COMMUNICATIONS

TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE

Doubletree Suites
Bluebonnet Room
303 W. 15th Street
Austin, TX 78701
October 28, 2021
11 a.m.
(or upon adjournment of the 10:15 a.m. Community Heritage Development committee, 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.

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1. Call to Order —*Committee Chairman Gravelle*

   A. Committee member introductions
   B. Establish quorum
   C. Recognize and/or excuse absences

2. Consider approval of the Communications Committee meeting minutes – *Chairman Gravelle*

   A. Minutes for July 26, 2021

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

Capitol Extension Room E1.030
1400 N. Congress Ave.
Austin, TX 78701
July 26, 2021
2:46 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: Earl Broussard, Jim Bruseth, Garrett Donnelly, Rene Dutia, David Gravelle and Cathy McKnight.

1. Call to Order

The meeting was called to order by Chairman David Gravelle at 2:46 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

There were no absences.

2. Minutes

The committee approved the April 26, 2021, Communications Committee meeting minutes.
Commissioner Gravelle made the motion and was seconded by Commissioner Donnelly.

3. Communications Division update and committee discussion-Chris Florance

Commissioner Gravelle discussed the importance of the new engagement dashboard, which allows a high-level view of all digital media channels – web, social, email newsletters and earned media.

Florance explained the format and gave an overview of the document. He noted the format of the dashboard was flexible. Florance thanked staffers Bailey Curwick, Patrick Hughey and Isabel Ray for their work on this. He noted it would be emailed to them monthly and the previous months would be included in their commission meeting packets.

Commissioner Gravelle noted that the dashboard showed the reach of the agency's communications.

Florance discussed the Marion County Courthouse rededication ceremony in May 2021. He described the media relations push and highlighted two Shreveport, La., television news stations' coverage of the event in addition to much coverage from Texas outlets as well. Florance thanked staffers Curwick, Rob Hodges and Andy Rhodes who attended the event.

Florance discussed improvements to Spanish language media coverage of the agency. Communications had pitched several events, both with and without agency Spanish-speaking spokespersons available, but did not see coverage of these events. He commended Preservation Scholar Paola Guerrera who helped with these efforts. He noted good English language media coverage of the Casa Navarro SHS reopening, which had been pitched to Spanish language media. He described frequent coverage in El Paso and Juarez Spanish language media of the Duranguito situation, with many mentions of the agency in this coverage. Organic and incidental coverage of the agency has appeared in *Milenario* and *La Vanguardia* in Mexico.

Florance said the division will utilize these connections and build on this incidental coverage and increase the agency's media footprint in this space. He noted the importance of Spanish-speakers connected to the agency to serve as spokespersons. He urged a systemic and consistent approach to create a payoff with this media. He noted that more programming in Spanish.

Florance described the translation of the Chisholm Trail and World War I travel guides into Spanish from a vendor. The documents are undergoing final review and will be made available for digital download.

Florance noted that the newly updated Statewide Travel Guide will be available for translation, and that the African American Guide could be translated after some minimal updates. He said Communications was also working with the Casa Navarro SHS to translate their interpretation into a QR-accessible Spanish language web resource.

Florance described utilizing Google Translate to offer some translated web pages on the agency website or even ATLAS. The new agency website will incorporate this technology into the redesign.

Florance discussed a pilot program using QR codes on state historical markers on the Texas capitol grounds. He said about 25 markers now had the QR codes on them, which were created in-house at low cost. The codes can be scanned with most smart phones and opens a page that can be translated into Spanish. He noted that as soon as the user enters the Google Translate web resource, they can see a fully translated navigable agency website. So far have about 120 scans. Staff will scrutinize the data when the pilot ends on Sept. 6 and likely have a more accurate number of visits. Florance noted that businesses, residencies, and attractions on the capitol grounds appeared to be getting the most scans. Florance offered that this is an opportunity to use the markers more as a platform of information and education. He noted that he would be interested in working with a Main Street or other partner and try the pilot in a historic shopping district or similar locale. Florance noted that the marker foundry had agreed to produce QR code tags on future markers. Florance thanked staffers Bob Brinkman, Sarah McCleskey, Judy Jensen, Rob Scordino, Rob Hodges and Patrick Hughey.

Commissioner White urged Florance to reach out to other entities to do this. She noted how the technology is changing and there are constant new opportunities. She mentioned work done by the City of El Paso. She noted the 17,000 markers would be overwhelming to try to do.

Commissioner Donnelly noted that on a recent visit to the Lexington he saw QR codes on all the site's placards steering visitors to video, audio and more. He noted the Lexington had its own data network.

Commissioner Garcia noted that the translations from Google were better than she expected. She commended the ability to gather more info or reach out to the agency by scanning the codes.

Commissioner Garcia also noted the stature of Mexican media coverage the agency received, especially from *Milenario.*

Commissioner Bruseth asked if Google Translate charges; Florance answered that it does not and described how the standalone app uses augmented reality to show translations of documents on the fly.

Commissioner Donnelly noted that many Spanish speakers rely on Google Translate, and wondered if they would share the visitor information.

Chairman Nau noted that there were available contacts and entrees into Google among THC supporters.

Florance mentioned policies the staff is working on to bring more governance to branding and quality control to agency communications. Much of this will take the form of training.

Florance mentioned plans for upcoming Camino Real and 80th anniversary of Pearl Harbor webinars.

Florance mentioned that funding was provided by the legislature to redesign the agency website and gave a brief overview of plans for the redesign.

Florance recognized the agency's partnership with Shabnam Modgil and Radio Caravan, a Hindi and Telegu language station in Dallas, which offers a weekly drive time segment on heritage travel attractions in Texas.

4. Adjournment

At 3:19 p.m., on the motion of Commissioner Gravelle and without objection, the Communications Committee meeting was adjourned.

Quarterly Report

Communications Division
July–September 2021

SOCIAL MEDIA/WEBINARS

This quarter, digital engagement efforts involved routine daily work, promotion of the Real Places 2022 conference, and preparation for two upcoming webinars and later fall themes.

September is Tejano Heritage Month in Texas, and September 15–October 15 is federally recognized as Hispanic Heritage Month. Accordingly, the THC social media accounts shared several stories on relevant topics, including the Tejano monument at the Capitol, San Agustín de Laredo Historic District, and Pike Park in Dallas, as well as an appeal to order copies of the Hispanic Texans publication in both English and Spanish.

Communications staff Bailey Curwick and Isabel Ray both hosted webinars through Museum Services for their respective areas of expertise—media relations and engagement/social media.

Planning is underway for two upcoming webinars—one on El Camino Real de los Tejas, November 10, hosted by Brad Patterson of CHD and including SHS staff; the other on Pearl Harbor's impact on Texas, to be held in early December. We also have planned social media posts for the newly state-designated Indigenous Peoples Week (October 10–16) and national Native American Heritage Month (November).

