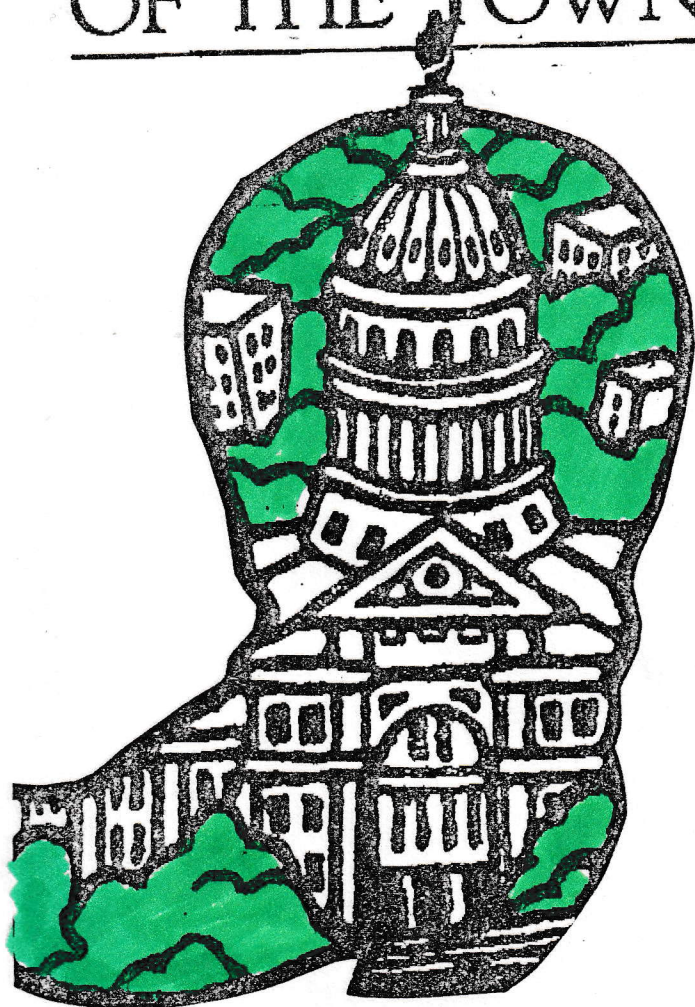


WALK OF THE TOWN



PRESS RELEASE

Contact: Lynne Skinner
Leadership Austin
512/346-1090
after 6 p.m. at
512/453-0356
(Please do not
publish these
numbers.)

FOR RELEASE SUNDAY, MAY 17 ⁽⁴⁾

NEW AUDIO TOUR OF HISTORIC DOWNTOWN DELIVERS "INSIDE SCOOP" ON AUSTIN LANDMARKS

AUSTIN, TX (May 17, 1989): Like the old saying goes..."If the walls of these buildings could talk, what stories they might tell."

Now Austin has those stories. The inside scoop, the reports, the rumors. The talk of the town in historic downtown Austin. It's "Walk of the Town." A convenient audio cassette tour that lets Austinites and tourists discover not only an eyeful of historic landmarks, but an earful of interesting stories all on a walking tour.

The cassette tour, conceived and produced by an Action Team of the 1988-1989 class of Leadership Austin, was funded by grants from the City of Austin Historic Commission and the Heritage Society of Austin, Inc.

The "Walk of the Town" cassettes are available at the Austin Convention and Visitors Center on East Sixth Street everyday, and at the State Capitol Gift Shop on weekends. Purchase price is \$5 and rental is \$2. Personal cassette players are also available for rental at both locations with a \$30 deposit, refunded upon return. For more information, call 478-0098.

