

# STORIES FROM THE HOMEFRONT ARC MAP-GUIDE EVALUATION

Washington, DC – May 2012

# Turbulent Times, Resilient Region

A major passageway between North and South campaigns, Appalachia faced constant invasion by troops and assault from guerrilla warfare. Residents confronted divided loyalties, persecution, suffering, strife, famine and death. An independent spirit, sense of humor and random acts of kindness helped Appalachians persevere. These stories champion unlikely heroes, inspiring leaders, industrious individuals, compassionate souls, and strong families hoping for a better future. Out of adversity came innovations, resolve, fortitude and a belief in honor and tradition that defines Appalachia today.

To learn more about these stories and get trip-planning information, go to [www.visitappalachia.com](http://www.visitappalachia.com).

ALABAMA MISSISSIPPI OHIO



**Occupied Territory**  
 Annapolis, MD  
 The Union Army converted this 1860 train station into a makeshift prison for Confederate soldiers, then as a Northern base of operations. On the third floor, graffiti from soldiers of both sides can be seen. Grounds also include steam engines, rail cars.



**Helping Hand**  
 Santee-Nacoochee Center - Santee, GA  
 John Glenn great-nephew and woodcut artist helped supply the army, but also provided sheltered work and food for Confederate soldiers and their families.



**From the Front Porch**  
 P.P. Boren House - Perryville Battlefield, KY  
 Henry Boren owned the house during the battle. The house still shows scars of war: bullet holes in the walls, blood-stained floors from lending the wounded. After the battle, Boren and his slaves buried the Confederate dead in two mass graves—now Perryville Battlefield State Park.



**Target Practice**  
 Hagerstown, MD  
 "Little Betsy," Hagerstown's symbolic weatherstone (plugged like a Hessian soldier) atop City Hall, could not escape war's violence: a Rebel sharpshooter used it for target practice, shoving it through the heart. The weatherstone now resides in the Jonathan Hager House and Museum.

**Continuing Education**  
 Clemson, SC  
 When war forced closure of nearby college, James Clinton Furman opened his campus to young women. The Greenville Baptist Female College thrived as students paid for tuition with bacon, eggs and land. Furman supplemented his income by growing corn and beef on his 1,200-acre estate. His home is open for tours.

**Principled Behavior**  
 Woodson Cemetery - Eliza, NY  
 When the Elmira Civil War Prison Camp opened in 1864, John W. Jones—a former slave and the first Underground Railroad station master—served as superintendent of Woodson Cemetery. Jones supervised the burial of dead Confederate soldiers—8,978 by war's end. Because of his meticulous records on each of the prisoners, Woodson Cemetery was designated a national cemetery.



**Secret Service**  
 The Old Mill - Upper Falls, TN  
 Local Unionists set up a secret government factory on the second floor of this mill. Lenses produced cloths for uniforms, while women sewed shoes for both Federal soldiers and the Tennessee Home Guard. The mill is now a restaurant.



**Tending the Sick**  
 The Tavern Restaurant - Abingdon, VA  
 Built in 1770, the Tavern has had many lives—as a bank, bakery and the town's first post office. During the Civil War, it was a small hospital for Confederate and Union soldiers. Charred numbers drawn to designate patients' beds are still evident on the plastered walls in the attic.



**Command Performance**  
 McKim House - Princeton, WV  
 Future U.S. President Rutherford B. Hayes and William McKinley both chose this house as their headquarters. Fighting looting by Union troops, Confederate supporter Mrs. McKim hosted on the front porch and pleaded successfully with officers to spare the house from fire.



**Dedicated to Service**  
 Vance Birthplace - WeaVER, NC  
 Brothers Zebulon and Robert Vance devoted their lives to public service. Zebulon served in the U.S. Congress before leading North Carolina's Confederate Home Guards and being elected as governor in 1862. Robert commanded Confederate forces until his capture in 1864. After the war, Robert served in the U.S. House of Representatives.