WEBSITES

The agency website, thc.texas.gov, saw about a 3 percent decrease in unique visits from this quarter last year (about 312,000 to 303,000). Texas Time Travel saw about an 18 percent decrease from this quarter last year (22,000 to 18,000). The websites' server security certificate failed automatic renewal in September. Although this did not affect the function or security of the server, a security message appeared when users attempted to visit the agency and Texas Time Travel sites. This was the likely cause of decreased traffic. Among the most-visited sections of the agency site are historical markers and state historic sites. The historic road trip articles again received a significant number of views this quarter.

The Real Places 2022 website, including registration, launched September 15. Early-bird registration is available through October 31. Three keynote speakers are currently posted, with more coming soon and the full conference schedule coming in mid-October.

Major redesign projects are currently underway for agency websites. The redesigned Texas Time Travel and Trail Region sites will go live late 2021 or early 2022. The THC Friends site is currently being built by the chosen vendor and will likely go live by the end of 2021. Planning has begun for the agency site proposal, which will be completed in the upcoming quarter. A user survey for the THC site was created and published. The survey will collect information that will help guide the proposal and development of the future THC site.

VIDEOS/PHOTOS

On September 11, we captured footage at the Lipscomb County Courthouse rededication ceremony in Lipscomb for use in a future video. While in that area, we traveled a large part of the Plains Trail Region shooting photos for an upcoming redesign of the regional brochure.

HISTORIC SITES

In September, we completed the *Texas State Historic Sites Official Guide*. This new publication will serve as our main piece for promoting all state historic sites to potential visitors. The initial print run of 30,000 copies was sent to our visitors centers and TxDOT's Travel Information Centers for distribution.

We promoted the new guide by developing a social media campaign in partnership with Houston-based social media influencers the Spring Break Family, who

are featured on the cover. We photographed them at our new Villa de Austin townsite for use on the cover and upcoming outreach efforts.

Since January, unique pageviews to the state historic site pages on the THC website increased 27 percent so far this year over the same period last year (359,757 in 2021 vs 283,246 in 2020).

In-person visitation to all sites is being promoted through print ads in upcoming issues of *USA Today Southwest Travel* magazine, *Authentic Texas* magazine, Travel Texas' statewide travel guide, and *Texas Highways* magazine. A digital ad campaign is being developed to encourage in-person visitation.

MEDIA RELATIONS

This quarter, we distributed press releases on several agency matters, including:

- National Museum of the Pacific War's new director, Karen Stevenson
- Extended deadline for THC Preservation Awards
- Marker QR codes around the Capitol (English and Spanish)
- Round XII of the Texas Historic Courthouse Preservation Program
- Travis Heights-Fairview Park and Martindale Central historic districts added to the National Register of Historic Places
- Launch of the public process for the Texas Statewide Preservation Plan
- Lipscomb County Courthouse rededication
- Spanish translations of the Chisolm Trail and World War I travel guides

Markers, cemeteries, and the National Register of Historic Places were very popular topics this quarter.

We continued participating in our weekly segment *Texas Time Travel Stories* for Dallas' *Radio Caravan*. We highlighted different places and topics, including several THC webinars and virtual events, a few in-person site events, fishing opportunities at Confederate Reunion Grounds, the Blue Star Museums program, our Hispanic heritage guide, the Undertold Marker initiative, and other notable heritage travel destinations in Dallas.

We also prepared talking points for Mark Wolfe and Chairman Nau for the annual Texas Heritage Trails Program meeting, the Lipscomb and Falls county courthouse rededications, and the Mission Dolores re-opening.

EMAIL OUTREACH

The September edition of the monthly agency e-newsletter went to 153,100 subscribers, and 39,864 subscribers received the quarterly Heritage Traveler e-newsletter. Some of the most-clicked links included the page to order travel guides, Texas Archeology Month, and a calendar item for the Mexican Village marker dedication in San Antonio. The latest newsletter, Marking Time in Texas, launches in October.

There are nearly 163,000 email addresses to promote upcoming initiatives and events at our state historic sites each month. This quarter, over 8,000 new subscribers were added to state historic sites promotional email lists.

Other key email outreach efforts focused on numerous webinar and event promotions, including Real Places 2022.

PRINT PROJECTS

Print projects have included the summer 2021 edition of *The Medallion*, as well as a digital kids' issue to parallel the summer edition.

The newly revised *Texas Heritage Travel Guide* was printed in September in time for distribution at the State Fair. We printed 35,000 copies, most of which will be distributed after the last print run is gone (there are roughly 30,000 copies left of the 2014 version). The new 2021 version of the guide updates our new state historic sites and restored courthouses, changes to the Texas Main Street network, museums and sites that have closed since the last printing in 2014, and many photos.

We began distributing a print version of the employee newsletter to employees' homes earlier this summer, and that will continue monthly.

Texas Historical Commission
Digital Media Outreach Quarterly Report – Q3 2021

Executive Summary

- **Total Social Media Followers:** 348,056 (6% increase)
- **Total e-Newsletter Subscribers:** 184,744 (1% increase)
- **Total Reach on Social Media:** 10,286,174 (28% decrease)
- **Total Engagements (likes, comments, shares, etc.):** 509,575 (18.5% decrease)

Social Media Followers, Agency Accounts

- **Facebook:** 99,023 (8.7% increase)
- **Instagram:** 51,469 (2.4% increase)
- **Twitter:** 17,758 (5.4% increase)
- **YouTube:** 17,787 (5.5% increase)
- **LinkedIn:** 3,529 (6.8% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 228,762 (6.8% increase)
- **Instagram:** 72,455 (4.1% increase)
- **Twitter:** 24,594 (3.7% increase)
- **YouTube:** 18,716 (5.7% increase)
- **LinkedIn:** 4,055 (7.2% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 2.7%; **Instagram:** 5.5%; **Twitter:** 2.4%, **LinkedIn:** 5.8%; **YouTube:** 4.6%

Online Video

- **Total Video Views in Q3**
  - YouTube: 363,066
  - Facebook: 20,068

  Top Videos (by number of views in Q3)
  - Speaking Texas German: 240,342 (4,647,432 total views)
  - The First Americans and the Debra L. Friedkin Site: 12,848 (42,731 total views)
  - 1836 Goliad Massacre with Unseen Footage: 9,900 (222,846 total views)

e-Newsletters

- **Total Subscribers:** 184,744 (1% increase)
- **Top Email Topic Subscriptions**
  - SHS Updates and Promotions: 162,518
  - THC e-Newsletter: 152,338
  - Heritage Traveler: 39,831
  - History Museum Outreach and Education: 20,800
  - Historical Marker Program Updates: 16,576
- **Total Unique Email Opens:** 351,412 (15.1%)
- **Overall Engagement Rate:** 44.4%
- **Unique Link Clicks:** 34,144
  - Historic Road Trips (two different emails): 1,291; 953
  - SHS guide: 1,054
  - Nacogdoches historic road trip itinerary: 713

