

THE HISTORY PRESS: PUBLICATION PROPOSAL

This form is to be used by individuals or groups wishing to propose titles to The History Press for the publisher's consideration for publication.

Please note that the primary purpose of the form is to allow the publisher to determine whether the proposed publication has an audience substantial enough to justify the significant investment involved in publishing it. For this reason, it is extremely helpful if an honest and detailed analysis of the possible market for the proposed publication accompanies a description of its concept or proposed content.

Please include as much supporting information as you feel is helpful. If your manuscript is complete, please send it with the proposal. If your project is in the conceptual stage, please describe it as fully as possible.

Note: We recommend that you save a copy of this form for your own future reference.

PROPOSED BOOK TITLE & SUBTITLE: **Murder & Mayhem in Stark County**

(To aid book sales, title should prominently feature the name of the geographic area covered in the book.)

Name: Kimberly Kenney	E-mail: curator@mckinleymuseum.org
FedEx shipping address (no PO boxes): [redacted]	Home phone: N/A Cell phone: [redacted]
Postal mailing address (if different than above):	Work phone: 330-455-7043* Please place an asterisk (*) next to the number where you prefer to be contacted.
Preferred form of communication: ___phone ___X_e-mail ___both	Please state your full, legal name, including any middle names, and give place and date of birth (necessary for Library of Congress registration): Kimberly A. Kenney

If you plan to have one or more coauthors, please include their contact information, including phone number; e-mail address; full, legal name, including any middle names, and place and date of birth; and shipping/ mailing address, below:

PART I: THE AUTHOR

The History Press strives to work with locally connected individuals and organizations. Below are some questions that provide insight into why YOU are the right author(s) for your community/topic. While information related to academic degrees and careers can be helpful, how you are connected to your community or the topic about which you are writing is more important.

1. **Current professional position:** Assistant Director & Curator of the McKinley Presidential Library & Museum
2. **Past positions or occupations; educational background:** I have held the position of Curator here since 2001. I was promoted to Assistant Director in April 2017, a position that was created for me as I transition to Executive Director when our current Executive Director retires. I have a Master's Degree in History Museum Studies. I am also an adjunct professor at the University of Mount Union where I teach an introduction to museum studies.
3. **Name of organization involved (where relevant):** McKinley Presidential Library & Museum
4. **Please list any affiliations and describe your role within historical organizations, societies, museums, and community groups relevant to the proposed publication. If applicable, state the level of the group's involvement with this project:** As Assistant Director & Curator, I am considered "senior staff" at the Museum.
5. **Previous works published, including books, articles, videos, exhibits, and any other projects:** I have published four books with Arcadia Publishing about Canton History. I have also published a book called *Interpreting Anniversaries & Milestones at Museums and Historic Sites* through Rowman & Littlefield. I also published *Through the Lens: The Photography of Frank Dick* as a companion book to an exhibition here at the museum. Please see my resume for a complete list of my articles and exhibitions.
6. **Please describe any forthcoming works, including books, articles, videos, exhibits, and any other projects currently under contract or under review. Please list projected publication dates for any books.** *Stark County Food: From Early Farming to Modern Meals*, with co-author Barbara Abbott, is scheduled for an April 2019 release.
7. **If you have not published in the past, please list any similar projects that have required research, writing and a high level of coordination.** N/A
8. **Either attach a curriculum vitae/resume or list any additional biographical detail that you think is relevant to the consideration of the proposed publication.** Resume attached.
9. **Please provide the name and contact information of at least one community reference who lives in the area of your proposed book topic. Preferably, this would be a community leader who has lived and worked in the area for at least 10 years.** Gary Brown recently retired after more than 40 years as a reporter for *The Repository*, our local newspaper. He will continue writing a column called The Monday After, which features historical topics. We have worked closely together for the past 15 years. His contact information is gary.brown.rep@gmail.com.
10. **How did you hear about The History Press?** I have known about The History Press for years. As an Arcadia author, I was informed when the two publishing companies merged.