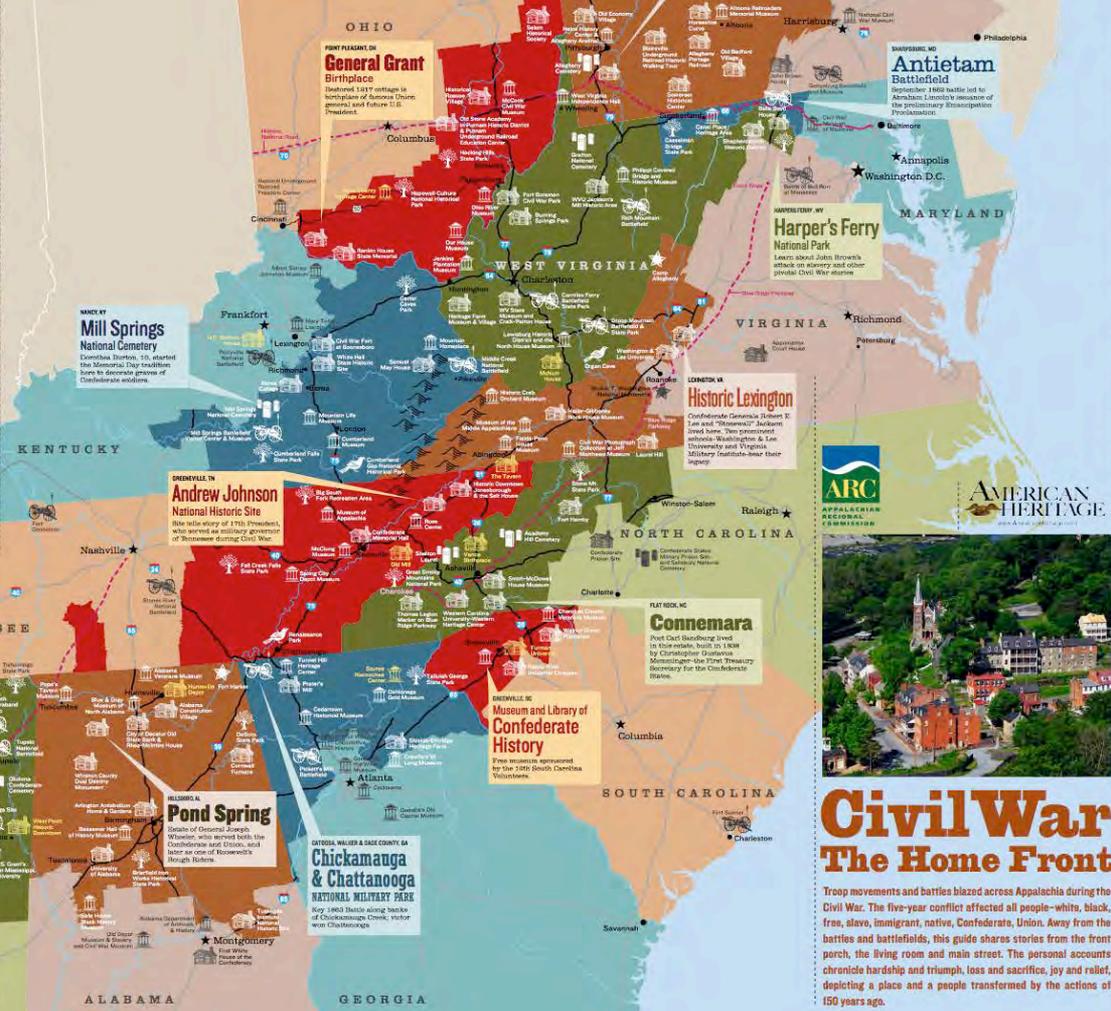


**Brices Cross Roads**  
 National Battlefield Site  
 Major General Nathan Bedford Forrest's agonizing, lost costly, Confederate victory.

**Pond Spring**  
 Estate of General Joseph Wheeler, who served both the Confederacy and Union, and later as one of Roosevelt's Rough Riders.



The Appalachian Region, as defined by Congress, is a 205,000-square-mile region that follows the spine of the Appalachian Mountains from southern New York to northern Mississippi.



- Key to Map Icons**
- Civil War Battlefield
  - State Park
  - Natural Park
  - Historical Site
  - Museum
  - National Cemetery
  - Military Park
  - Parkway

The icons are larger than actual scale for legibility and mark the referenced site's general location.



## Civil War The Home Front

Troop movements and battles blazed across Appalachia during the Civil War. The five-year conflict affected all people—white, black, free, slave, immigrant, native, Confederate, Union. Away from the battles and battlefields, this guide shares stories from the front porch, the living room and main street. The personal accounts chronicle hardship and triumph, loss and sacrifice, joy and relief, depicting a place and a people transformed by the actions of 150 years ago.

# APPALACHIA

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# VISIT

**NORTHERN APPALACHIA:** New York, Pennsylvania, Maryland



Hub of Activity

Founded by the Pennsylvania Railroad, Alabama quickly became a valuable transportation hub, building locomotives and using the famous Horseshoe Curve to navigate trains for crossing the Allegheny Ridge and ascending points west. Strategically located, Alabama hosted the 1860 Conference of Northern War Governors and also became a target by Confederates. **Allegheny Railroaders Memorial Museum - Altoona, PA**



## Soldier's Game

As reported in period newspapers, Civil War soldiers often played baseball for recreation. Morgan Bulkeley enlisted with the Thirteenth New York Volunteers, and may have shared the Brooklyn version of baseball with fellow soldiers. For his leadership in the early development of professional baseball after the war, this Civil War veteran is in the National Baseball Hall of Fame. **National Baseball Hall of Fame - Cooperstown, NY**



Local Correspondent

When Sam Tenny joined the Southern Army, prominent citizen Priscilla McKelvy recorded the event in the family journal. From 1850-1860, she documents arms activities, capture of her second son, behavior of occupying troops, Confederates and Union; visits to the front lines; and several journal items. View journal at the museum. **Gordon-Roberts House - Cumberland, MD**



## Power of the Pen

Prior to the 1860 Presidential election, 11-year-old Grace Bedell saw an image of a thin-faced Abraham Lincoln on a campaign poster. Grace wrote Lincoln a letter, encouraging him to grow a beard. Lincoln responded to Grace and did indeed grow whiskers. After the election, Lincoln stopped in Westfield to meet his correspondent. **Lincoln & Grace Commemorative Statue - Village of Westfield, NY**

**NORTH-CENTRAL APPALACHIA:** West Virginia, Ohio, Kentucky



## Risky Business

Using her feminine charm, Isabella (Belle) listened in on Union conversations to obtain information for Confederate Generals Ashby and "Stonewall" Jackson. Belle turned to espionage at 17 and despite several arrests, imprisonment, exile and betrayals, became one of the war's most notorious spies. Learn about the "Siren of the Shenandoah" at her childhood home. **Belle Boyd House - Martinsburg, WV**



## SEEKING INDEPENDENCE

This former Custom House hosted three major political gatherings leading to West Virginia's statehood: a pro-Union convention in May 1861 to discuss secession, the second Wheeling Convention in June 1861 to form the Restored Government of Virginia, recognized by Lincoln as the legitimate government for the state; and the Constitutional Convention, held November 1861 to February 1862, which led to the adoption of West Virginia's statehood on June 20, 1863. **Independence Hall - Wheeling, WV**