Agency Blog

- **Total Blog Views in Q3:** 16,215 (26.3% decrease over Q2)

- **Top Blog Posts:**
  - Descendants of Austin's Old 300: 1,260 views
  - Found an Artifact on the Beach?: 1,166 views
  - Exploring the Quanah Parker Trail: 890 views

Top Social Media Posts

- **Facebook**
  - Quanah Parker Day: 295,116 reach, 31,848 engagements
  - Ima Hogg born on this day: 203,615 reach, 23,236 engagements
  - Beach Hotel, Galveston: 196,955 reach, 17,682 engagements
- **Instagram**
  - Nimitz, end of WWII: 53,177 reach, 1,868 engagements
  - Quanah Parker Day: 40,355 reach, 2,611 engagements
  - Ball-Eddleman-McFarland House: 36,857 reach, 1,452 engagements
- **Twitter**
  - Tejano Heritage Month: 75,753 impressions, 1,569 engagements
  - Sam Houston elected president of Republic: 22,249 impressions, 696 engagements
  - New Braunfels: 26,285 impressions, 582 engagements
- **LinkedIn**
  - Bastrop fire 10th anniversary: 9,556 impressions, 367 engagements
  - Ima Hogg born on this day: 1,722 impressions, 142 engagements
  - Preservation Boot Camp: 1,493 impressions, 118 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - NMPW, Navajo Code Talkers: 194,677 reach, 6,789 engagements
  - Port Isabel Lighthouse, Over 61,500 sunsets: 28,520 reach, 1,616 engagements
  - Fort McKavett, Mourning the loss of John Cobb: 9,253 reach, 723 engagements
  - Fort Griffin, Fox family, 6,421 reach, 700 engagements
  - San Jacinto Battleground, Marsh trail: 19,124 reach, 694 engagements
- **SHS videos on Facebook:**
  - Historic sites shared 55 videos in Q3 with a total reach of 42,213 and 20,068 total views
  - **Most viewed SHS videos:**
    - Throwing Flames: Combat Assault Team Outpost (NMPW): 2,369 reach, 1,668 views
    - Happy Fourth of July (NMPW): 4,219 reach, 1,504 views
    - Baby alligator in the pond (Caddo Mounds): 1,686 reach, 1,140 views

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

ENGAGEMENT DASHBOARD

JULY 2021

SOCIAL MEDIA

61 accounts

Total social followers
332,297 ⬆ 1.1%
Facebook, Instagram, Twitter, LinkedIn

Engagement
165,282 ⬇ 18.5%
who interacted with content

Impressions
3,217,169 ⬇ 19%
# of users who saw THC content

SUBSCRIBER DATABASE

Total Individual Subscribers:
151,991 ⬇ 0.5%

Total Subscriptions to Email Topics:
162,735 ⬇ 0.5%

Monthly Agency Newsletter:
40,021 ⬆ 0.2%

PAGEVIEWS

thc.texas.gov
Feb 1 - April 30:
377,782
May 1 - July 31:
375,237
⬇ 0.67%

texastimetravel.com
Feb 1 - April 30:
31,814
May 1 - July 31:
26,562
⬇ 16.51%

atlas.thc.texas.gov
Feb 1 - April 30:
95,965
May 1 - July 31:
100,514
⬆ 4.74%

TOP NEWS

Scattered ashes at Alamo set off concerns about archaeology, dignity of the site
July 3
https://www.expressnews.com/news/local/article/Scattered-ashes-at-Alamo-set-off-concerns-about-16282120.php

Is a planned Alamo exhibit hall too bland and bulky? Members of the Texas Historical Commission think so - and they asked for changes
July 26
https://www.expressnews.com/news/local/article/Alamo-exhibit-hall-construction-starts-next-month-16340663.php

Battleship Texas chances at Galveston's Seawolf Park berth sinking
July 27
https://www.galvnews.com/news/article_58eb7ad5-af93-5cf8-9a37-b381395fbe6d.html

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

ENGAGEMENT DASHBOARD
AUGUST 2021

SOCIAL MEDIA
61 accounts

Total social followers
336,181 ↑ 1.7%
Facebook, Instagram, Twitter, LinkedIn

Engagement
168,474 ↑ 2%
who interacted with content

Impressions
3,555,390 ↑ 10%
# of users who saw THC content

SUBSCRIBER DATABASE

Total Individual Subscribers:
184,161 ↑ 0.56%

Total Subscriptions to Email Topics:
482,633 ↑ 1.9%

Monthly Agency Newsletter:
153,375 ↑ 0.92%

PAGEVIEWS

thc.texas.gov
Mar 1 - May 31:
424,402
June 1 - Aug 31:
337,329
↓ 20.52%

texastimetravel.com
Mar 1 - May 31:
34,270
June 1 - Aug 31:
21,322
↓ 37.78%

atlas.thc.texas.gov
Mar 1 - May 31:
102,037
June 1 - Aug 31:
98,877
↓ 3.09%

TOP NEWS

Texas historical marker to recognized infamous 1916 lynching, to be placed outside Waco City Hall
August 5
https://www.kcentv.com/article/news/local/texas-historical-marker-to-recognized-infamous-1916-lynching-to-be-placed-outside-waco-city-hall/500-9aaf1cbc-c29a-4401-b24a-ef20c214f9af

Texas draws criticism with plan to lure tourists to sites where indigenous people were banished
August 10
https://www.texasobserver.org/texas-plan-to-lure-tourists-to-sites-where-indigenous-people-were-banished-draws-criticism/

Battle of Medina: Search for the historic site continues this weekend in Leming
August 13
https://sanantonioreport.org/battle-of-medina-search-continues/

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

ENGAGEMENT DASHBOARD

SEPTEMBER 2021

SOCIAL MEDIA

61 accounts

Total social followers
348,056 ⬆ 3.5%
Facebook, Instagram, Twitter, LinkedIn

Engagement
172,142 ⬆ 2.2%
who interacted with content

Impressions
3,369,811 ⬇ 5.2%
# of users who saw THC content

SUBSCRIBER DATABASE

Total Individual Subscribers:
184,744 ⬆ 0.32%

Total Subscriptions to Email Topics:
485,324 ⬆ 0.56%

Monthly Agency Newsletter:
152,341 ⬆ 0.67%

PAGEVIEWS

thc.texas.gov
April 1–June 30:
400,368
July 1–Sept. 30:
317,292
⬇ 20.16%

texastimetravel.com
April 1–June 30:
30,273
July–Sept. 30:
18,258
⬇ 39.69%

atlas.thc.texas.gov
April 1–June 30:
99,790
July 1–Sept. 30:
96,799
⬇ 3%

TOP NEWS

East Austin stadium celebrated by Black community nominated for national historic status
September 13
austinmonitor.com/stories/2021/09/east-austin-stadium-celebrated-by-black-community-nominated-for-national-historic-status/