PART II: THE PROPOSED PUBLICATION

1. **Please describe the content of the proposed work (between 150 and 300 words is sufficient). Include details about any major people, places, or events that hold significance for the history of the town, city, or region.**

This book will be a unique mix of both high profile crimes and those that have been forgotten to time and never written about before in Stark County. Each chapter will explore a different crime, and the chapters will be presented chronologically. My chapter proposal includes a summary of each crime, which will be expanded upon based on detailed coverage in contemporary local newspaper accounts. The most widely known crimes, the “Triple Hanging” of three teenage boys in 1880 and the murder of President McKinley’s brother-in-law George Saxton, are the hooks which will draw people into this book. The other murders will be treated just as seriously, and will be full of the “juicy details” expected in a true crime book. Most involved a husband killing a wife, but there is one interesting case where a wife killed her husband in self-defense, but was convicted of manslaughter anyway and later pardoned by the governor. There is also a son who poisoned his father, and a man who was thrown out of a saloon and slit the owner’s throat.

2. **Please enter or attach a working Table of Contents as you currently envision it. Please also submit at least five sample images.**

Chapter summaries are attached.

3. **Indicate the total number of words the work has or will have when complete:** 25,000 – 30,000
Important note: please do not indicate the extent of your work in terms of the number of printed pages—every printed page has a different word count depending on the type, type size and margins.

4. **Will you be able to supply the text as an electronic file? (Microsoft Word recommended)** Yes

5. **Please indicate the total number of illustrations that the work contains or will contain when complete:** Due to the nature of the subject matter, there are not a lot of photos available. I hope to find 20 or so, but I could include more if headlines are acceptable as images.

6. **Please list the primary sources for these illustrations. (For example: newspaper archives, original photographs from private collection, etc.)** Newspaper archives and possibly court records when necessary.

7. **It is the author’s responsibility to obtain consent to use the images that appear in his/her book. Have you confirmed that the rights to the photographs are cleared or readily obtainable?** Yes

8. **Do you believe that it is necessary to create or obtain additional illustrations, and if so, what kinds of illustrations?** No

9. **Will you be able to supply the illustrations as original images or digital scans (or both)?** Digital scans

10. **Are you currently presenting your proposed publication to other publishers?** No

11. **Has any part of your proposed publication been published in the past in any form?** The Triple Hanging was briefly discussed in my book *Canton: A Journey Through Time*.

PART III: AREA & AUDIENCE

1. Please describe the geographic area covered in your book:

The book covers all of Stark County, with crimes committed in Canton, Massillon. Alliance, and Brewster specifically.

2. Please describe the geographic range of your audience (where are they located?), and list any specific audience groups or demographics you may have in mind. What types of people or local interest groups will want to read your work?

Having published so many local history books, I now have a “following” who would be interested in reading a new book. I believe that the topic will attract a more broad audience than my previous books, because of the salacious nature of many of the murders.

3. Please list publications that are similar to or could be considered to compete with your proposed publication. If people would like to buy a book on the subject matter you are covering, which titles would they buy?

A Woman Scorned: The Murder of George Saxton -- A True Crime Melodrama was released in 2011, which focused on just one of the murders I plan to discuss. There is an out-of-print fictionalized account of the Triple Hanging called *The Black Minute* that continues to be in high demand. This will satisfy that demand.

4. How does your proposed publication differ from the other available publications?

Only one chapter of my book will overlap with *A Woman Scorned*. *The Black Minute* is no longer available.

PART IV: SCHEDULE

1. What do you anticipate as the earliest possible completion date for your work on the proposed publication?

I am flexible regarding the timeline. As I understand it, there is a “waiting period” between books. I am willing to set deadlines at the convenience of your schedule.

2. Is your local subject area regarded as a popular regional tourist destination? If so, which aspects draw visitors and during which time(s) of year?

Yes, we are a tourist area for presidential history. A chapter on President McKinley’s brother-in-law’s murder might be of interested to tourists, with a peak season roughly May to October.

3. Please list any major events in the area that we should consider when planning the release date for the proposed publication. If the publication of your book **MUST** be tied to a specific event, please communicate that expectation here. These events include festivals, celebrations, and local anniversaries. Please also include reasons why each event will be an opportunity to promote or sell your book. For example, what type of sales opportunities will there be? Are there booth rentals available for authors, opportunities to hand out fliers, etc?

