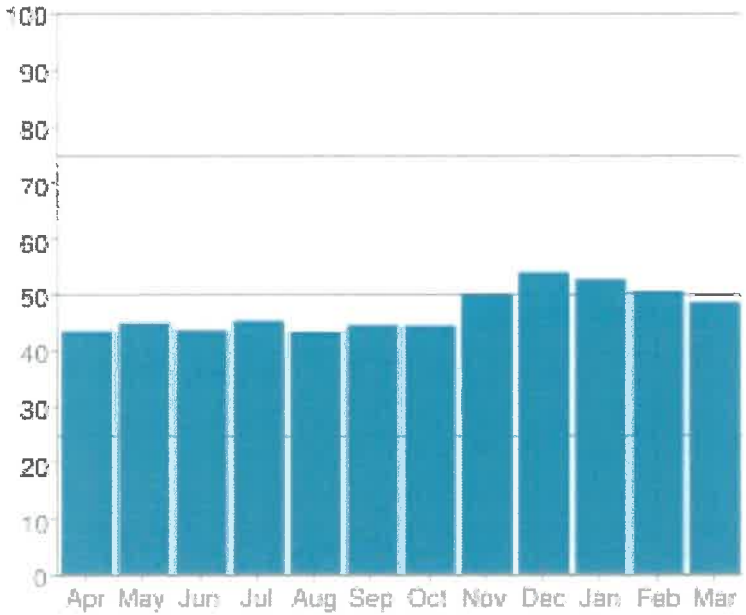
143.87%

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 2022	197,756	48.47%
Feb 2022	177,997	50.45%
Jan 2022	179,750	52.60%
Dec 2021	180,196	53.84%
Nov 2021	180,763	49.98%
Oct 2021	179,021	44.26%
Sep 2021	179,031	44.37%
Aug 2021	178,637	43.14%
Jul 2021	179,461	45.18%
Jun 2021	179,280	43.45%
May 2021	177,862	44.58%
Apr 2021	179,358	43.32%

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	18,738
History Museum Outreach and Education	6,283
Historic Cemetery Preservation Announcements	3,754
Preservation Scholars Program Updates	3,073
Upcoming Events	2,189
Texas History Education Resources	1,830
Texas Heritage Trails Program Updates	1,760
Archeology Division Updates and Events	1,463
ALL NEON Contacts with Email Addresses	1,445
Historic Texas Highways Updates	1,421

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
Upcoming Events	72
History Museum Outreach and Education	69
Texas History Education Resources	64
French Legation	64
Varner-Hogg Plantation	57
San Jacinto Battleground	56
Mission Dolores	56
Caddo Mounds	56
Sam Rayburn House	55
Sabine Pass Battleground	55

Efficiency

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

Delivery channels

Messages Sent

Email	258
SMS	75
Facebook	0
Twitter	0

Recipients

Email	11,065,809
SMS	3,917
Shared Bulletin Page Views	4,852

Improve Your Performance

by using the tips in our Granicus Best Practices Guide

January Print

Publications: 106
Clips: 221
Column Inches: 13,973
Advertising Equivalent ($): 810,250.44
Readership: 4,288,776

January Digital

Mentions/Exposure: 65
Potential Reach (people/readers): 14, 433,000
Advertising Equivalent ($): 5,371,000

February Print

Publications: 116
Clips: 228
Column Inches: 13,060
Advertising Equivalent ($): 776,452.35
Readership: 4,636,456

February Digital

Mentions/Exposure: 162
Potential Reach (people/readers): over 1 billion
Advertising Equivalent ($): 13,152,000

March Print*

Publications: **114**
Clips: 210
Column Inches: 11,516
Advertising Equivalent ($):
Readership: 3,377,210

March Digital*

Mentions/Exposure: 61
Potential Reach (people/readers): 49,030,000
Advertising Equivalent ($): 453,900

* Data is representative of coverage through March 24, 2022.

Texas Historical Commission Preservation Awards at 2022 Real Places Conference

Number of Media Outlets Reported on Awards: 17
Media Outlet type: Print, online, magazine
Potential Reach: over 7,267,956 people

Highlight – Dallas Morning News' reach alone is over 6 million

THC Statewide Plan Workshops November 2021 – April 2022

Number of Media Outlets who reported on Workshop: 6
Media Outlet Types: TV, print, online
Potential Reach: over 196,530, 448

Highlights: One of the smaller papers' article was picked up by Yahoo News, leading to a huge increase in potential viewers/readers.

