IMPACT REPORT

PREPARED BY

HISTORICAL SOCIETY

100 W Broadway St, Frankfort, KY 40601 502.564.1792 history.ky.gov

Social Media Impact: Expanding Our Reach



- Added 2,100 followers in 2020
- Average 2,902 reaches/post
- Average 272 engagements/post
- 154% increase in reach & 197% increase in engagement in March (over Jan & Feb)
- Average six new followers/day

Online Review Averages









Top Posts of 2020







28,899 TOTAL FOLLOWERS 14% **INCREASE OVER**



2,424,200

Total Reach Across Facebook, Twitter & Instagram







Facebook Videos: Expanding Our Reach



84 Videos Posted to Facebook

Despite COVID-19 closures and quarantines, KHS found new opportunities with virtual programming. Our Facebook page provided a great venue to host weekly virtual tours, a Derby Day special, and our 2020 KHS History Awards, to name a few.



11,400
Total Engagements

101,000
Minutes Viewed

KHS Not Derby Day Special



Facebook Analytics

Video Post on 5/2/2020

Estimated Reach: 141,858

Engagement: 9,442

Peak Live Viewers: 692

Top Audience: Women 55-64

Shares: 254

New Page Followers: 130

Noteworthy Shares:

- · Governor Andy Beshear
- WTVC
- · Downtown Frankfort Inc.
- Franklin County Health Department
- Staci McKnight Maney to Beshear Happy Hour (7,599 members)
- Bell County KY Young Democrats
- Bell County Democratic Party
- Kids World Childcare & Learning Center, Pikeville
- Edmund Rogers Chapter, NSDAR
- Marion County Public Library
- Kentucky Horse Racing Commission
- KY Tourism, Arts and Heritage Cabinet



Twitter Analytics

May 1 - May 3, 2020

Impressions: 27,535

Engagements: 245

Link Clicks: 177 Likes: 225

Retweets: 73





461 Youtube Views



Stories: 5





The pinnacle of KHS 2020 virtual video engagement - the KHS Not Derby Day Special

9,687
Engagements

Equipping Our Educators





The following new programs, many of which were offered for free were developed and implemented by the KHS Learning Team:

- Virtual Field Trips
- · Virtual National History Day in **Kentucky Contest**
- Virtual Professional Development

K-12 Students Participated in KHS Programming





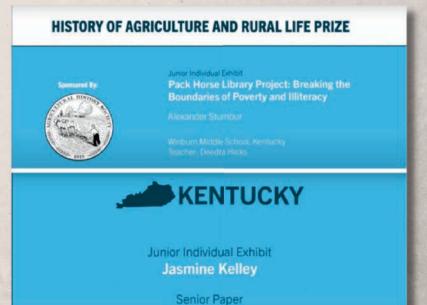
K-12 Teachers Participated in KHS **Professional Development**

National History Day Kentucky



National History Day in Kentucky hosted a virtual state contest and Kentucky was one of, if not the only state to conduct virtual interviews. At NHD in June, Kentucky had several finalists and one special award winner.

208 40 80
Students Schools Volunteer Judges
Participated in Virtual NHDKy



Abigail Stanger



Oral History: Collecting During Covid



Closures during the COVID-19 pandemic did not slow down the efforts of the Kentucky Oral History Commission. The Kentucky Oral History Commission partnered with the Kentucky Folklife Program at Western Kentucky University to conduct recorded digital story circles about Kentuckians' experiences during the COVID-19 pandemic. Those stories will inform future KHS collecting priorities around everyday life during the pandemic.

20% increase over 2019

Oral History Grants Administered



12,690

Minutes of Oral History Interviews

THE REGISTER

of THE KENTUCKY HISTORICAL SOCIETY



CALL TO POST

Round ONE - APRIL 13
1. 2. 3. 4. 5. 6
muse.jhu.edu/issue/39787

Round Two - April 20 7. 8. 9 muse.jhu.edu/issue/38930

ROUND THREE - APRIL 27 10. 11. 12. 13

muse.jhu.edu/issue/42186

Pick one a week on Twitter. Our finalists will go head-tohead on the traditional Derby Day, May 2, 2020.





