

EXTRAORDINARY

Alexandria

Mercy Street 101

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Get Mercy Street certified!

Train your colleagues, staff and
ALL docents and front desk staff
so that visitors have the
extraordinary Mercy Street-inspired
experience we've been promoting.

What is Mercy Street?



- PBS' first American drama in ten years
- Broadcast nationwide
- Inspired by real events in Civil War Alexandria
- Six-part series
- Premiered on Sunday, January 17 at 10 pm
- Follows “Downton Abbey” during six episodes of Downton’s finale season

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To capitalize on Mercy Street, Alexandria presents more than two dozen new visitor experiences in 2016



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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Visitor Information

Alexandria connection and Mercy Street related
sites, exhibits, events and tours:

VisitAlexandriaVA.com/MercyStreet

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Visitor Information

Alexandria Visitor Center

221 King Street

(703) 746-3301

Rack cards

Posters

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Visitor Information

Social Media

Hashtag	#ExtraordinaryALX
Facebook	/VisitAlexandriaVA
Twitter	@AlexandriaVA
Instagram	@VisitAlexVA

blog.VisitAlexandriaVA.com

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PBS Information

Series information, episodes and content

www.pbs.org/mercy-street/home/

Social Media

Hashtag **#MercyStreetPBS**

Twitter **@PBS**

Instagram **@pbsofficial**

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Elevator Speech

PBS' first American drama in ten years is inspired by real events in Civil War Alexandria, Virginia.



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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Elevator Speech

In celebration of the show, Alexandria is launching **more than two dozen new tours, exhibits and events in 2016.**

Premiered on Sunday, January 17 at 10 pm on PBS, Mercy Street follows the final season of “Downton Abbey” for six episodes.

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Elevator Speech

Mercy Street is set in **1862** in **Alexandria** during the **Civil War**.

The series follows the lives of two volunteer nurses on opposite sides of the conflict; nurse **Mary Phinney**, a staunch New England abolitionist, and **Emma Green**, a young Confederate belle.



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Elevator Speech

The two collide at **Mansion House Hospital**, which was the Green family's luxury hotel that has been taken over and transformed into a Union Army Hospital.



Mercy Street set



The real hospital in Alexandria

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Elevator Speech

Produced by Ridley Scott and filmed in Virginia.

Many characters are based on real people.



PBS worked with an all-star team of historical advisors including **Audrey Davis, Director of the Alexandria Black History Museum.**

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Major Themes

Civil War medicine

Changing role of women

African Americans claiming their freedom



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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Brief History

Alexandria is the only place where personal stories of the **Union and Confederacy converge in a city setting.**

Alexandria was the **longest Union occupied territory of the Civil War.**

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Brief History

Virginia seceded from the Union
on May 23, 1861.

Due to the city's **proximity to Washington, DC**,
Alexandria was quickly taken over as part of the
defenses of Washington.

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Brief History

More than 30 buildings were taken over
as hospitals.



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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Frequently Asked Questions

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When does the show air?

Premiered January 17 and runs for 6 episodes

- Airs Sunday nights at 10 pm after Downton Abbey
- Episodes posted Sunday nights on PBS.org at 12:01 am (just after midnight)



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Where can I watch?

Broadcast TV: PBS stations nationwide

Streaming: Each episode starts streaming at 12:01 am
Sunday night on all platforms.

Desktop and Mobile: For a limited time, full episodes will be on
the website at www.pbs.org/show/mercy-street/

Streaming Devices (Apple TV, Roku, Amazon Fire, etc): Find info
about PBS streaming channels/apps:

www.pbs.org/anywhere/home/

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Where is Mercy Street in Alexandria?

- Mercy Street is a fictional nickname created for the show
- Recommend starting visit at **Fairfax Street**, location of:
 - Former Mansion House Hospital
 - Carlyle House (the Green family home featuring a Mansion House Hospital exhibit)
 - Stabler-Leadbeater Apothecary Museum (featuring Green family exhibit)

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Why is the show called Mercy Street?

