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1210 San Antonio • Austin, TX 78701 • P.O. Box 2131 • Austin, TX 78768-2131  
512-478-8753 • 800-456-5974 • 512-478-0519 FAX

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**Contact:** Jody Seaborn  
(512) 478-8753  
[jodys@county.org](mailto:jodys@county.org)

## **Texas Association of Counties Launches Initiative to Tell the Stories Behind County Government**

**AUSTIN** — The Texas Association of Counties (TAC) has launched Texas County Storytellers, a new statewide initiative aimed at amplifying the voices and experiences of county officials, employees and residents across all 254 Texas counties.

This multimedia campaign highlights the dedication, creativity and problem-solving at the heart of county government, sharing real-world stories through written, audio and video formats.

Texas counties provide essential services every day, yet much of that work happens behind the scenes. Texas County Storytellers seeks to change that by showcasing the people behind the policies and programs that make life better in communities from the Panhandle to the Gulf Coast.

The initiative's inaugural feature, "[Dust, pavement and the price of progress,](#)" explores how De Witt County and neighboring communities in the Eagle Ford Shale region joined forces to secure crucial state funding to repair and maintain roads affect by energy industry traffic. Published on TAC's website, [county.org](#), and in TAC's quarterly magazine, [County](#), the article illustrates the ingenuity and cooperation county leaders bring to complex challenges.

"Every county has a story worth telling," TAC Executive Director Susan M. Redford said. "Through Texas County Storytellers, we're creating a living archive that honors those experiences and helps Texans better understand the role county government plays in their lives."

"When counties share their stories, the whole state benefits," she added.

The campaign was inspired by Wise County Judge J.D. Clark, who called for elevating storytelling in county government during his 2025 swearing-in as president of the National Association of Counties.

To learn more, visit [county.org/texascountystorytellers](https://county.org/texascountystorytellers).

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