Articles from three recent issues of *The Register* went head-to-head in a Twitter poll in April. A total of thirteen articles were featured, with horse #4 selected as the favorite.



A new special issue of *The Register* was released in November and focuses on current issues in the region, highlighting the area's diverse history. Articles examine youth activism, migration, education, religion, and the LBGTQ movement in Kentucky.



KHS helped facilitate interviews on WEKU radio's "Eastern Standard" program with authors who contribute to *The Register of the Kentucky Historical Society*.

162,632 + 39% increase over 2019 downloads!

Register Article Downloads from Project Muse or JSTOR

Research & Discovery

CIVIL-WAR GOVERNORS

KHS's Civil War Governors of Kentucky Digital Documentary Edition (CWGK) continued to see steady growth! The CWGK special issue of The Register of the Kentucky Historical Society, coupled with other outreach and Civil War virtual tours, led to increased site visitation and new users. From February to August, the CWGK team updated nearly 1,000 transcriptions on http://discovery.civilwargovernors.org/.

Sympathy

After eight years of hosting "Genealogy Tea & Sympathy" onsite, KHS transitioned this family history event to a virtual format. Held in May, August, and October this event drew nearly 100 participants from across the country and Europe

2,382

Utilized Our Research Services by Phone, Email and Mail

Online Views of the KHS Collection

Local History

KENTUCKY LOCALHISTORY TRUST FUND

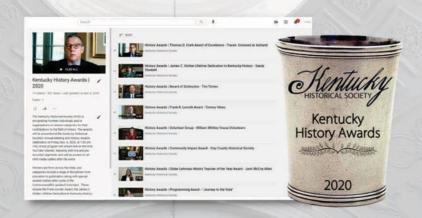


Kentucky History Awards

Fourteen organizations and individuals were honored at the 2020 Kentucky History Awards virtual celebration, held in November. The presentation was live-streamed on the KHS YouTube Channel

Four organizations from four Kentucky counties received grants totaling \$8,447.13.

- Crittenden County Public Library, \$2,500, Crittenden County, for "Ferry Tales: Pioneer Stories of Outlaws and Travelers on the Ohio"
- Bluegrass Railroad Museum, \$1,587, Woodford County, for development of a historical railroad database to make the history of the museum's large artifact collection publicly accessible
- The Friends of Audubon, \$2,444, Henderson County, for the Audubon Museum Photography Project
- Kentucky Organization of Professional Archaeologists, \$1,916.13, Fayette County, for "Technology Talks!: LAW Virtual Demonstrations"



14
Organizations and Individuals Honored

\$8,447

Awarded to Four Organizations in Four Kentucky Counties

Local History: Historical Marker Program



The Kentucky Historical Society invites you to explore Kentucky history online and on the road with the new "ExploreKYHistory" smartphone app. "ExploreKYHistory" takes the stories behind our community-driven historical markers, adds related items from the KHS collections and combines it into a historical tour of our Commonwealth.

155,000183,000Page Views



Temporary Exhibits & Visitation



Poetry in Color: Paul Sawyier's Two Villages opened in February in the Keeneland Gallery and featured two rarely seen sets of paintings by Kentucky Impressionist Paul Sawyier, inspired by a popular 19th-century poem.







Affordable housing creates good neighbors.

Kentucky History Treasures

Displayed in A Kentucky Journey, the Kentucky History Treasures exhibit features artifacts from the show, currently airing during the Sunday 11 pm newscast on WTVQ ABC 36 (Lexington), and during Great Day Live on Tuesdays at 9 am on WHAS ABC 11 (Louisville).

Simply Home.

Simply Home, an art/photo exhibit loaned to KHS by the Kentucky Housing Corporation was displayed in the courtroom of the Old State Capitol. from September through December. Representing communities and affordable housing in Kentucky, and how affordable housing creates good neighbors.