Safe Haven

Devoted to the antislavery movement, Presbyterian minister John Rankin wrote a series of letters denouncing slavery and ultimately sheltered 4,000 slaves escaping to freedom. His house, located on the banks of the Ohio River, became an important stop on the Underground Railroad and is now a National Historic Landmark. **Rankin House - Ripley, OH**

## The Passage Between

American Indians and buffalo inhabited the Gap before trackers, like Daniel Boone, discovered this geological out as a gateway through the mountains. From 1790-1850, more than 300,000 pioneers, cattle drives and stagecoaches used this mountainous pass. Soldiers displaced settlers during the War, as both sides fought for area occupation and control of the Virginia to Tennessee railroad. The conflict left this important terrain ravaged and desolate for decades. **Cumberland Gap National Historical Park - Middlesboro, KY**



Standing on Principal

John Rogers served as principal of a small colony and schoolhouse in Berea, founded in 1835 on values of business dignity, equality, peace and justice. The school provided an education to all students of great promise and limited economic means - white, black, boys and girls. Because of the Beremans' anti-slavery stance and loyalty to the Union, the group was banished from Kentucky in 1850. They returned three years later and the school became known as Berea College. **Berea College - Berea, KY**

**SOUTH-CENTRAL APPALACHIA:** Virginia, North Carolina, South Carolina, Tennessee



## Paying Respect

Moses Jacob Ezekiel, 18, purportedly became the first Jewish-American student at VMI in 1862. Two years later, he fought as a cadet in the Battle of New Market. He lost several friends on the battlefield that day. In tribute, master artist Ezekiel sculpted the statue, *Virginia Mourning Her Dead*, located on VMI's campus. Six of the 10 cadets killed at New Market are buried beneath the monument, their names inscribed on marble markers a few feet away. At the museum, see Ezekiel's small bronze of VMI Professor General "Stonewall" Jackson. **Virginia Military Institute (VMI) - Lexington, VA**



**Desperate Measures**  
Scarcity of salt, used to preserve meats and foods as well as make gunpowder, led to several local revolts. In January 1863, a gang of 50 Union soldiers and civilians ransacked the house of Col. Lawrence M. Allen, while his two 13 sons lay in bed. Nauchy, one of the more heinous acts of violence occurred the Shelton Laurel Massacre. **Colonel Allen House - Marshall, NC**

## Jar of Plenty

Lane Cunningham left Middle Tennessee to join the Union Army. He hid his only milk cow in a nearby cave to avoid slaughter, and provide milk and butter for his family. His wife, Catherine, chilled the family's heirloom buttermilk jar in a nearby stream. Often the contents disappeared, but the jar survived. Made by early potters, the jar is on display at the museum. **Museum of Appalachia - Clinton, TN**



## Legions of Defenders

Advocate for the Cherokee, William Holland Thomas became Chief of the North Carolina tribe in 1839. When he joined the Confederate Army in 1862, Thomas brought Cherokee recruits with him. "Thomas' Legion" of Cherokees and mountaineers protected local citizens from Union invaders and guerrilla warfare by keeping lookouts on top of this ridge. At war's end, Thomas negotiated for his men to return home with a weapon, to defend against continued insurgency. **Thomas' Divide, Blue Ridge Parkway, Milepost 464.5 - Cherokee, NC**



Booming Business

When prominent businessman went off to war, women often stepped out of traditional roles and into the family business. T. G. Gower's wife, Elizabeth, and daughter, Cordelia, assumed management of their successful South Carolina carriage factory for a year to produce much-needed wagons, caissons and ambulances for the Confederate Army. **Restored Healey Wheel Industrial Complex - Greenville, SC**

**SOUTHERN APPALACHIA:** Georgia, Alabama, Mississippi



**Powering the War**  
Pulverized produced guns, made ammunition and built boats, Cornwall Furnace, built in 1846 of local limestone, was first to supply iron for construction of Confederate cannons. In 1864, it survived two attacks by Union General Sherman's troops. You can see the 28-foot-high furnace, a National Historic Landmark, in northern Alabama. **Cornwall Furnace - Cedar Bluff, AL**

## THE GREAT CHASE

Civilian spy James Andrews planned to destroy the Western and Atlantic Railroad, a vital Confederate supply route. He disguised 21 Union soldiers in Confederate garb, stole the engine "General" and two boxcars, and raced north. Conductor and crew gave chase. Andrews' train ran out of steam near Tunnel Hill, Georgia, thwarting the plan. **Southern Museum of Civil War and Locomotive History - Kennesaw, GA**



Chivalry Abounds

Julia Grant, wife of Ulysses S. Grant, lived her daring but noble occupation of the war. When Confederate troops invaded Holly Springs, Gen. Van Dorn forbade entry to the house while she was inside. To make this Southern courtesy, Gen. Grant also restricted Union troops' access to the estate for the remainder of the war. **Walter Place Estate - Holly Springs, MS**



Saving the Farm

When Simon Shiloh died in April 1863, wife Charity received four horses, a mule, 17 bags, three cotton bales, 70 bushels of corn, and a single lot of sheep, cattle, and hogs. He two sons got the 800-acre farm. Charity operated the farm until her sons returned from battle. **Shiloh-Shiloh Farm - Jefferson, GA**