Sabine Pass historic site to start charging. See details, reasoning & timeline.
September 24
panews.com/2021/09/24/sabine-pass-historic-site-to-start-charging-for-entry/

Sherman Riot of 1930 historical marker potentially on commissioners court agenda
September 27
kxii.com/2021/09/28/sherman-riot-1930-historical-marker-potentially-commissioners-court-agenda/

Account Performance Report - Oct 2020 to Sep 2021

GOVDELIVERY

Texas Historical Commission

Key Metrics

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

7.79K **Change in Subscribers** more details
Net change in subscribers to your account

57.9K **Change in Subscriptions** more details
Net change in subscriptions to your topics

2.6 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 09/2021

44.4% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 09/2021

2.4M **Impressions**
Total number of bulletin opens and link clicks

171.1% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

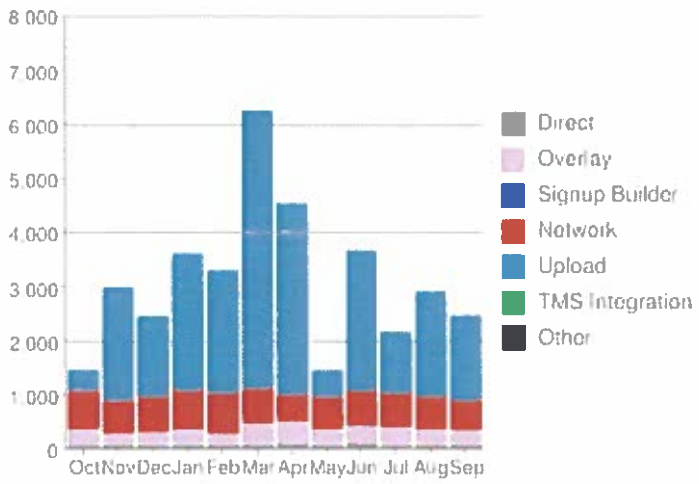
Total Subscribers

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	615
Overlay	3,588
Signup Builder	139
Network	7,427
Upload	25,342
TMS Integration	0
Other	0
Deleted	29,322
Change in Total Subscribers	+7,789
Total subscribers as of 09/2021	184,744

Percent growth past 12 months:

4.40%

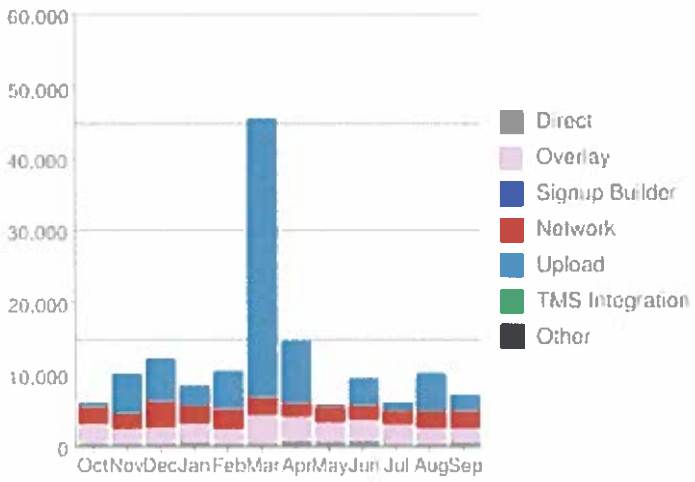
Texas Historical Commission

Effectiveness

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

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	5,426
Overlay	31,136
Signup Builder	359
Network	27,854
Upload	81,172
TMS Integration	0
Other	0
Deleted	88,003
Change in Total Subscriptions	+57,944
Total subscriptions as of 09/2021	485,324

Percent growth past 12 months:

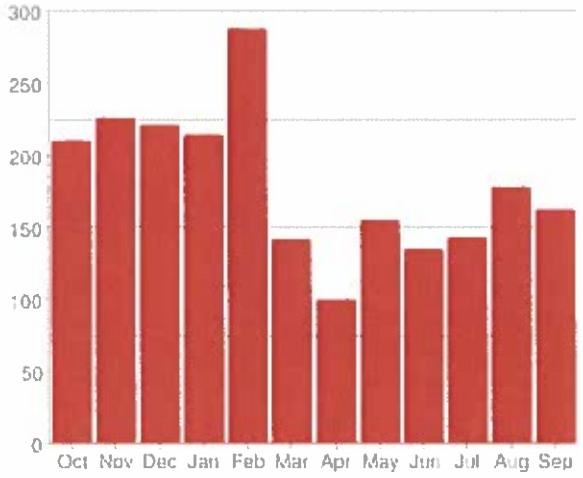
13.56%

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
Texas Workforce Commission	1,116	✓
Office of the Governor Texas	931	✓
Texas Department of Family and Protective Services	846	✓
Texas Education Agency	463	✓
Texas Real Estate Commission	399	✓
Texas Health and Human Services Commission	374	✓
Nueces County, Texas	368	✓
Texas Parks and Wildlife Department	360	✓
Teacher Retirement System of Texas	311	✓
Texas Commission on Environmental Quality	272	✓

Increase in New Subscribers using GovDelivery Network past 12 months:

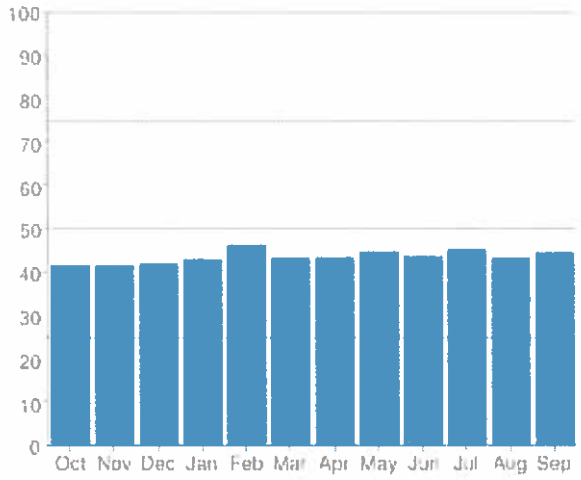
171.05%

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*
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%
Mar 2021	179,264	43.14%
Feb 2021	179,176	46.14%
Jan 2021	177,158	42.86%
Dec 2020	177,504	41.86%
Nov 2020	178,485	41.32%
Oct 2020	176,916	41.43%

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
ALL NEON Contacts with Email Addresses	16,407
History Museum Outreach and Education	8,573
FTHC Workshops & Trainings	6,340
Historic Cemetery Preservation Announcements	4,922
Upcoming Events	3,885
Heritage Traveler e-Newsletter	2,551
Texas Heritage Trails Program Updates	2,422
Archeology Division Updates and Events	2,263
Historic Texas Highways Updates	2,005
Texas History Education Resources	1,912