6,340 Visitors from

39 States 14
Countries

76 KY Counties

Collections

Goldberg Family Collection

Through the generosity of Honey Mondress, granddaughter of Solomon and Jennie Yanfak Goldberg, KHS added three objects to our collection. In the early 20th century, the Goldbergs fled anti-Semitic persecution in the Russian Empire. They settled in Falmouth, Kentucky.







The collection includes a 19th century Russian Samovar (used to boil water) that was one of the few belongings they brought to America. Another item is a reed organ made by the Crescent Organ Company in Louisville (c. 1899). The Goldbergs purchased it second hand and played it for generations. The last item is a Vega four-string banjo played by their eldest son, Morris.

KHS loans artifacts to the Kentucky Center for African American Heritage

The Kentucky Historical Society loaned objects to the Kentucky Center for African American Heritage (KCAAH) in Louisville. The KCAAH exhibit features artifacts from the KHS permanent collection, including signature objects from a mid-20th century business called "Your Valet Shop." The business located near 6th and Muhammad Ali Blvd (then Walnut Street) was more than a barbershop in downtown Louisville. It was a tailoring business, a beauty shop, a gathering place, and a social club. KCAAH will use the loaned objects to create the backdrop and add authenticity to a multimedia display, and its production is set to be completed by the spring of 2021.



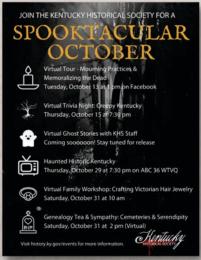
KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE





Adult & Youth Programming

New Programs









931

Program Registrations

KHS introduced several new programs and moved others to a virtual format.

Returning Programs in Virtual Format























On-Air Programming

Kentucky History Treasures

Episodes aired during the Sunday 11 pm newscast on WTVQ ABC 36 (Lexington), and during Great Day Live on Tuesdays at 9 am on WHAS ABC 11 (Louisville).







Chronicles: Kentucky History Magazine | Vol. 1

aired on KET in July & August.



Great Day Live



Several appearances, on episodes about Frankfort, Taylorsville, Bardstown, Bowling Green & KY Holiday Traditions





Haunted Historic Kentucky

This half-hour special aired on WTVQ and WHAS and featured stories told by KHS staff about numerous artifacts and Kentucky treasures that are reportedly haunted.

2,000,000-L-Household Reach

Radio & Podcasts on WUKY THIS WEEK IN 120 COMMON THREADS OF KENTUCKY HISTORY



Officially designated as a Kentucky Crafted retailer, you'll find high-quality Kentucky-crafted products, including jewelry, ceramics, ornaments, wooden toys, and kitchen tools. We carry a variety of items designed for kids to seniors, including:

- Kentucky-themed apparel (socks, scarves, t-shirts, ties)
- Prints (including Kentucky artist Paul Sawyier)
- Kentucky Proud products (candy, coffee, bourbon foods)
- Books (including genealogy books to aid you in your family search and Kentucky history-themed children's books)
- Educational items
- Kentucky history-themed children's souvenir products
- Handcrafted JewelryUnique home items
- Gift baskets
- Holiday Items
- And much more!



Serving the Commonwealth

KHS served as a venue for several special guests in 2020, serving the Commonwealth during a difficult year.

On July 26th, KHS hosted a meeting between Dr. Deborah Birx of the White House Coronavirus Task Force, Gov. Andy Beshear and other Kentucky health leaders. We were honored to provide a clean, socially-distanced venue in our spaces, which included the Keeneland Exhibit, the Brown-Forman Room and the Cralle-Day Garden.







Governor Andy Beshear held daily briefings updating Kentuckians on the statewide COVID situation. A number of these briefings were held on the Kentucky Historical Society campus.



September 24, Kentucky Attorney General Daniel Cameron, Grand Jury decision announcement, Brionna Taylor Case.



November 6, Senate Majority Leader Mitch McConnell giving remarks about the 2020 general election.