(###)

WALK OF THE TOWN

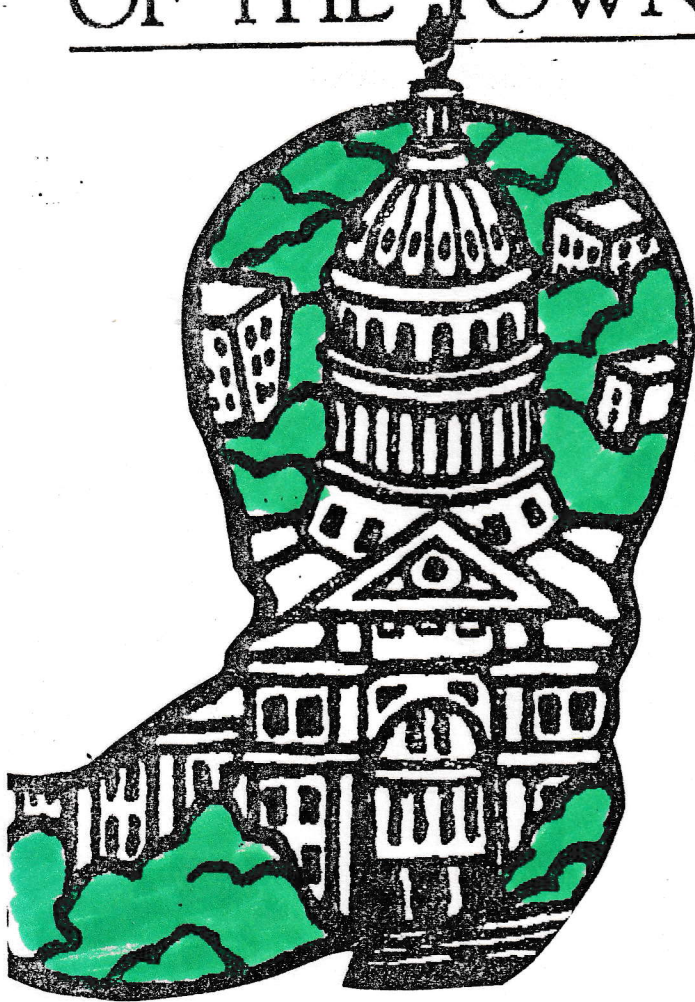


PHOTO OPPORTUNITY

Press contact: Lynne Skinner
Leadership Austin
512/346-1090 or
after 6 p.m. at
512/453-0356

WALK OF THE TOWN KICKS OFF
NATIONAL TOURISM WEEK FOR AUSTIN
CONVENTION AND VISITORS BUREAU AND
NATIONAL HISTORIC PRESERVATION WEEK
FOR HISTORIC COMMISSION

"Walk of the Town," an new audio tour of historic downtown Austin, will officially kick off National Tourism Week--which the Austin Convention and Visitors Bureau is promoting with their theme, "Be a Tourist in Your Own Town."

Ribbon cutting will be held at 3:30 p.m.,
Sunday May 14 outside of the Austin Visitors Center at 412 East Sixth Street. Present will be representatives from the City of Austin Historic Commission, the Austin Convention and Visitors Bureau, the Heritage Society of Austin, and Leadership Austin.

May 14-20 is also National Historic Preservation Week.

(#)

SOUTHWESTERN TELEPHONE AND TELEGRAPH CO.:

The automatic dial system in Austin was first used in 1922 and considered to be one of the most efficient and fastest according to the world . . . and employees, the chief indoor sport in Austin was to dial the number of all persons likely to be at home.



PARAMOUNT THEATRE:

Oct. 11, 1915

"Two of the proudest men that night were Ernest Nalle, the owner, and John Eberson, the architect. Eberson had designed theatres in many cities, but he came all the way from Chicago to proclaim the Majestic in Austin as the finest theater in Texas."

DRISKILL HOTEL:

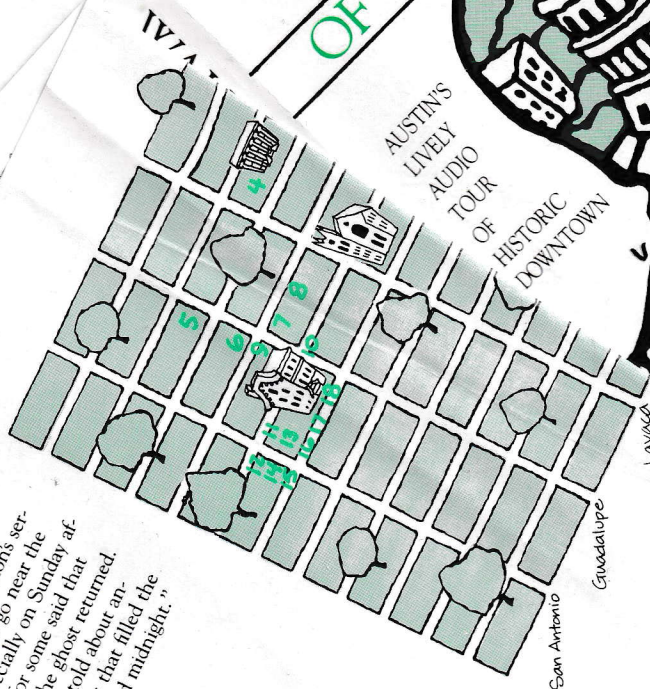
"The site was the Driskill Hotel and the setting was a magnificent Chantry Ball for the Eye, Ear and only the very elite from cities across the state, never before had such an array of wealth and splendor been assembled in the Capital City."