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
History Museum Outreach and Education	78
Upcoming Events	60
San Felipe de Austin	54
Casa Navarro	53
Varner-Hogg Plantation	52
San Jacinto Battleground	52
French Legation	52
Washington-on-the-Brazos	51
Magoffin Home	51
Sam Rayburn House	50

Efficiency

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

Delivery channels

Messages Sent

Email	247
SMS	70
Facebook	0
Twitter	0

Recipients

Email	8,870,757
SMS	2,301
Shared Bulletin Page Views	8,124

Improve Your Performance

by using the tips in our Granicus Best Practices Guide

July Print

Publications: 488
Clips: 401
Column Inches: 22,048
Advertising Equivalent ($): 1,288,595.47
Readership: 7,732,363

July Digital

Exposure: 90 different mentions
Potential Reach (people/readers): 284,240,000
Advertising Equivalent ($): 2,599,600

August Print

Publications: 489
Clips: 275
Column Inches: 14,632
Advertising Equivalent ($): 660,127.69
Readership: 4,485,468

August Digital

Exposure: 88 different mentions
Potential Reach (people/readers): 205,640,000
Advertising Equivalent ($): 1,902,700

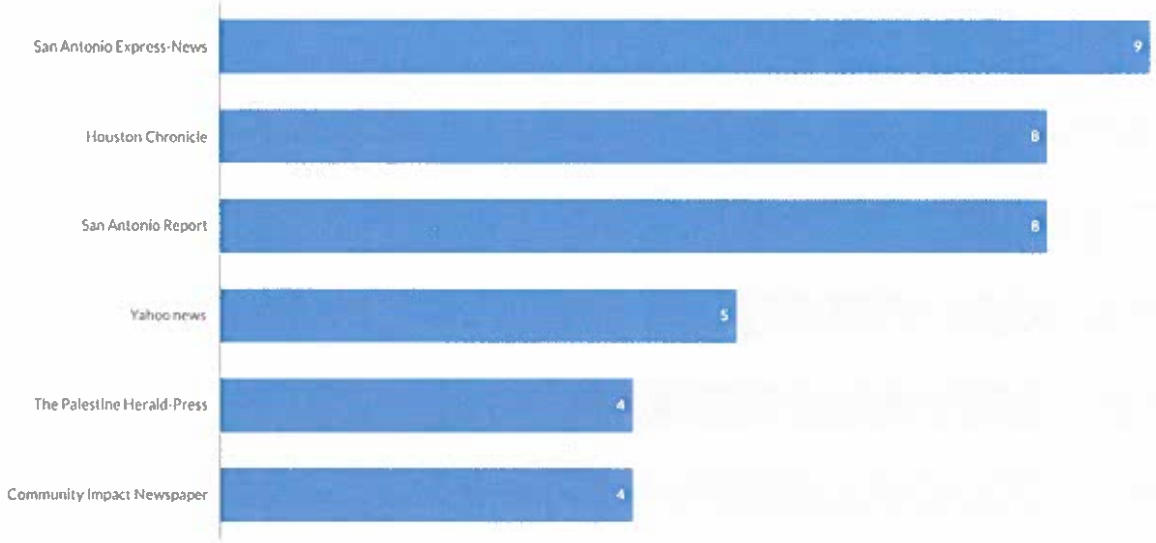
September Print*

Publications: 493
Clips: 276
Column Inches: 16,203
Advertising Equivalent ($): 1,033,569.18
Readership: 5,513,819

September Digital*

Exposure: 76 different mentions
Advertising Equivalent ($): 1,549,000
Potential Reach (people/readers):166,800,000

Texas Historica... Top Sources



SUBURBS // PASADENA

Volunteers sought for Texas Memorial Illumination at battleground

Yvette Orozco, STAFF WRITER

Sep. 30, 2021 | Updated: Oct. 5, 2021 1:09 p.m.

Luminaries glow at an Antietam National Battlefield Memorial Illumination near Sharpsburg, Md. The annual event inspired planners for the first Texas Memorial Illumination, set for Nov. 13 at the San Jacinto Battleground to honor Texans lost in battle. "If they can do it, we can," says Gina Manlove, one of the organizers.

HISPANIC HERITAGE MONTH

RGV History: Cameron County historical markers showcase battlefields, local heritage

A canon sits on the south side of the battlefield where the Mexican battalion was stationed (photo: Nathaniel Puente)

by: Nathaniel Puente
Posted: Sep 26, 2021 / 06:28 PM CDT / Updated: Sep 27, 2021 / 11:05 AM CDT

Houston Chronicle – "Volunteers Sought for Texas Memorial Illumination at Battleground"

Part 1 of 4: ValleyCentral.com, Local 23 (NBC, Brownsville) – "RGV History: Cameron County Historical Markers Showcase Battlefields, Local Heritage"

To view TV clips featuring THC from this quarter, check out this album.