<i>Event</i>	<i>Date(s) of event</i>	Contact details (website, telephone number, contact name, etc.)	Local insight
<i>Anytown's Annual Flower Festival</i>	<i>First week of May</i>	<i>Bob Smith, organizer (123) 456-7890 Anytownflowerfest.com</i>	<i>Attracts thousands of people each year. The historical society sets up a booth where they will be able to sell the book.</i>

PART V: SALES AND MARKETING

We require authors to be active partners in helping us promote and sell their books locally. We have strong evidence that links strong book sales to engaged authors, and we want your book to be as successful as possible. This section is designed to illuminate sales opportunities in your area. Please be sure to include any personal contacts or connections you have at these outlets; we have found that an author's relationships with local businesses and business owners help significantly with book placement. Please provide as much information as possible. This section will be a key factor in determining if your project is commercially viable.

Please do not list any national chain retailers. We have longstanding business relationships with Barnes & Noble, Walgreens, etc. At this stage, you do not need to contact the local retailers on your list.

1. Please list *independent bookstores* in the area. Please provide a contact name, address, your local insight, and personal connections for each:

<i>Business name</i>	<i>Contact person and affiliation to business (if known)</i>	<i>Address/City/State/Zip Phone ###.###.###</i>	<i>Local insight and personal connection</i>
<i>Sally's Books</i>	<i>Sally Smith, owner</i>	<i>321 S. Main Street Anytown, DC 98765 (123) 456-7890</i>	<i>Local bookstore with café. It's a popular hangout and could be great for a signing. Owner Sally is the treasurer of the historical society.</i>

2. Please list gift shops and pharmacies in the area. Please provide a contact name, address, your local insight, and personal connections for each:

<i>Business name</i>	<i>Contact person and affiliation to business (if known)</i>	<i>Address/City/State/Zip Phone ###.###.###</i>	<i>Local insight and personal connection</i>
<i>Joe's Drugs (pharmacy)</i>	<i>Joe Smith, owner</i>	<i>321 S. Main Street Anytown, DC 98765 (123) 456-7890</i>	<i>Town pharmacy that carries local themed products. Owner Joe is my brother-in-law.</i>
Avenue Arts Marketplace	Tricia Ostertag, Manager	324 Cleveland Ave NW Canton, OH 44702 (234) 410-3475	Art gallery that focuses on local products / artists. Also sell music (CDs), books, and magazines by local musicians and authors. Operated by ArtsInStark, our county-wide arts council.
Davies Drugs	Fettman Family	2915 Tuscarawas St W, Canton, OH 44708 (330) 454-5151	Locally-owned business, history minded
Fulton Drugs		1657 25th St NW, Canton, OH 44709 (330) 456-2476	Locally-owned business

3. Please list *hardware stores* in the area. Please provide a contact name, address, your local insight, and personal connections for each:

<i>Business name</i>	<i>Contact person and affiliation to business (if known)</i>	<i>Address/City/State/Zip Phone ###.###.###</i>	<i>Local insight and personal connection</i>
<i>Smithfield Hardware</i>	<i>Bob Smithfield</i>	<i>321 S. Main Street Anytown, DC 98765 (123) 456-7890</i>	<i>Store has been around for 80 years; all locals shop here. Bob is the president of the chamber of commerce.</i>
Hartville Hardware		1315 Edison St NW, Hartville, OH 44632 330-877-3631	Locally-owned hardware store, billed as “American’s Largest Hardware Store.” It was founded in 1947.