GOVERNOR'S MANSION:

"For years, the Mansion's servants refused to go near the room, especially on Sunday afternoon, for some said that was when the ghost returned. Stories were told about anguished moans that filled the bedroom around midnight."

CAPITOL BUILDING:

Entering into one of the most volatile union boycotts of the era, the International Association of Granite Cutters voted 500 to 1 to boycott the Texas Capitol project because convicts were being used as labor.



AUSTIN'S
LIVELY
AUDIO
TOUR
OF
HISTORIC
DOWNTOWN

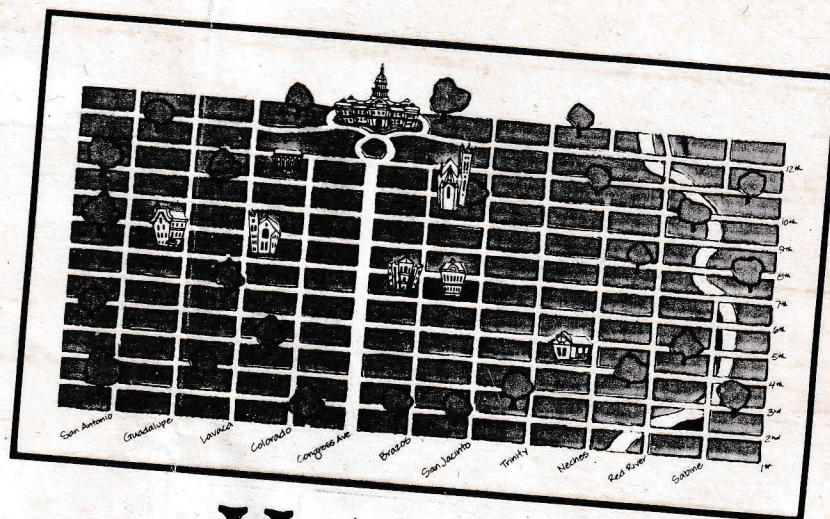


Psst.

Ever wonder what *really* went on before the turn of the century in some of those historic buildings? Who did what, and where? Like the old saying goes . . . If the walls of these buildings could talk, what stories they might tell!

Well, we've got it. The inside scoop. The rumors. The reports. The talk of the town in historic downtown Austin. It's "Walk of the Town." A convenient audio cassette tour that lets you, your friends and family explore historic Austin as never before . . . from the inside out.

And you can walk the tour at your leisure.* There are no set tour times and plenty of friendly buildings and businesses along the route. You'll be verbally guided through blocks of historic landmarks, and have a handy map enclosed with the cassette for any visual guidance you may need along the way.



Here's the scoop.

"Walk of the Town" has been divided into two segments—after completing the entire tour you will have seen the same sites, regardless of your original starting point.

Side A begins at the Austin Convention and Visitors Bureau at 412 East Sixth Street. Side B begins at the State Capitol. You may rent or purchase cassettes at either location.

The Austin Convention and Visitors Bureau is opened Monday through Friday from 8:30 a.m. to 5 p.m. and on weekends from 9 a.m. to 5 p.m.; the phone number is 478-0098. Parking is usually available along Sixth Street during those hours. The gift shop on the ground level of the State Capitol will sell and rent cassettes from 9 a.m. to 6 p.m. on Saturdays and from noon until 6 p.m. on Sundays. Parking is available in the Visitors Parking lot north of the Capitol. The phone number there is 463-5404.