Fannin County Courthouse Rededication March 10, 2022

Number of Media Outlets who reported on event: 8
Media Outlet Types: print, online, TV
Potential Reach: over 475, 542

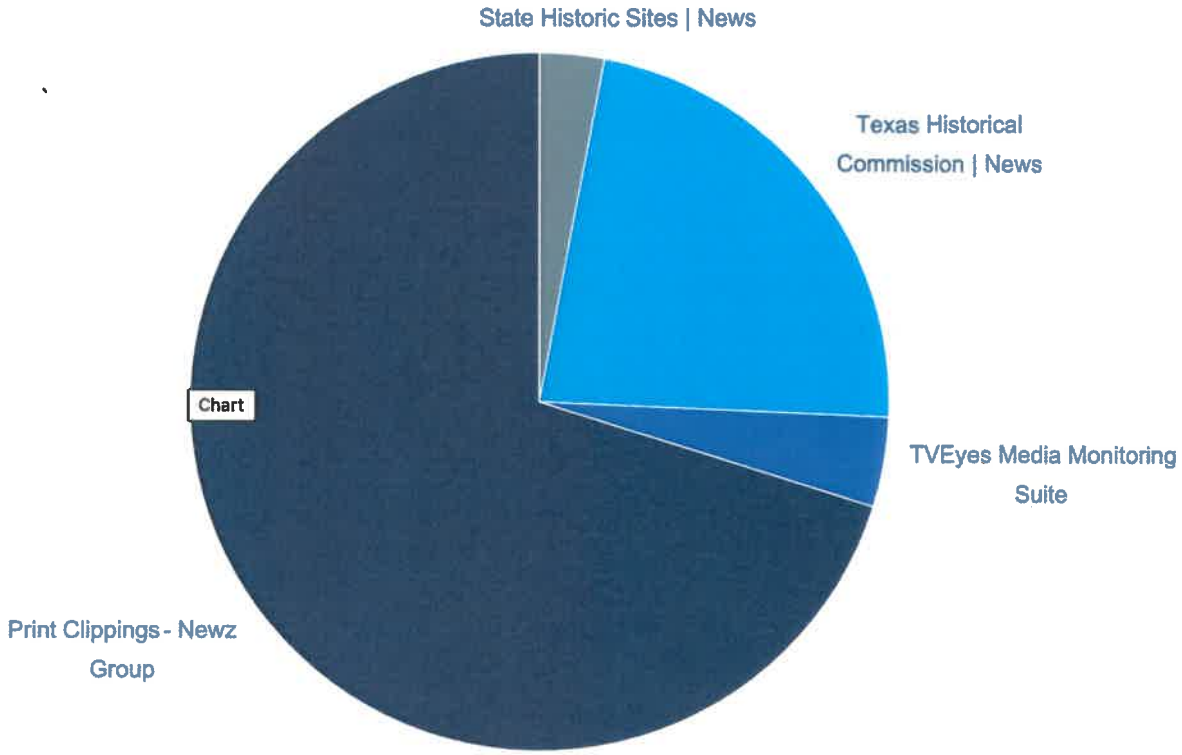
Highlight – At least 6 media outlets attended the event in person, over one hundred constituents

TEXAS HISTORICAL COMMISSION

Top 10 Publications by Reach

State Historic Sites | News		Texas Historical Commission | News		TVEyes Media Monitc
14.5 M	The Katy Rancher	620.4 M	MSN.com	KFXV (FO.
5.6 M	Travel + Leisure	453.3 M	Yahoo news	KLRU
4.3 M	AL.com	28.6 M	Patch.com	KDAF (CW
1.4 M	TheTravel	28.3 M	The Katy Rancher	CW 39
634,563	KBTX	14.5 M	Houston Chronicle (P	CBS 4 Val
394,463	365 Atlanta Traveler	11.5 M	HGTV	KTEN (NB
312,696	The Eagle	7.7 M	Star-Telegram.com	KTEN-DT3
211,140	KBMT-TV	7.2 M	The Houston Chronicl	Texas Pub
202,159	KIII-TV	6.8 M	The Dallas Morning N	KBTX-TV :
105,106	Innov8tiv	6.5 M	Head Topics	TV 8 (PBS

Distribution of coverage



African Americans in Texas: A Lasting Legacy

FY2022 Booklet Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	3	11	5	16	54	42	2					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	40	7	46	21	63	36	16					
Subtotal:	43	18	51	37	117	78	18	0	0	0	0	0
Box Requests (60 per box)	49	26	3	6	295	76	31					
Total:	**2,983**	**1,578**	**231**	**397**	**17,817**	**4,638**	**1,878**	**0**	**0**	**0**	**0**	**0**

*Booklet launched December 2010

#Revised AA delivered 10.12.16

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Bankhead Highway

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	**2021**	**2021**	**2021**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**
Calls & Written Requests	9	26	11	143	14	15	130					
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	207	48	78	119	535	430	307					
Subtotal	216	74	89	262	549	445	437	0	0	0	0	0

Box Requests (500 per box)	18	5	0	0	45	5	8					
Total	**9,216**	**2,574**	**89**	**262**	**23,049**	**2,945**	**4,437**	**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