Analytics http://www.thc.texas.gov www.thc.texas.gov

Go to report

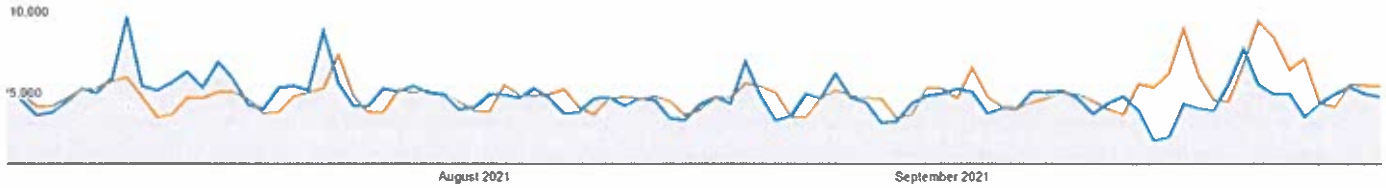
Pages

All Users
+0.00% Pageviews

Jul 1, 2021 - Sep 30, 2021
Compare to: Jul 1, 2020 - Sep 30, 2020

Explorer

Jul 1, 2021 - Sep 30, 2021: Pageviews
Jul 1, 2020 - Sep 30, 2020: Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3.30% 384,628 vs 397,773	1.98% 317,292 vs 323,687	0.39% 00:02:10 vs 00:02:11	1.13% 193,325 vs 195,539	0.51% 58.34% vs 58.04%	2.25% 50.26% vs 49.16%	0.00% $0.00 vs $0.00
1. /							
Jul 1, 2021 - Sep 30, 2021	22,328 (5.81%)	18,581 (5.86%)	00:01:14	15,149 (7.84%)	35.94%	35.27%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	28,159 (7.08%)	22,850 (7.06%)	00:01:25	18,952 (9.69%)	37.01%	37.04%	$0.00 (0.00%)
% Change	-20.71%	-18.68%	-13.56%	-20.07%	-2.88%	-4.78%	0.00%
2. /preserve/projects-and-programs/state-historical-markers							
Jul 1, 2021 - Sep 30, 2021	14,615 (3.80%)	11,432 (3.60%)	00:01:11	10,038 (5.19%)	31.87%	32.64%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	14,572 (3.66%)	11,154 (3.45%)	00:01:15	9,673 (4.95%)	33.43%	33.98%	$0.00 (0.00%)
% Change	0.30%	2.49%	-4.22%	3.77%	-4.65%	-3.94%	0.00%
3. /job-opportunities							
Jul 1, 2021 - Sep 30, 2021	10,894 (2.83%)	7,837 (2.47%)	00:01:39	5,586 (2.89%)	51.39%	44.41%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	12,484 (3.14%)	9,106 (2.81%)	00:01:26	6,763 (3.46%)	56.83%	46.92%	$0.00 (0.00%)
% Change	-12.74%	-13.94%	15.25%	-17.40%	-9.57%	-5.34%	0.00%
4. /historic-sites/san-jacinto-battleground-state-historic-site							
Jul 1, 2021 - Sep 30, 2021	10,782 (2.80%)	9,026 (2.84%)	00:02:53	8,587 (4.44%)	64.29%	70.10%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	8,458 (2.13%)	7,015 (2.17%)	00:03:10	6,679 (3.42%)	64.06%	71.34%	$0.00 (0.00%)
% Change	27.48%	28.67%	-8.97%	28.57%	0.36%	-1.74%	0.00%
5. /historic-sites/washington-brazos-state-historic-site							
Jul 1, 2021 - Sep 30, 2021	9,862 (2.56%)	8,157 (2.57%)	00:02:44	7,514 (3.89%)	56.86%	62.81%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	12,545 (3.15%)	10,338 (3.19%)	00:02:41	9,616 (4.92%)	57.56%	63.04%	$0.00 (0.00%)
% Change	-21.39%	-21.10%	2.11%	-21.86%	-1.21%	-0.37%	0.00%
6. /historicsites							
Jul 1, 2021 - Sep 30, 2021	7,860 (2.04%)	5,815 (1.83%)	00:01:28	1,898 (0.98%)	49.76%	31.11%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	6,810 (1.71%)	4,876 (1.51%)	00:01:18	1,113 (0.57%)	47.21%	27.20%	$0.00 (0.00%)
% Change	15.42%	19.26%	13.44%	70.53%	5.41%	14.38%	0.00%
7. /historic-road-trips							
Jul 1, 2021 - Sep 30, 2021	6,428 (1.67%)	4,993 (1.57%)	00:01:10	4,476 (2.32%)	42.47%	40.63%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	813 (0.20%)	525 (0.16%)	00:01:42	461 (0.24%)	38.53%	33.09%	$0.00 (0.00%)
% Change	690.65%	851.05%	-31.84%	870.93%	10.22%	22.81%	0.00%
8. /historic-sites/fulton-mansion-state-historic-site							
Jul 1, 2021 - Sep 30, 2021	5,980 (1.55%)	5,064 (1.60%)	00:02:43	4,732 (2.45%)	65.66%	67.01%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	5,054 (1.27%)	4,334 (1.34%)	00:02:57	4,019 (2.06%)	68.85%	69.73%	$0.00 (0.00%)

% Change	18.32%	16.84%	-7.90%	17.74%	-4.63%	-3.90%	0.00%
9. /historic-sites/caddo-mounds-state-historic-site							
Jul 1, 2021 - Sep 30, 2021	5,038 (1.31%)	4,070 (1.28%)	00:02:18	3,443 (1.76%)	56.09%	55.76%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	5,594 (1.41%)	4,482 (1.38%)	00:02:24	3,774 (1.93%)	57.35%	54.65%	$0.00 (0.00%)
% Change	-9.94%	-9.19%	-4.31%	-8.77%	-2.21%	2.03%	0.00%
10. /preserve/projects-and-programs/state-historical-markers/thematic-marker-maps							
Jul 1, 2021 - Sep 30, 2021	4,385 (1.14%)	3,174 (1.00%)	00:01:05	415 (0.21%)	42.45%	31.79%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	4,270 (1.07%)	2,941 (0.91%)	00:00:56	449 (0.23%)	43.68%	29.32%	$0.00 (0.00%)
% Change	2.69%	7.92%	16.86%	-7.57%	-2.83%	8.42%	0.00%

Rows 1 - 10 of 34882

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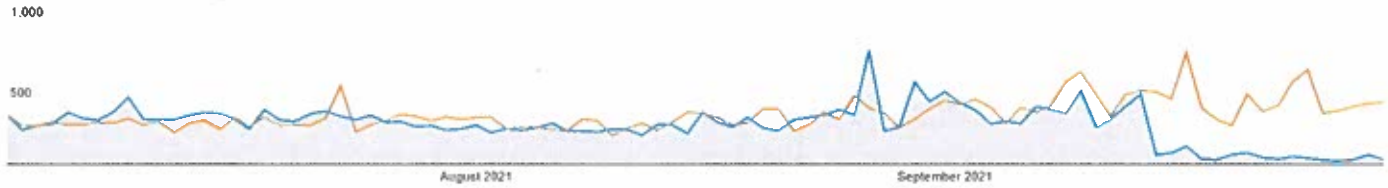
Pages