## The General Strategist

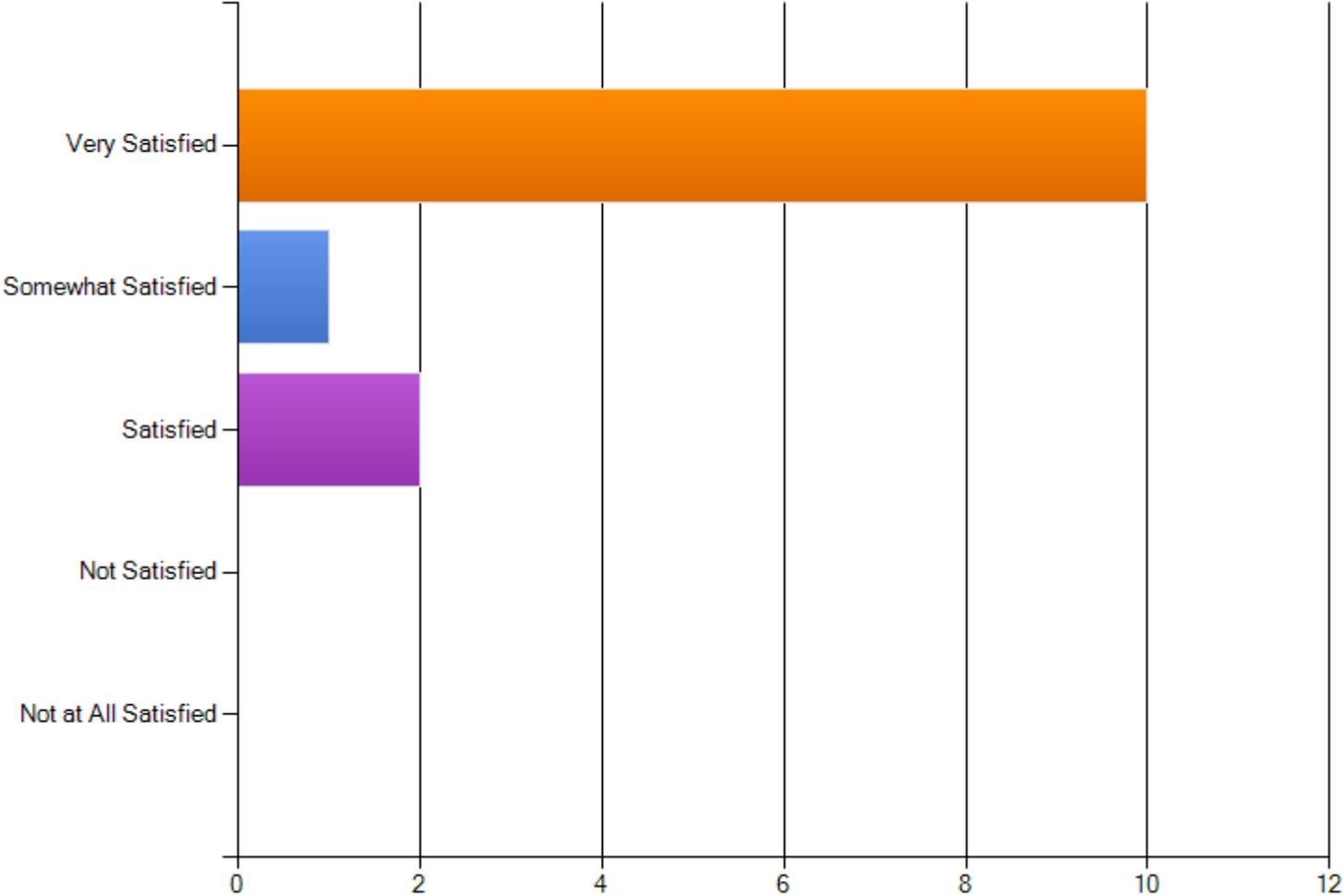
Union General Grenville Dodge often escaped slaves seeking protection to serve as laborers in Union-occupied Corinth. He actively recruited 1,000 male refugees, armed them and formed the 1st Alabama Infantry Regiment of African Descent to protect the newly formed town known as "Conraband Camp." Bronze figures, depicting the lives of these people considered "War's Conraband," surround the trail through the camp. **Corinth Conraband Camp - Corinth, MS**

### Timeline of the Civil War

- 1860 Nov 6 - Abraham Lincoln elected President
- 1861 Feb 22 - Fort Sumter, South Carolina
- 1861 Apr 4 - Battle of Bull Run
- 1861 Jun 20 - West Virginia becomes a state
- 1861 Sep 22 - Battle of Antietam
- 1862 Apr 4 - Battle of Shiloh
- 1862 Jul 1 - Battle of Vicksburg
- 1862 Sep 17 - Battle of Gettysburg
- 1863 Apr 4 - Battle of the Wilderness
- 1863 Jul 3 - Battle of Gettysburg
- 1863 Sep 8 - Battle of Appomattox
- 1864 Apr 9 - Battle of the Wilderness
- 1864 May 4 - Battle of Fort Fisher
- 1864 May 10 - Battle of the Crater
- 1864 May 19 - Battle of Cold Springs Station
- 1864 May 26 - Battle of the Clouds
- 1864 Jun 30 - Battle of the Crater
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# APPALACHIA

