

**Overall Organization Budget:** Large Community overall budget (over \$500,000)

**Submission Category:** Integrated Campaign

**Organization:** eXplore Lawrence

**Who worked on this Project (internal/external):** Andrea Johnson Internally

**Integrated Components or Type:** Web/Online, Print, Audio

**Project Description:** The Lawrence Block-by-Block project takes the stories of local buildings and brings them to life with interactive timelines and audio stories/podcasts on our website, [UnmistakablyLawrence.com](http://UnmistakablyLawrence.com). The project was launched during National Travel & Tourism Week (NTTW) to go with the NTTW theme of "Travel Then and Now." Marketing used to promote the project included:

Press Release

Interview on a local radio show (Hank Booth - KLWN)

Social Media posts

Home Page Banner

Lawrence Visitors Guide

**Project Goals:** -Build and grow relationships with departments at our local Universities

-Develop/showcase new, fresh content for the History & Heritage section of [UnmistakablyLawrence.com](http://UnmistakablyLawrence.com)

-Increase History & Heritage web visitors

-Increase Social Media reach and engagement

**Problem to Overcome:** It's known that History & Heritage travelers spend more time and money in a destination and that these same travelers use destination websites to help make their travel plans. To keep this audience coming back, it's important to provide fresh content on our website for them to explore... which can be a challenge because History doesn't change, but the way we present it can! To overcome the challenge of stale content, timelines & audio stories make exploring our History fun & interactive.

**Background:** The project began in the spring of 2017 at the University of Kansas. All research was conducted by students in JOUR 302: Infomania, in which students learn to find information & evaluate its credibility. The project was conceived by Peter Bobkowski, an associate professor in the school of journalism. Peter reached out to eXplore Lawrence to see if we had an interest in using the content to market Lawrence. Together we decided to create timelines & audio stories for [unmistakablylawrence.com](http://unmistakablylawrence.com).

**Community Resources:** eXplore Lawrence partnered with professor Peter Bobkowski and his students at the William Allen White School of Journalism and Mass Communication at the University of Kansas for the research/content for this project.

Downtown Lawrence Inc. provided the artwork/drawings of Downtown Lawrence businesses for the website, and also added a Lawrence Block-by-Block to their website banner.

We used local voice talent for the audio stories

**Results:** 10 timelines and 6 audio stories have been produced so far.

There have been 5,068 pageviews for Lawrence Block-by-Block on our website since the launch in mid-May 2018

Visitors are viewing the timelines for an average 2.5 minutes which is one minute more than our average website visit which means that the content is highly engaging.

This project has generated 17,550 impressions and 1,105 engagements on eXplore Lawrence's social media accounts.

**Web Link:** Click through the sliders to go to a timeline:

<https://unmistakablylawrence.com/explore/itineraries/history/block-block-massachusetts-st/>

Timeline with audio story: <https://unmistakablylawrence.com/explore/itineraries/history/1000-block/1020-massachuset>