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	9	100	10	8	14	13	3					
Certified Folder		7400										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	98	14	42	54	94	146	26					
Subtotal	107	7514	52	62	108	159	29	0	0	0	0	0

Box Requests (200 per box)	34	14		0	75	11	27					
Total	**6,907**	**10,314**	**52**	**62**	**15,108**	**2,359**	**5,429**	**0**	**0**	**0**	**0**	**0**

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Forts Trail Region

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	9	50	0	7	12	13	102					
Certified Folder		21200										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	90	16	22	51	121	105	82					
Subtotal:	99	21266	22	58	133	118	184	0	0	0	0	0

Box Requests (200 per box)	34	50	0	1	65	14	11					
Total:	**6,899**	**31,266**	**22**	**258**	**13,133**	**2,918**	**2,384**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hill Country Trail Region

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	52	100	1	7	12	13	103					
Certified Mail		30400										
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	127	16	37	65	96	171	123					
Subtotal:	179	30516	38	72	108	184	226	0	0	0	0	0

Box Requests (200 per box)	34	6	4	11	66	10	14					
Total:	**6,979**	**31,716**	**838**	**2,272**	**13,308**	**2,184**	**3,026**	**0**	**0**	**0**	**0**	**0**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION

Texas Heritage Travel Guide

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	**2021**	**2021**	**2021**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**	**2022**
Calls & Written Requests	9	111	6	19	35	65	34					
Certified Folder		22625										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas					309	216	198					
TTIA Insert												
TX State Trav. Guide												
Web Site	2547	237	129	187	1039	463	189					
Subtotal	2556	22973	135	206	1,383	744	421	0	0	0	0	0
Box Requests (60 per box)	107	90	8	23	166	26	41					
Total	**8,976**	**28,373**	**615**	**1,586**	**11,343**	**2,304**	**2,881**	**0**	**0**	**0**	**0**	**0**

Brochure launched in December 2014

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Hispanic Texans: Journey From Empire to Democracy

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	3	85	0	74	25	21	1					
Newspaper				70,047								
Monitor Mailroom				36,128								
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas					309	216	198					
TTIA Insert												
TX State Trav. Guide												
Web Site	74	10	96	41	54	79	9					
Subtotal	77	95	96	106290	388	316	208	0	0	0	0	0

Box Requests (90 per box)	63	27	1	5	155	30	25					
Total	**5,747**	**2,525**	**186**	**106,740**	**14,338**	**3,016**	**2,458**	**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 Pecos Trail Region

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	3	50	10	7	13	13	103					
Certified Mail		75000										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	72	14	24	48	86	93	75					
Subtotal:	75	75064	34	55	99	106	178	0	0	0	0	0
Box Requests (375 per box)	24	54	0	4	6	0	0					
Total:	**9,075**	**95,314**	**34**	**1,555**	**2,349**	**106**	**178**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Tropical Trail Region

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	3	75	0	8	12	13	105					
Certified Folder		64500										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	68	12	20	40	77	87	97					
Subtotal:	71	64587	20	48	89	100	202	0	0	0	0	0

Box Requests (200 per box)	27	45	1	1	62	6	7					
Total:	**5,471**	**73,587**	**220**	**248**	**12,489**	**1,300**	**1,602**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hispano-Viaje Desde El Imperio Hasta La Democracia

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	1	10	0	27	21	30	1					
Newspaper		29000										
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	28	6	4	8	34	43	34					
Subtotal	29	29016	4	35	55	73	35	0	0	0	0	0
Box Requests (90 per box)	33	18	0	2	93	7	10					
Total	**2,999**	**30,636**	**4**	**215**	**8,425**	**703**	**935**	**0**	**0**	**0**	**0**	**0**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

The Great War-WWI

FY2022 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2021	2021	2021	2021	2022	2022	2022	2022	2022	2022	2022	2022
Calls & Written Requests	0	50	0	18	3	0	1					
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	29	82	2	68	21	20	20					
Subtotal	29	132	2	86	24	20	21	0	0	0	0	0

Box Requests (160 per box)	16	0	0	0	0	0	0					
Total	**2,589**	**132**	**2**	**86**	**24**	**20**	**21**	**0**	**0**	**0**	**0**	**0**

Arrived 10.24.17 @ warehouse.
Start distribution after Veterans Day 11.11.17

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	500,000	300,751.44	63,605.25	73,510.92	N/A	N/A	N/A	5,730
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	14,800
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	5,800
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	3,375
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	15,600
Total	**4,950,000**		**900,000**		**835,000**		**500,000**		**0**		**7,100,000**	**$1,118,788**	**$225,845**	**$186,374**	**$75,984**	**$0**	**$1,167,749**	**45,305**

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	1,740
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	47,250
*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	16,560
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	3,800
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**	**69,350**

Heritage Tourism Brochure Summary