**Given the original concept, how satisfied are you with the final "Stories from the Home Front" map-guide?**



FREE CIVIL WAR MAP

# AMERICAN HERITAGE



SPRING 2011

Volume 61, No. 1



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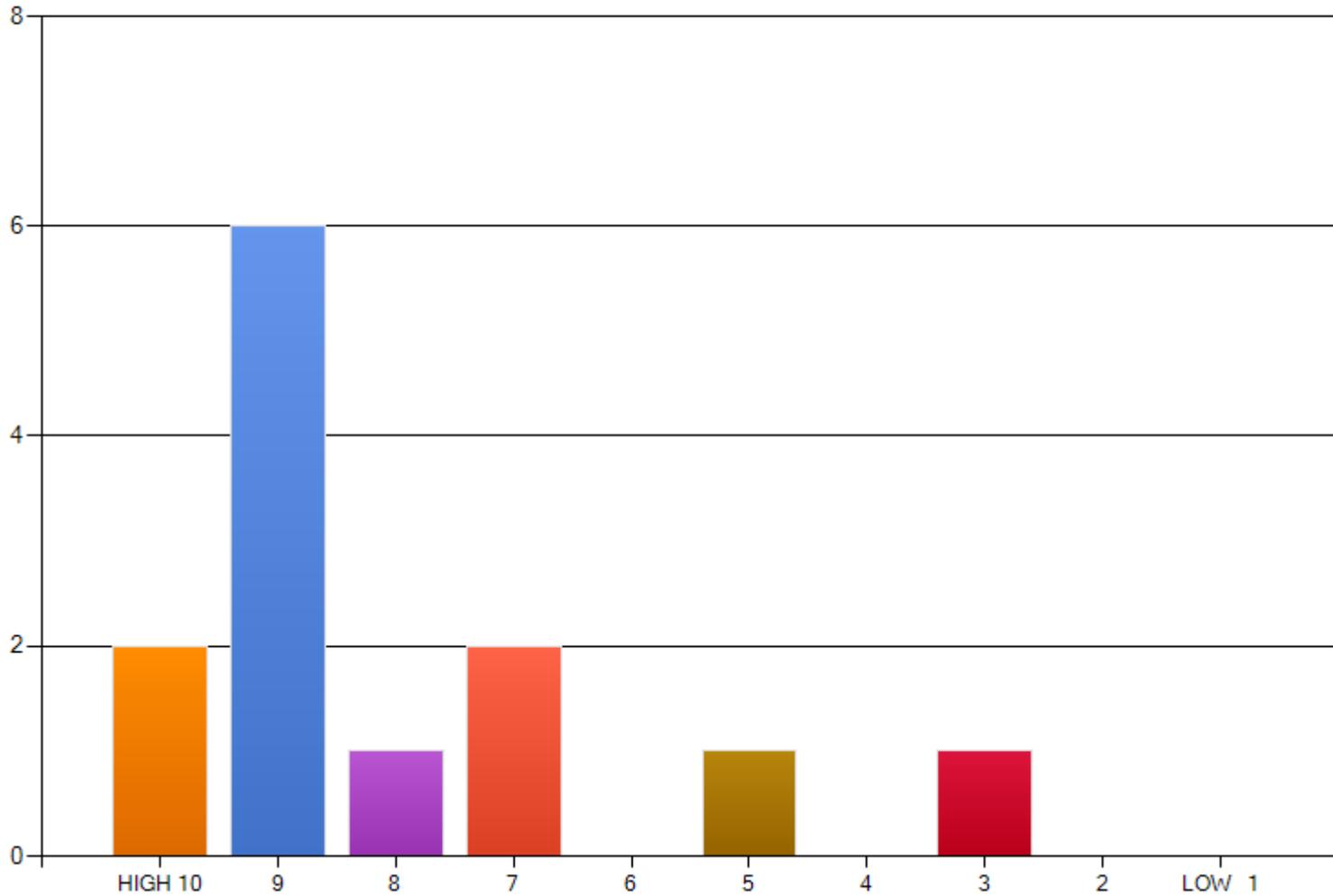


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On a scale of 1 - 10, with 10 as high, how well has the map-guide met your expectations as a regional promotional product?