4. Please list any *community organizations*—*historical societies, chambers of commerce, local history museums, etc.*—in the area that could sell the book. Please provide a contact name, address, your local insight, and personal connections for each:

<i>Organization name</i>	<i>Contact person and affiliation to organization (if known)</i>	<i>Address/City/State/Zip Phone ###.###.###</i>	<i>Local insight and personal connections</i>	<i>Are you an active member?</i>
<i>Anytown Historical Society</i>	<i>Jill Smith, president</i>	<i>321 S. Main Street Anytown, DC 98765 (123) 456-7890</i>	<i>They plan to purchase 400 books to sell at the town’s bicentennial celebration.</i>	<input type="checkbox"/> yes <input type="checkbox"/> no
McKinley Presidential Library & Museum	<i>Cindy Sober, Museum Shoppe Manager</i>	800 McKinley Monument Dr NW Canton OH 44709 330-455-7043	Kim Kenney’s employer	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no
Canton Classic Car Museum	<i>Char Lautzenbieser</i>	123 6th St SW, Canton, OH 44702 (330) 455-3603	Museum of Canton nostalgia, not just cars	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Massillon Museum	Alex Coon	121 Lincoln Way E, Massillon, OH 44646 (330) 833-4061		<input checked="" type="checkbox"/> yes <input type="checkbox"/> no

Canton Museum of Art	Max Barton	1001 Market Ave N, Canton, OH 44702 (330) 453-7666	Has a gift shop	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Alliance Historical Society		840 N Park Ave, Alliance, OH 44601 (330) 823-1677		<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Aultman Hospital Shop		2600 6 th St SW Canton, OH 44710		<input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Letterpress Jess	Jess Bennett	429 4th St NW, Canton, OH 44702 (330) 754-4667	New gift shop	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no

5. Please list *other unique sales opportunities* that may not fit into the categories above. For example, is there a popular salon, grocery store, café, or the like that has a special presence in your community and could sell the book? Are there walking tours, historic sites, or lecture series that could present unique sales opportunities? Please provide a contact name, address, your local insight, and personal connections for each:

<i>Business name</i>	<i>Contact person and affiliation to business (if known)</i>	<i>Address/City/State/Zip Phone ###.###.###</i>	<i>Local insight and personal connection</i>
<i>City Diner</i>	<i>Jane Doe</i>	<i>321 S. Main Street Anytown, DC 98765 (123) 456-7890</i>	<i>Diner has been open for 60 years. Owner Jane is passionate about local history and has promised to put a display of books at the register.</i>
Joseph Saxton Gallery	Tim Belden	520 Cleveland Ave NW Canton, Ohio 44702 330.438.0030	Located in historic building downtown, has a small shop
Avenue Arts	Tricia Ostertag	324 Cleveland Ave NW, Canton, OH 44702 (234) 410-3475	There are around 20 rental studios for artists and artisans. See previous description.
Gervasi Vineyards Marketplace	Nichole Cardinale	1700 55 th St NE Canton, OH 44721	The Marketplace is a unique and popular gift shop located on the grounds of Gervasi Vineyards.

6. Reflecting on the retailers provided above, please list the ones you think would be interested in hosting book signings, presentations, lectures, etc. to help promote your book. Please rank in order of priority for where you'd like to attend author events.

McKinley Presidential Library & Museum
Stark County District Library - Local Author Speaker Series

7. Do you, or an organization with which you are affiliated, plan to buy copies of the work to re-sell to your own audience? If 'yes', do you know approximately what quantity you would require? Would you be willing to approach local organizations to secure purchase commitments?

8. We often find that businesses that were operating decades ago are still functioning today and are perfect locations to target for book sales! Please list any buildings, locations and stores you plan to feature in your book that are still in operation. There may be some that come out during the research of this book. I will keep this angle in mind.

9. Are you willing and able to assist us with promoting the proposed publication, for example by attending book signings and taking part in interviews? Yes

10. We receive calls and requests from the media asking if they can contact authors directly. If your proposal is accepted and published, would you be willing to allow us to share your telephone number and/or e-mail address if we receive a request from a reporter or other media contact?

X Yes, it is okay to give my telephone number to media.

X Yes, it is okay to give my e-mail address to the media.

OR

_____ No, I want all communications with the media to be routed through The History Press.

11. Are there local business owners, book vendors, community leaders or other relevant influential people with whom you have connections or associations? Please list and describe those relationships.