From Co-Executive Producer Lisa Wolfinger:

“The name of the actual place, ‘Mansion House Hospital’ and the streets around it, King Street and Fairfax Street said very little about the series. So we came up with a fictional nickname for the street that led from the docks to the hospital: ‘Mercy Street.’ It fit thematically-- nurses were referred to as ‘Angels of Mercy’ and the theme of ‘mercy’ is in all the literature of the period.”

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Where is the show filmed?

- In Virginia in the Richmond area
- Richmond has a robust film industry and infrastructure, offering a good value which attracted the production



Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS

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Where is the show filmed?

- Interiors were filmed in Richmond
- Exteriors in nearby Petersburg
- Petersburg has similar streetscapes to Old Town Alexandria but is a much quieter town that was not disrupted by shutting down areas for weeks at a time



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What are some of the sites I can visit?

- Mansion House Hospital (exterior view)
- Carlyle House
- Stabler-Leadbeater Apothecary Museum
- Alexandria Black History Museum



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More related museums and sites:

- Lyceum – Alexandria’s History Museum
- Fort Ward Museum & Historic Site
- Contrabands and Freedmen Cemetery
- Ivy Hill Cemetery
- Lee-Fendall House
- The Athenaeum
- Gadsby’s Tavern Museum

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If I have just an hour or two, what should I do first to explore the stories told in Mercy Street?

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Mansion House Hospital - Exterior



133 N. Fairfax St.

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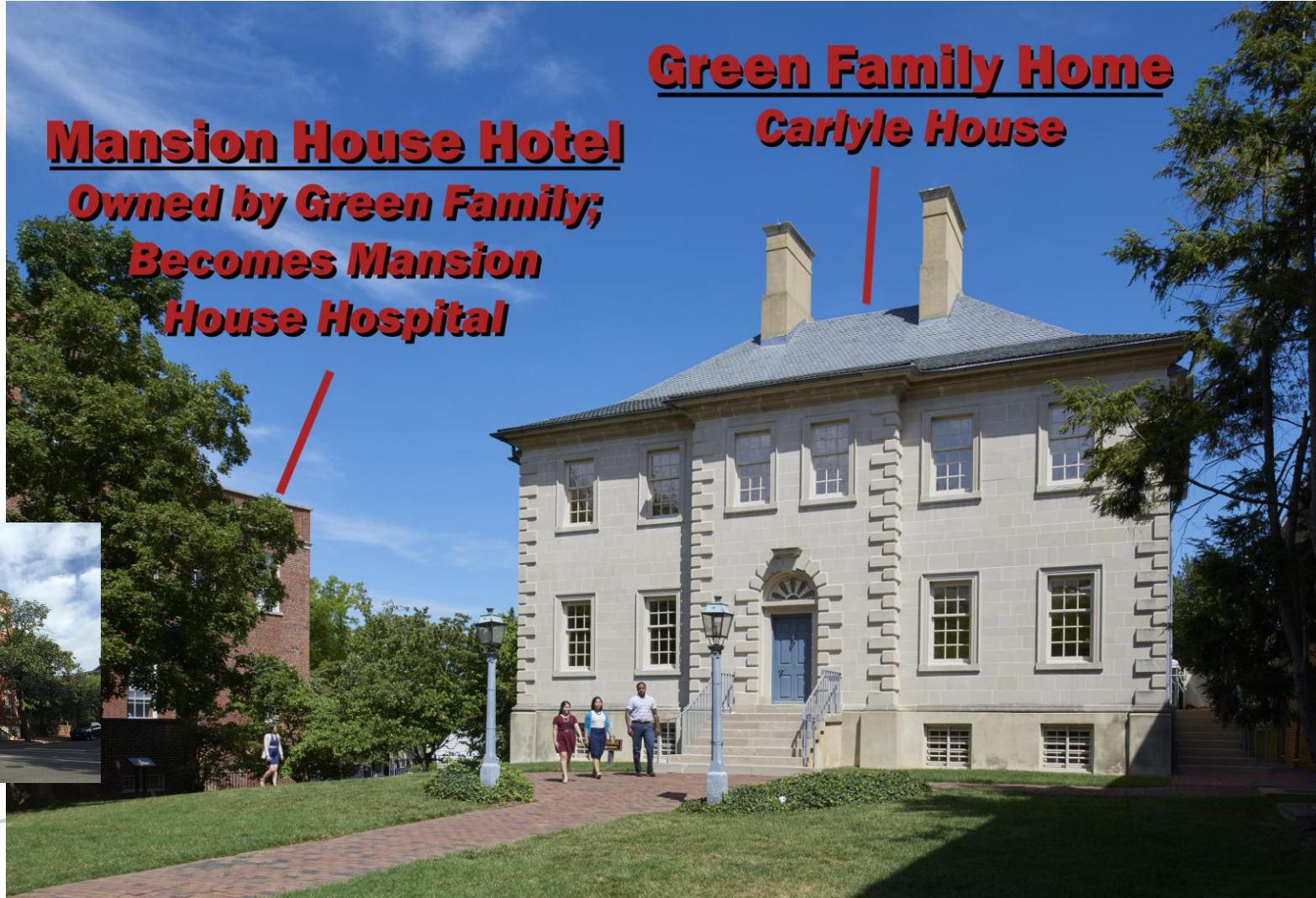
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Green Family Home