# MEDIA EVALUATION:

APRIL 4-NOVEMBER 20, 2011



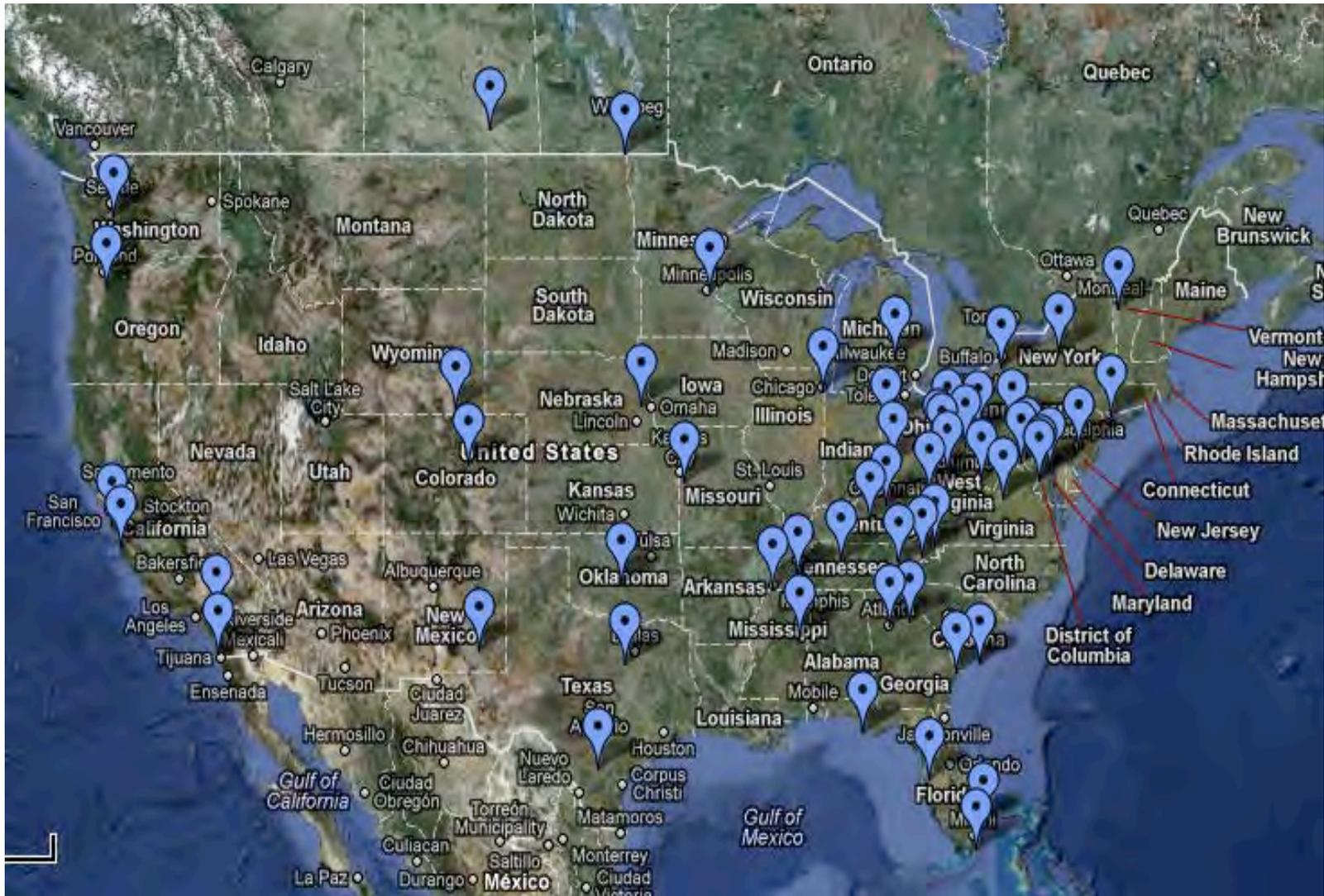
- 45 newspaper articles in the U.S. and Canada
- 15 segments on television
- Feature on National Public Radio
- Media coverage often expanded to online editions