Costs:

Cassette Purchase only	\$5 each
Cassette Rental only	\$2 each w/\$5 deposit
Cassette Purchase w/personal headset rental	\$5 w/\$30 deposit each
Cassette Rental w/personal headset rental	\$2 w/\$30 deposit each

*While the route has been designed so that you may drive it, we encourage you to walk the tour if possible.

Stories of old Austin take a walk

Cassette-tape tour welcomes visitors

By Dale M. Hudson
American-Statesman Staff

The tales of a gunslinger who turned good, and the stabbing of a city councilman by a man who went on to become mayor, are part of an hourlong audio cassette produced by the Austin Chamber of Commerce for people to listen to as they tour the downtown area.

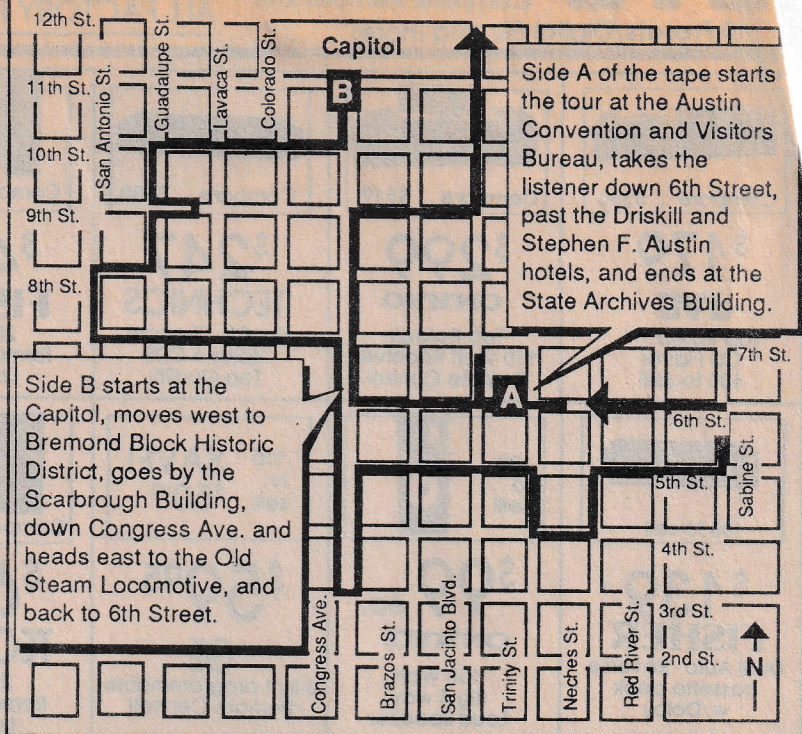
The cassette tape and walking tour featuring historical aspects of Austin was produced by the chamber's Leadership Austin program. It will be available next week at the Austin Convention and Visitors Bureau and the State Capitol Gift Shop. It can be rented for \$2 or purchased for \$5.

Lynn Skinner, a member of the group that produced the tape, said it was done in preparation for National Tourism Week and National Historic Preservation Week. She said members of the 1988-89 class were assigned the project as part of their volunteer duties for the group.

*Austin American-Statesman
city/State front page*

Audio tour route

A walking tour of downtown Austin, guided by cassette tape, takes the listener past more than 70 historic buildings and sites.



Staff graphics by Linda Swanson-Scott

"We thought wouldn't it be neat to do the interesting gossip and stories about historical buildings," Skinner said, adding that the celebration will encourage people to "be a tourist in your own town."

History of the Quast building is embellished by the tale of guns-

linger Ben Thompson, who was known "far and near" for his fast draw. Thompson went on to become a marshal of Austin. The Joseph Nalle building is dramatized on the tape as narrators tell that Nalle stabbed a fellow councilman

See Tape, B6

Tape From B1

before going on to become mayor.

One side of the tape begins at the Austin Convention and Visitors Bureau on East 6th Street. The other side of the tape starts at the State Capitol.

Other features of the tape include the Stephen F. Austin Hotel, Driskill Hotel, St. Charles House, Millett Opera House, Governor's Mansion, Old Steam Locomotive and the Old Depot Hotel.

Each side of the tape runs for 30 minutes. The entire tour covers 3½-4 miles of landmarks.

