



## MARKETING COMMUNICATIONS DIVISION

The Marketing Communications Division is responsible for the implementation of marketing programs for all agency divisions. Staff members create marketing campaigns, handle heritage tourism promotions and special events, and manage and produce the agency's newsletters and web site. The staff oversees all agency public, media and community relations. Each year the staff manages all aspects of the state wide Annual Historic Preservation Conference, a gathering of preservation volunteers and professionals.



*The Marketing Communications Division produces a variety of THC promotional materials.*

### What We Do

- Develop and implement marketing and advertising plans
- Write and edit press releases, media advisories and monthly News Briefs
- Coordinate media and public relations campaigns and events
- Write, edit, design and produce *The Medallion*, the official agency publication
- Produce heritage tourism and historic sites travel guides and brochures
- Develop and produce promotional materials such as brochures, posters, flyers, invitations, signs, banners and ads
- Provide editing and proofreading for all divisions
- Conduct market research and work with focus groups
- Coordinate and design promotional advertising items
- Plan and execute special events, press conferences and grand openings
- Develop heritage tourism-specific promotions
- Create signage and displays for agency events
- Provide writing and design consultation
- Develop speeches and special presentations
- Develop and produce e-newsletters for agency programs

### How to Reach Us

Staff members are available to answer questions and provide preservation assistance. Please contact us at:  
 Phone: 512.463.6255  
 Fax: 512.463.6374  
 Email: [thc@thc.state.tx.us](mailto:thc@thc.state.tx.us)



**TEXAS HISTORICAL COMMISSION**  
*real places telling real stories*

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