All Users
+0.00% Pageviews

Jul 1, 2021 - Sep 30, 2021
Compare to: Jul 1, 2020 - Sep 30, 2020

Explorer

Jul 1, 2021 - Sep 30, 2021: Pageviews
Jul 1, 2020 - Sep 30, 2020: Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21.01% 22,391 vs 28,346	20.90% 18,258 vs 23,082	3.79% 00:03:12 vs 00:03:20	21.38% 15,538 vs 19,763	1.15% 67.37% vs 68.16%	0.47% 69.29% vs 69.72%	0.00% $0.00 vs $0.00
1. /							
Jul 1, 2021 - Sep 30, 2021	3,113 (13.90%)	2,300 (12.60%)	00:01:48	2,041 (13.14%)	53.38%	56.18%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	2,817 (9.94%)	2,215 (9.60%)	00:01:51	1,949 (9.86%)	53.36%	56.73%	$0.00 (0.00%)
% Change	10.51%	3.84%	-2.40%	4.72%	0.04%	-0.96%	0.00%
2. /travel-themes/national-monuments-and-landmarks							
Jul 1, 2021 - Sep 30, 2021	1,676 (7.49%)	1,096 (5.00%)	00:04:07	1,090 (7.02%)	61.57%	61.87%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	2,455 (8.66%)	1,980 (8.58%)	00:05:11	1,975 (9.99%)	70.37%	78.17%	$0.00 (0.00%)
% Change	-31.73%	-44.65%	-20.55%	-44.81%	-12.50%	-20.84%	0.00%
3. /content/brief-history-texas-german-heritage							
Jul 1, 2021 - Sep 30, 2021	1,248 (5.57%)	1,157 (6.34%)	00:07:59	1,154 (7.43%)	83.87%	90.46%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	1,180 (4.16%)	1,099 (4.76%)	00:07:08	1,091 (5.52%)	84.00%	90.59%	$0.00 (0.00%)
% Change	5.76%	5.28%	11.87%	5.77%	-0.16%	-0.14%	0.00%
4. /node/28663							
Jul 1, 2021 - Sep 30, 2021	950 (4.24%)	786 (4.30%)	00:05:27	784 (5.05%)	63.80%	79.89%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	860 (3.03%)	656 (2.84%)	00:04:11	652 (3.30%)	64.11%	75.12%	$0.00 (0.00%)
% Change	10.47%	19.82%	30.04%	20.25%	-0.49%	6.36%	0.00%
5. /explore-region							
Jul 1, 2021 - Sep 30, 2021	920 (4.11%)	694 (3.80%)	00:02:06	296 (1.91%)	70.41%	55.65%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	1,321 (4.66%)	1,024 (4.44%)	00:02:05	521 (2.64%)	69.81%	58.44%	$0.00 (0.00%)
% Change	-30.36%	-32.23%	0.00%	-43.19%	0.86%	-4.77%	0.00%
6. /node/28664							
Jul 1, 2021 - Sep 30, 2021	771 (3.44%)	520 (2.85%)	00:05:03	519 (3.34%)	43.30%	64.98%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	949 (3.35%)	623 (2.70%)	00:05:28	619 (3.13%)	51.93%	64.17%	$0.00 (0.00%)
% Change	-18.76%	-16.53%	-7.47%	-16.16%	-16.63%	1.26%	0.00%
7. /hispanicheritage							
Jul 1, 2021 - Sep 30, 2021	563 (2.51%)	472 (2.59%)	00:03:46	464 (2.99%)	81.29%	81.17%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	908 (3.20%)	769 (3.33%)	00:04:40	763 (3.86%)	79.58%	83.04%	$0.00 (0.00%)
% Change	-38.00%	-38.62%	-19.17%	-39.19%	2.14%	-2.25%	0.00%
8. /get-guides							
Jul 1, 2021 - Sep 30, 2021	552 (2.47%)	470 (2.57%)	00:04:32	237 (1.53%)	43.03%	62.14%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	778 (2.74%)	638 (2.76%)	00:03:47	385 (1.95%)	59.75%	66.07%	$0.00 (0.00%)

% Change	**-29.05%**	**-26.33%**	**19.93%**	**-38.44%**	**-27.97%**	**-5.95%**	**0.00%**
9. /travel-themes/african-american-heritage							
Jul 1, 2021 - Sep 30, 2021	535 (2.39%)	434 (2.38%)	00:05:59	431 (2.77%)	64.67%	77.76%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	791 (2.79%)	649 (2.81%)	00:06:19	639 (3.23%)	65.79%	78.26%	$0.00 (0.00%)
% Change	**-32.36%**	**-33.13%**	**-5.30%**	**-32.55%**	**-1.71%**	**-0.64%**	**0.00%**
10. /americanindians							
Jul 1, 2021 - Sep 30, 2021	491 (2.19%)	380 (2.08%)	00:04:03	373 (2.40%)	61.50%	72.10%	$0.00 (0.00%)
Jul 1, 2020 - Sep 30, 2020	875 (3.09%)	662 (2.87%)	00:03:42	652 (3.30%)	65.09%	72.00%	$0.00 (0.00%)
% Change	**-43.89%**	**-42.60%**	**9.53%**	**-42.79%**	**-5.52%**	**0.14%**	**0.00%**

Rows 1 - 10 of 2163

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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											
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	40											
Subtotal:	43	0	0	0	0	0	0	0	0	0	0	0

Box Requests (60 per box)	49											
Total:	**2,983**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

*Booklet launched December 2010

#Revised AA delivered 10.12.16

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

African Americans in Texas: A Lasting Legacy
FY2021 Booklet Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	20	1	0	5	2	39	6	40	9	26	12	0
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	53	25	13	10	22	20	57	28	1275	16	27	9
Subtotal:	73	26	13	15	24	59	63	68	1284	42	39	9

Box Requests (60 per box)	14	6	4	5	21	35	16	79	36	62	25	4
Total:	**913**	**386**	**253**	**315**	**1,284**	**2,159**	**1,023**	**4,808**	**3,444**	**3,762**	**1,539**	**249**

*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											
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	207											
Subtotal	216	0	0	0	0	0	0	0	0	0	0	0

Box Requests (500 per box)	18											
Total	**9,216**	**0**	**0**	**0**	**0**	**0**	**0**	**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

Bankhead Highway

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	15	3	13	4	4	139	42	11	50	261	0
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	155	159	84	221	210	156	256	168	89	92	218	67
Subtotal	155	174	87	234	214	160	395	210	100	142	479	67

Box Requests (500 per box)	1	1	1	1	1	0	2	24	7	3	6	1
Total	**655**	**674**	**587**	**734**	**714**	**160**	**1,395**	**12,210**	**3,600**	**1,642**	**3,479**	**567**

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												
Certified Folder													
Legislative Requests													
Public Relations													
Southern Living													
Texas Highways													
Texas Monthly													
TourTexas													
TTIA Insert													
TX State Travel Guide													
Web Site	98												
Subtotal	107	0	0	0	0	0	0	0	0	0	0	0	
Box Requests (200 per box)	34												
Total	**6,907**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	6,907

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Chisholm Trail

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	1	0	2	3	2	6	41	12	1	19	0
Certified Folder									65,000			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	68	98	29	27	43	35	80	59	34	35	37	22
Subtotal	68	99	29	29	46	37	86	100	65046	36	56	22

Box Requests (200 per box)	4	2	1	6	2	1	11	34	11	11	9	3	
Total	**868**	**499**	**229**	**1,229**	**446**	**237**	**2,286**	**6,900**	**67,246**	**2,236**	**1,856**	**622**	84,654

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											
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	90											
Subtotal:	99	0	0	0	0	0	0	0	0	0	0	0

Box Requests (200 per box)	34											
Total:	**6,899**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Forts Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	2	0	11	2	2	6	40	54	54	58	0
Certified Folder									37,600			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	76	49	36	19	69	67	101	71	36	86	66	23
Subtotal:	76	51	36	30	71	69	107	111	37,690	140	124	23

Box Requests (200 per box)	2	3	4	6	7	2	4	34	9	5	4	1
Total:	**476**	**651**	**836**	**1,230**	**1,471**	**469**	**907**	**6,911**	**39,490**	**1,140**	**924**	**223**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