Carlyle House

Mansion House Hotel

***Owned by Green Family;
Becomes Mansion
House Hospital***



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The Real Mansion House from PBS' Mercy Street *Carlyle House Property Through the Years*

<p>Front View, looking Southeast</p>	<p>Not part of property</p>		
<p>Carlyle House Built</p>	<p>James Green Buys Property</p>	<p>James Green Expands Hotel</p>	<p>Hotel Addition Removed</p>
<p>1752</p> <p>Back View, looking Northwest</p> <p>N. Fairfax St. Cameron St.</p> <p>Carlyle Family Home</p> <p>Potomac River Shoreline</p> <p>By the 1790's, the Potomac River gets filled in, creating present-day N. Lee St.</p>	<p>1848</p> <p>Bank of Alexandria Built in 1807</p> <p>N. Fairfax St. Cameron St.</p> <p>Green Family Home</p> <p>N. Lee St.</p> <p>Green lives in Carlyle House; turns the former Bank of Alexandria into Mansion House Hotel</p>	<p>1855</p> <p>In 1861, Hotel becomes Mansion House Hospital during Civil War</p> <p>N. Fairfax St. Cameron St.</p> <p>N. Lee St.</p> <p>The set of PBS' Mercy Street is inspired by this phase of the Mansion House Hotel</p>	<p>1970s</p> <p>Marks still visible where central hotel addition was removed</p> <p>N. Fairfax St. Cameron St.</p> <p>N. Lee St.</p> <p>Site Appears as it Does Today</p>

See VisitAlexandriaVA.com/MercyStreet for more information plus Mercy Street-inspired tours, exhibits and events



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Mansion House Hospital - Exterior



133 N. Fairfax St. today



During Civil War

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Mansion House Hospital - Exterior



^ 133 N. Fairfax St. today



^ During Civil War

Set in Petersburg >



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Carlyle House

Green family home

Exhibit *Who These Wounded Are: The Extraordinary
Stories of the Mansion House Hospital*



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Stabler-Leadbeater Apothecary Museum

Green Family Exhibit



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Book a Tour

If planning in advance, contact the **Alexandria Visitor Center** at **703-746-3301** or **ask@visitalexva.com** and see **VisitAlexandriaVA.com/MercyStreet**



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If I have a weekend to explore:

- Book the “**Have Mercy**” package at Kimpton’s Hotel Monaco Alexandria
- **Book a tour** from list at www.VisitAlexandriaVA.com/mercystreet (some require advanced reservation)

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If I have a weekend to explore:

- Check special events and lectures at www.VisitAlexandriaVA.com/mercystreet
- Visit more historic sites and exhibits – see list at www.VisitAlexandriaVA.com/mercystreet
- Visit **Jackson 20** and **Blackwall Hitch** for **Civil War-era throwback cocktails**

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How to handle sensitive questions

Visitor feels “One side of the war is getting more coverage than another.”

