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
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.
Visitor Information

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

VisitAlexandriaVA.com/MercyStreet
Visitor Information

Alexandria Visitor Center
221 King Street
(703) 746-3301

Rack cards

Posters
Visitor Information

Social Media

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

blog.VisitAlexandriaVA.com
PBS Information

Series information, episodes and content

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

Social Media

Hashtag  #MercyStreetPBS
Twitter   @PBS
Instagram @pbsofficial
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
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.
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.
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.
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.
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
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.
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.
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
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)
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/](http://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/](http://www.pbs.org/anywhere/home/)
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)
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.”
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
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

Photo Courtesy of Antony Platt/PBS. MERCY STREET Premieres Sunday, January 17 on PBS
What are some of the sites I can visit?

- Mansion House Hospital (exterior view)
- Carlyle House
- Stabler-Leadbeater Apothecary Museum
- Alexandria Black History Museum
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
If I have just an hour or two, what should I do first to explore the stories told in Mercy Street?
Mansion House Hospital - Exterior

133 N. Fairfax St.
Mansion House Hotel
Owned by Green Family;
Becomes Mansion House Hospital

Green Family Home
Carlyle House
# The Real Mansion House from PBS’ Mercy Street

## Carlyle House Property Through the Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1752</td>
<td>Carlyle House Built</td>
</tr>
<tr>
<td>1848</td>
<td>James Green Buys Property</td>
</tr>
<tr>
<td>1855</td>
<td>James Green Expands Hotel</td>
</tr>
<tr>
<td>1970s</td>
<td>Hotel Addition Removed</td>
</tr>
</tbody>
</table>

- **1752**: Carlyle House Built
  - *Back View, looking Northwest*
  - By the 1790's, the Potomac River gets filled in, creating present-day N. Lee St.
- **1848**: James Green Buys Property
  - Green lives in Carlyle House; turns the former Bank of Alexandria into Mansion House Hotel
- **1855**: James Green Expands Hotel
  - In 1861, Hotel becomes Mansion House Hospital during Civil War
- **1970s**: Hotel Addition Removed
  - Marks still visible where central hotel addition was removed

See [VisitAlexandriaVA.com/MercyStreet](http://VisitAlexandriaVA.com/MercyStreet) for more information plus Mercy Street-inspired tours, exhibits and events.
Mansion House Hospital - Exterior

133 N. Fairfax St. today

During Civil War
Mansion House Hospital - Exterior

^ 133 N. Fairfax St. today

^ During Civil War

Set in Petersburg >
Carlyle House

Green family home

Exhibit *Who These Wounded Are: The Extraordinary Stories of the Mansion House Hospital*
Stabler-Leadbeater Apothecary Museum

Green Family Exhibit
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
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)
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
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
How do I get involved?

Create a cocktail, menu item, event, watch party or other Mercy Street-inspired activity or promotion
Some Dos and Don’ts
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
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
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.
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
How to get marketing materials

Contact Melanie Fallon at the Alexandria Visitor Center
mfallon@visitalexandria 703-746-3301
for posters and rack cards
How to handle press inquires

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
Early Indicators
Visit Alexandria Mercy Street
Press Coverage

110 Mercy Street press hits so far, including:

• Los Angeles Times, Afar.com, Preservation Magazine, Pittsburgh Tribune-Review

• Washington Post, Washington Times, Washingtonian, Northern VA Magazine

Hundreds of stories on the series itself
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
VisitAlexandriaVA.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
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
Sold Out Programs

• Carlyle House
• The Lyceum
• The Athenaeum
• Alexandria Black History Museum
Season 2?

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