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											
Newpaper Insert												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	2547											
Subtotal	2556	0	0	0	0	0	0	0	0	0	0	0

Box Requests (60 per box)	107											
Total	**8,976**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Brochure launched in December 2014

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Heritage Travel Guide

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	14	3	15	3	4	18	7	46	4	27	0
Newpaper Insert				39,976			25,980	57,711	75,000			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly									7,000			
Tour Texas			971	102	320	147	331	62	6			
TTIA Insert												
TX State Trav. Guide												
Web Site	155	224	501	248	513	182	262	139	77	76	26	4
Subtotal	155	238	1,475	40341	836	333	26591	57919	82129	80	53	4

Box Requests (60 per box)	20	37	179	32	15	5	28	29	0	2	0	11
Total	**1,355**	**2,458**	**12,215**	**42,261**	**1,736**	**633**	**28,271**	**59,659**	**82,129**	**200**	**53**	**664**

Brochure launched in December 2014

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hill Country Trail Region

FY2022 Brochure Distribution

	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022
Calls & Written Requests	52											
Certified Mail												
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	127											
Subtotal:	179	0	0	0	0	0	0	0	0	0	0	0

Box Requests (200 per box)	34											
Total:	**6,979**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION

Texas Hill Country Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	1	2	1	2	4	31	5	54	59	0
Certified Mail									50,000			
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	80	58	39	62	92	82	157	112	42	114	53	33
Subtotal:	80	59	40	64	93	84	161	143	50047	168	112	33

Box Requests (200 per box)	1	5	0	1	1	0	6	45	12	6	19	1
Total:	**280**	**1,059**	**40**	**264**	**293**	**84**	**1,361**	**9,143**	**52,447**	**1,368**	**3,912**	**233**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION

Hispanic Texans: Journey From Empire to Democracy

FY2022 Brochure Distribution

	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022
Calls & Written Requests	3											
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	74											
Subtotal	77	0	0	0	0	0	0	0	0	0	0	0

Box Requests (90 per box)	63											
Total	**5,747**	**0**	**0**	**0**	**0**	**0**	**0**	**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

Hispanic Texans: Journey From Empire to Democracy

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	10	2	2	12	26	61	4	0	7	0
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	63	26	13	11	23	24	64	35	1276	37	53	17
Subtotal	63	27	23	13	25	36	90	96	1280	37	60	17

Box Requests (90 per box)	4	4	0	10	12	2	9	62	14	41	11	2
Total	**423**	**387**	**23**	**913**	**1,105**	**216**	**900**	**5,676**	**2,540**	**3,727**	**1,050**	**197**

Brochure launched on April 29, 2015 public 5.4.15

Media and Legislators

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Mountain 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	0											
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	365											
Subtotal:	365	0	0	0	0	0	0	0	0	0	0	0

Box Requests (200 per box)	0											
Total:	**365**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Mountain Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	2	2	5	40	9	54	98	0
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	64	37	28	71	69	57	97	117	38	79	87	0
Subtotal:	64	38	28	73	71	59	102	157	47	133	185	0

Box Requests (200 per box)	1	2	0	0	0	0	0	0	0	1	1	0
Total:	**264**	**438**	**28**	**73**	**71**	**59**	**102**	**157**	**47**	**333**	**385**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Pecos Trail Region

FY2022 Brochure Distribution

	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022
Calls & Written Requests	3											
Certified Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	72											
Subtotal:	75	0	0	0	0	0	0	0	0	0	0	0

Box Requests (375 per box)	24											
Total:	**9,075**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Pecos Trail Region

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	1	0	2	2	2	55	40	9	54	58	0
Certified Mail									52,500			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	61	36	22	19	65	52	90	67	38	85	37	22
Subtotal:	61	37	22	21	67	54	145	107	52547	139	95	22

Box Requests (375 per box)	2	1	6	1	0	0	1	28	6	3	5	1
Total:	**811**	**412**	**2,272**	**396**	**67**	**54**	**520**	**10,607**	**54,797**	**1,264**	**1,970**	**397**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Tropical Trail Region

FY2022 Brochure Distribution

	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022
Calls & Written Requests	3											
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	68											
Subtotal:	71	0	0	0	0	0	0	0	0	0	0	0

Box Requests (200 per box)	27											
Total:	**5,471**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Tropical Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	1	2	5	40	5	54	57	0
Certified Folder									30,000			
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	53	38	24	20	61	59	87	64	35	80	64	20
Subtotal:	53	39	24	22	62	61	92	104	30040	134	121	20

Box Requests (200 per box)	1	2	0	1	1	1	2	33	9	3	7	3
Total:	**253**	**439**	**24**	**222**	**262**	**261**	**492**	**6,704**	**31,840**	**734**	**1,521**	**620**

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											
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	28											
Subtotal	29	0	0	0	0	0	0	0	0	0	0	0

Box Requests (90 per box)	33											
Total	**2,999**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Hispano-Viaje Desde El Imperio Hasta La Democracia

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2	2	12	44	40	25	30	7	0
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	37	8	4	7	8	14	46	16	11	27	10	6
Subtotal	37	9	4	9	10	26	90	56	36	57	17	6

Box Requests (90 per box)	1	1	0	10	3	0	1	21	7	34	8	0
Total	**127**	**99**	**4**	**909**	**280**	**26**	**180**	**1,946**	**666**	**3,117**	**737**	**6**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

The Great War-WWI

FY2022 Brochure Distribution

	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	
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	29												
Subtotal	29	0	0	0	0	0	0	0	0	0	0	0	
Box Requests (160 per box)	16												
Total	**2,589**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	2,589

Arrived 10.24.17 @ warehouse.
Start distribution after Veterans Day 11.11.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

The Great War-WWI

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	50	1	1	2	1	4	5	41	9	75	18	0
Certified Folder									25,600		10,000	
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	56	40	21	17	31	23	69	44	29	22	63	31
Subtotal	106	41	22	19	32	27	74	85	25638	97	10081	31

Box Requests (160 per box)	1	2	1	7	0	2	10	41	16	34	6	0
Total	**266**	**361**	**182**	**1,139**	**32**	**347**	**1,674**	**6,645**	**28,198**	**5,537**	**11,041**	**31**

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)	N/A	N/A	N/A	N/A	N/A	N/A	500,000	300,751.44	63,605.25	N/A	N/A	N/A	N/A	54,540
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	66,200
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	95,600
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	100,125
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	70,400
Total	**4,950,000**		**900,000**		**800,000**		**500,000**		**0**		**7,100,000**	**$1,118,788**	**$225,845**	**$112,863**	**$75,984**	**$0**	**$1,167,749**	**386,865**

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	29,100
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	176,760
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	28,710
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	37,400
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**	**271,970**

Heritage Tourism Brochure Summary