- Recommend history resources on PBS.org
- Mercy Street and our sites present **all sides of the story** from diverse perspectives so that people can understand the **human side** and how the war **affected people living in Alexandria at the time.**



How to handle sensitive questions

Visitor says “I heard the City of Alexandria is evaluating Confederate monuments and street names.”

- **City Council has appointed an advisory group** to make recommendations about Confederate memorials and street names
- Go to alexandriava.gov/confederate for updates and to submit feedback

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How do I get involved?

Create a cocktail, menu item, event,
watch party or other Mercy Street-
inspired activity or promotion

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Some Dos and Don'ts

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DON'T use "Mercy Street" in the name of your product

Legally that would require a license from PBS.

NOT LEGAL Examples:

- Beyond Mercy Street - NO
- From Fairfax Street to Mercy Street - NOPE

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DO use “Mercy Street-inspired” in your product description

You can say “Inspired by PBS’ Mercy Street”
in the description of your
product/event/exhibit/promotion or
“Mercy Street-inspired” to describe a category
of things

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DO create a clever name using series themes and character names of real historical figures.

Examples:

- “Have Mercy” package at Hotel Monaco Alexandria
- “Lee’s Temptation” cocktail at Jackson 20; “Confederate Flip” cocktail at Blackwall Hitch
- “Beyond the Battlefield” walking tour by Lee-Fendall House
- “Green Family Exhibit” at the Stabler-Leadbeater Apothecary Museum
- “Medical Heroism in Alexandria” land and water tour by DC Military Tours and Potomac Riverboat Co.

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**DO alert Visit Alexandria so we
can promote**

Contact Sara Stanton

sstanton@visitalexva.com 703-652-5373

with your Mercy Street-inspired items.

**Use #MercyStreetPBS #AlexandriaVA and
#ExtraordinaryALX**

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How to get marketing materials

Contact Melanie Fallon at the

Alexandria Visitor Center

mfallon@visitalexandria 703-746-3301

for posters and rack cards

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How to handle press inquiries

Direct to Claire Mouledoux at Visit Alexandria
cmouledoux@visitalexva.com 703-652-5367

Claire coordinates with PBS,
the City government, and local sites and partners

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Early Indicators

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Visit Alexandria Mercy Street Press Coverage

110 Mercy Street press hits so far, including:

- Los Angeles Times, Afa.com, Preservation Magazine, Pittsburgh Tribune-Review
- Washington Post, Washington Times, Washingtonian, Northern VA Magazine

Hundreds of stories on the series itself

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Premiere drew 3.3 million viewers

- Exceeds initial expectations of PBS
- 15% higher than the average viewership for “Sherlock”
- 500,000 more watched online
- The early digital premiere of *Mercy Street* is the number one rated digital premiere *ever* for PBS

**Visit Alexandria has a sponsorship spot
on each episode**

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Visit AlexandriaVA.com during premiere episode

- 300% increase in visits
- 70% first-time visitors

Visit Alexandria Blog

- Mercy Street 2nd most popular blog post of FY16
- Average time on page 5 minutes, +50%

54% pageviews from outside DC region

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Visit Alexandria live tweeted east coast and west coast premieres

- 710% increase in retweets
- 350% increase in likes
- 124% increase in link clicks
- 746% increase in impressions with
over 160K in a 24 hour period

**Mercy Street was a trending topic on Twitter
throughout that weekend**

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Sold Out Programs

- Carlyle House
- The Lyceum
- The Athenaeum
- Alexandria Black History Museum



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Season 2?



- Governor announced filming plans
- Hoping for official PBS announcement soon