Ally Bussey, President, Visit Canton (Convention & Visitors Bureau)

Alex Coon, President, Massillon Museum

Char Lautzenheiser, Manager, Canton Classic Car Museum

Doug Bennett, Owner, JAB Advertising

Jess Bennet, Owner, Letterpress Jess

Janet Weir Creighton, Stark County Commissioner

Al Albacete, Executive Director Emeritus, Canton Museum of Art

Max Barton, Director, Canton Museum of Art

12. Please provide information on local news outlets that may be willing to review or mention your book, such as local newspapers, radio stations, websites and blogs, magazines, and newsletters (church, synagogue, community organization, etc). If you have a personal connection with any local media, please also list those details below.

<i>Media outlet</i>	<i>Contact person and affiliation to outlet (if known)</i>	<i>Address/City/State/Zip Phone ###.###.### Website/E-mail Address</i>	<i>Local insight and/or personal connection</i>
<i>Anytown Today</i>	<i>Jane Doe, creator/ blogger</i>	<i>(123) 456-7890 <u>www.anytowntoday.com</u> <u>jdoe@anytowntoday.com</u></i>	<i>Popular community blog. They cover local events and news.</i>

The Repository	<i>Gary Brown</i>	Gary.brown.rep@gmail.com	He is recently retired but still writes a Monday column focused on historical topics
About Magazine	Kelsey Reinhart	https://www.aboutstark.com/	
Alliance Review		http://www.the-review.com/	
Massillon Independent		http://www.indeonline.com/	
WHBC	Pam Cook Gary Rivers	http://www.whbc.com/	I have been on shows with Pam and/or Gary in the past

13. Do you have your own website, blog, Twitter, Facebook, and/or Tumblr account, or belong to any other social networking sites? Please list, including your URLs and/or handles. With the growing strength of social networking sites, we strongly encourage you maintain an active social media/online presence to aid in promoting your book.

The McKinley Presidential Library & Museum has a strong presence on Facebook and Instagram.

14. If your project is accepted, are you willing and able to maintain an online presence?

Yes No

If NO, please explain:

15. If your project is accepted, are you interested in contributing to Arcadia's blog? Yes

16. Please briefly list the 10 most interesting highlights from your book. Ask yourself why someone in your community or with the local media would be interested in your book. What is going to excite them? **Note: the items you list below will LIKELY be used in the written materials for your book, if the proposal is accepted, so please be accurate and provide complete sentences.**

Examples:

- A portion of the profits from the sale of the book are being donated to a special organization.
- The majority of the images have been donated from private collections of local residents.
- The book traces the history of Sumter County through vintage photographs.
- Sumter County's most notable landmarks, including schools and churches, are featured in the book.
- The book celebrates the lives of the ordinary men and women who have worked in the farms, mills, and businesses of Sumter County.
- The book celebrates the contributions of minorities in Sumter County.

1. This book brings to life crimes of the past through contemporary accounts from trials, confessions, and coverage of executions. The sensationalist nature of the topic will no doubt be popular.

2. Many of the cases discussed in this book have never been written about before, which will make them fresh

stories to the community.

3. George Saxton's alleged murderer Annie George had previously sued him for breach of promise after he refused to marry her after she obtained a divorce. Although it was widely believed that she killed him, she was NOT convicted. No one else was ever arrested. This story has long fascinated the Canton community and still resonates today.
4. The Triple Hanging of three teenage boys convicted of murder (two for one murder, one for a different murder) caused near hysteria in Canton as people flocked from throughout northeast Ohio to participate in a "circus like" atmosphere before and after the executions. The hangings were actually listed in a calendar of events in the local newspaper.
5. Amelia Richardson's story is a sad one. She was the victim of domestic abuse, yet she was still convicted of manslaughter in spite of the fact that she acted in self-defense. She was ultimately pardoned, but served a year in prison.
6. The Richardson case marked the first use of expert scientific witnesses in a Stark County trial, which generated a lot of interest at the time. I believe readers will find this early look at forensics interesting as well.
7. This book will demonstrate how some of these local crimes became statewide and even national news stories.
8. The coverage of Henry Popp's trial reflected the opinion of immigrants at the time, with one story quoting him entirely in dialect.
9. Some of the trials have twists and turns that are indeed stranger than fiction.
10. The author is well known in the community and has established herself as an authority on local history. This book promises to sell well based on the subject matter and the author's reputation.