Leadership Austin is a class of 50 professional and managerial people chosen by the Austin Chamber of Commerce each year. Members of each class examine problems facing the city and are groomed for lea-

dership roles in the community. Skinner's team addressed historical and artistic concerns, she said.

Skinner, with BJW Marketing, said the project took about three months to complete. Six members of the team researched the project from local sources, she said.

The group — William Churchill, Toby Pearson, Beth Reese, John Williams, Keith Zimmerman and Pam Reznick — funded the project using a \$7,500 grant from the City of Austin Historic Commission and a \$2,500 grant from the Heritage Society of Austin.

"It had to be something that would go back into the economy and something for tourists to do while they are here," she said.

YOUR COMPLIMENTARY COPY

Spirit

AUGUST 1989

THE MAGAZINE OF SOUTHWEST AIRLINES

plex, will be completed in 1991.

The first phase is the addition of 10,000 seats to the Astrodome, which was demanded by the Houston Oilers. Funded by Harris County, which owns the Dome, the expansion includes reinforcement of the structural steel-and-concrete footing of the eastern portion of the stadium.

Construction also includes the addition of 39 new luxury suites and two DiamondVision color video-display screens. The expansion brings total Astrodome seating capacity to 55,000 for baseball, 65,000 for football, and 70,000 for concerts.

The As-

Astrodome. New facilities include a 2,000-seat auditorium, 100,000-sq-ft lobby and entrance, 100,000-sq-ft second-level lounge and dining facilities, and 130,000 square feet of exhibition floor. The association also recently purchased two hotels adjacent to the stadium, and plans to spend \$35 million to convert them to a single "first-class resort hotel for business conventions," says Ethan Cartwright, marketing director for HSA.

MODIC Systems, Inc., a Dallas-based company, is the director of the directories at the airport newsstands and other locations. "We're people on the go," says Southwestern Bell Yellow Pages spokesman Don Fisher.

The Lubbock edition was published in November 1988, the Kansas City edition in December 1988, and the Wichita book in July 1989.

Test marketing results are positive enough that the company will publish 1990 directories for both Lubbock and Kansas City. The new directories should be out near the end of the year. Southwestern Bell Yellow Pages will evaluate the (continued on page 64)

Tales of Intrigue

As part of a business-leadership-development class, a group of Austin businesspeople has produced an audio walking tour of downtown Austin. The tour, available for sale or rent on audio cassettes, was written and produced by a team from Leadership Austin, a chamber of commerce-sponsored class.

The tour, called Walk of the Town, eschews dry historical facts for tales of intrigue, passion, and mystery.

The tape actually includes two tours, one beginning on East Sixth Street, the other at the Texas Capitol. The tape sells for \$5, or is available for rent at the Austin Convention and Visitors Bureau for \$2 (tape players also are available).

BY DAMOND BENNINGFIELD

Class project gets statewide press

It's not often that action team projects get the statewide press wires humming, but last year's audio walking tour of downtown Austin produced by the action team on local arts and culture managed just that. The tour about the "Walk of the Town" not only ran in the Houston Post and Dallas Morning News, but rated a mention in Southwest Airlines in-flight magazine Spirit.

n walking tour

AUSTIN — A new walking tour of downtown Austin features an audio cassette telling tales about a gun-fighter who turned good and the kidnapping of a city councilman by a man who later became mayor.

The cassette tape and walking tour of historical aspects of Austin was produced by the Chamber of Commerce's Leadership Austin program. It will be available next week at the Austin Convention and Visitors Bureau and the State Capitol Gift Shop. It can be rented or purchased.

chased.

Lynn Skinner, a member of the group that produced the tape, said it was done in preparation for National Tourism Week and National Historic Preservation Week.

"We thought, 'Wouldn't it be neat to do the interesting gossip and stories about historical buildings?'" Ms. Skinner said, adding that the celebration will encourage people to "be a tourist in your own town."

History of the Quast building is embellished by the tale of gun-

Johnson, who was
and near for his fast
at to become a mar-

The Joseph Nalle building is dramatized on the tape as narrators tell that Mr. Nalle stabbed a fellow councilman before going on to become mayor.

One side of the tape begins at the Austin Convention and Visitors Bureau office on East Sixth Street. The other side of the tape starts at the State Capitol.

LA Times narrative
Fall, 1989