Total Media Circulation = 11 million people

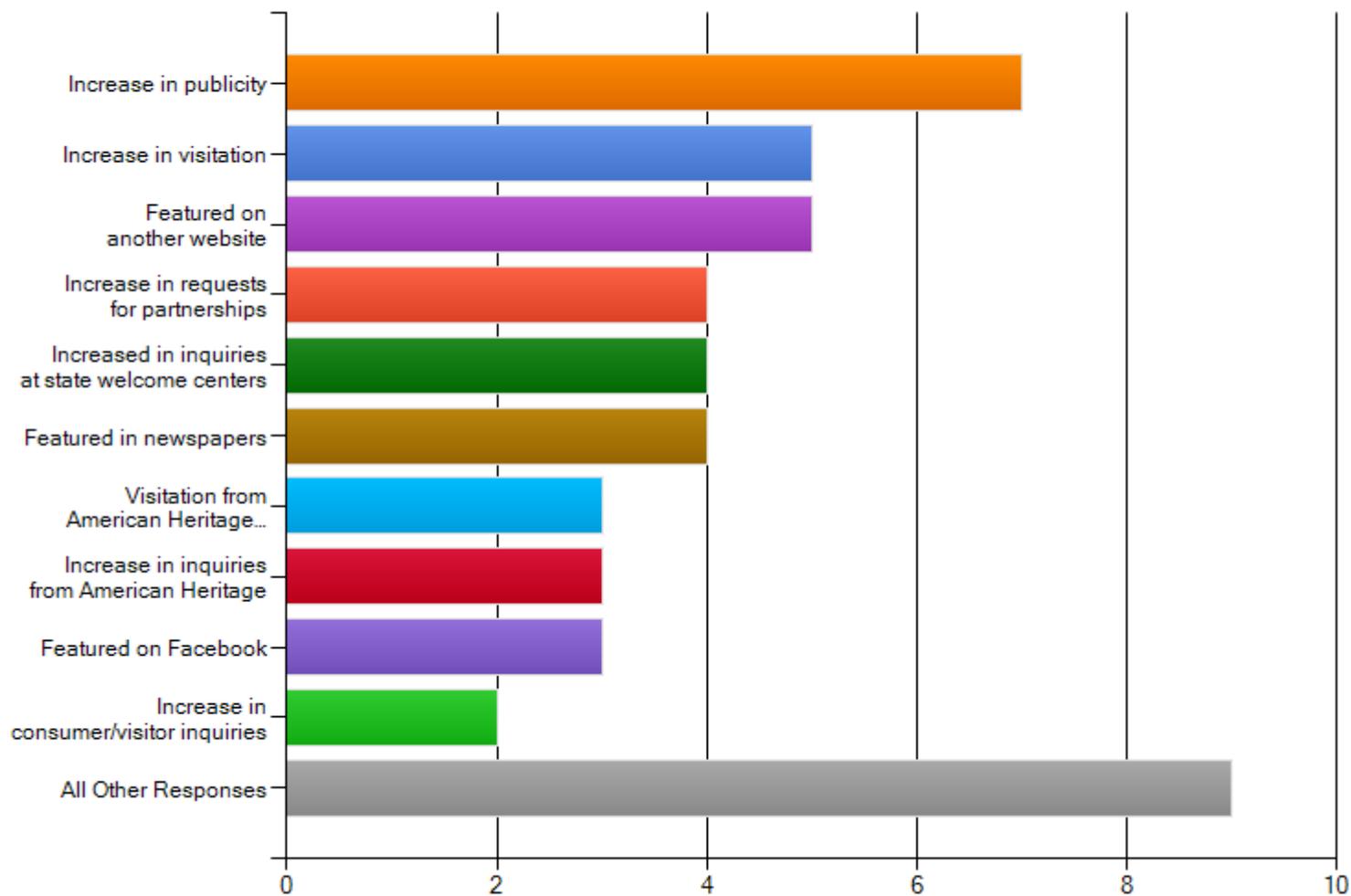
Online audience = 309 million

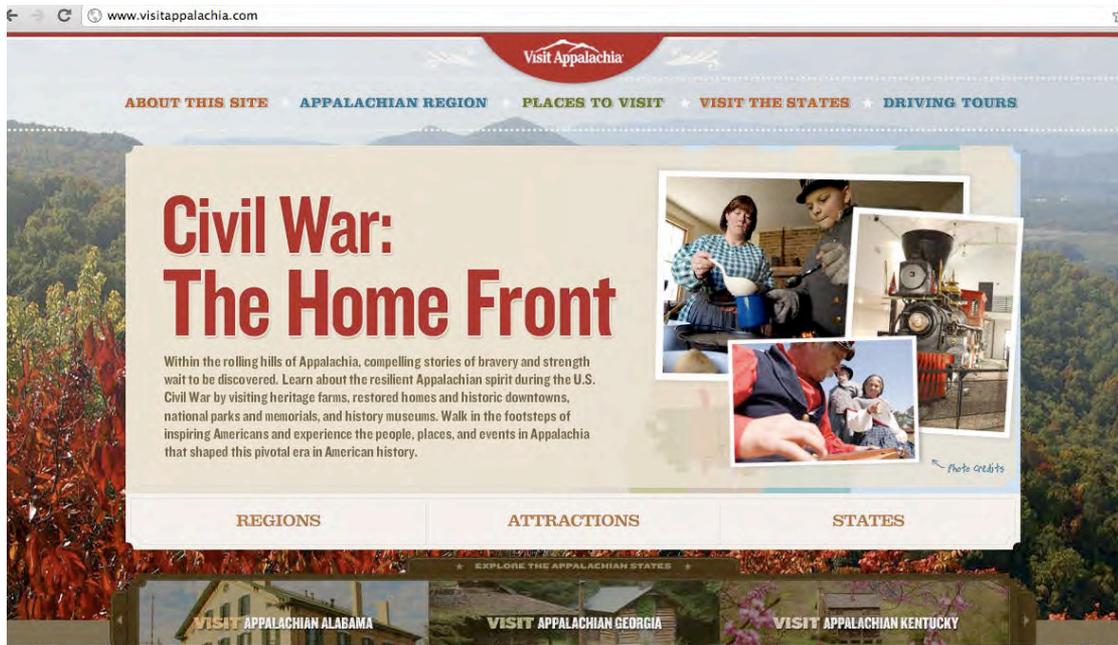


# Penetration of Map-Guide Media Coverage



**What has your state experienced since distribution of the map-guide. (Check all that apply)**

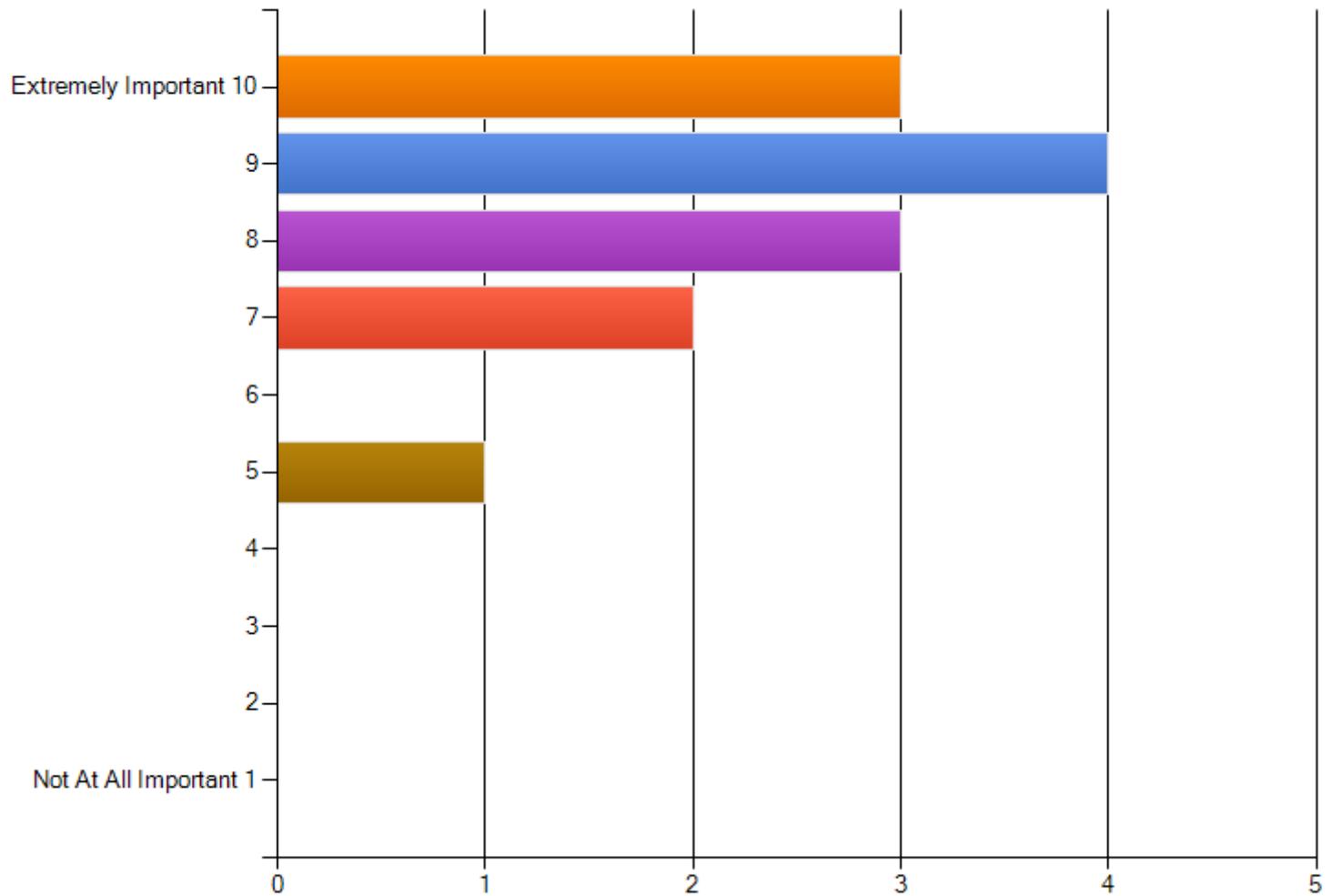




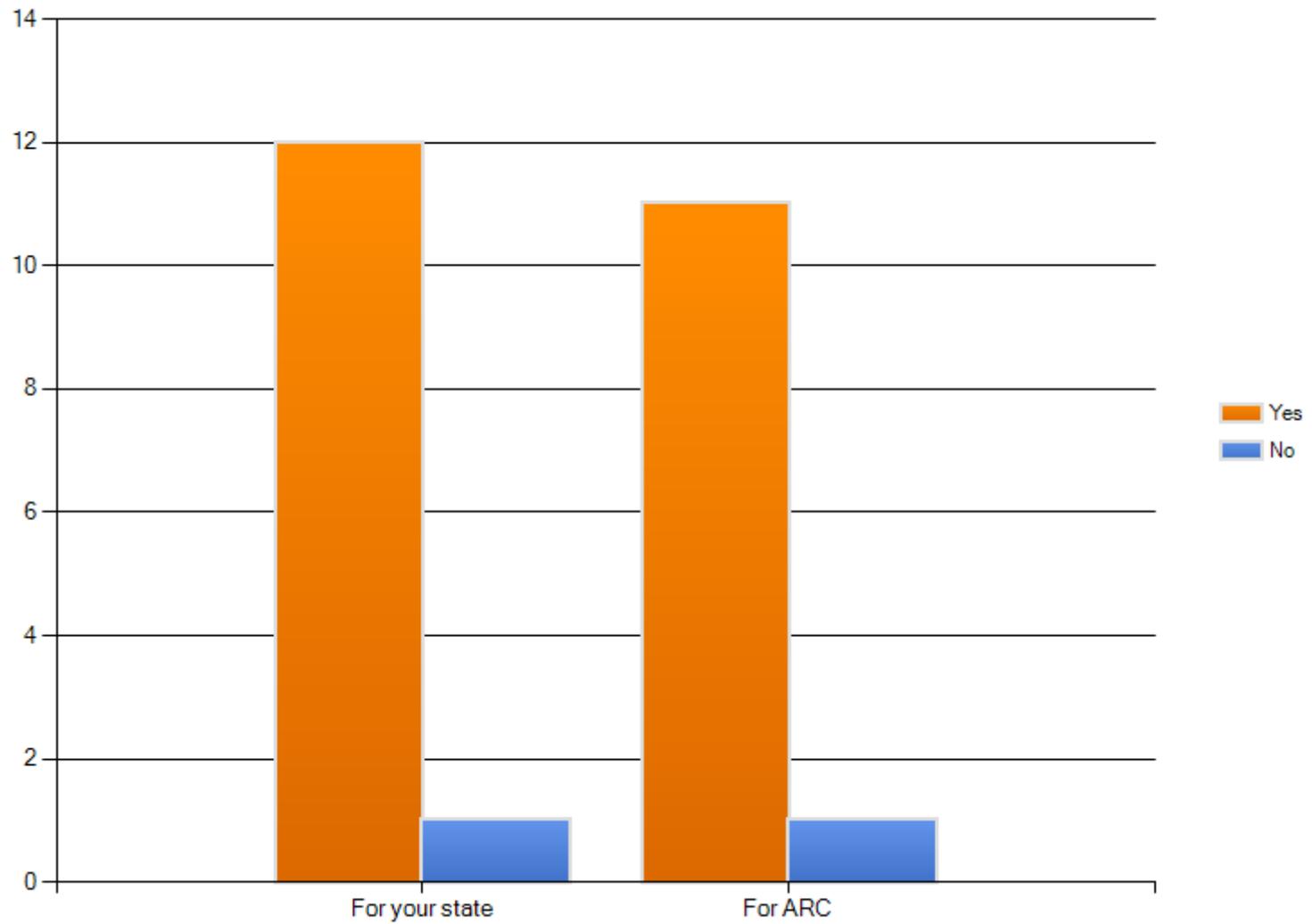
- 9,837 unique visitors for the 33 week period
- Average page views per visit = 1.98
- Average time spent on the site = 1:35 minutes
- Visitation spiked after major press events or announcements



On a scale of 1 - 10, with 10 as extremely important, please rate the importance of the on-line marketing strategy ([www.visitappalachia.org](http://www.visitappalachia.org)) to this regional project.



### Do you think the map-guide has been a good investment?



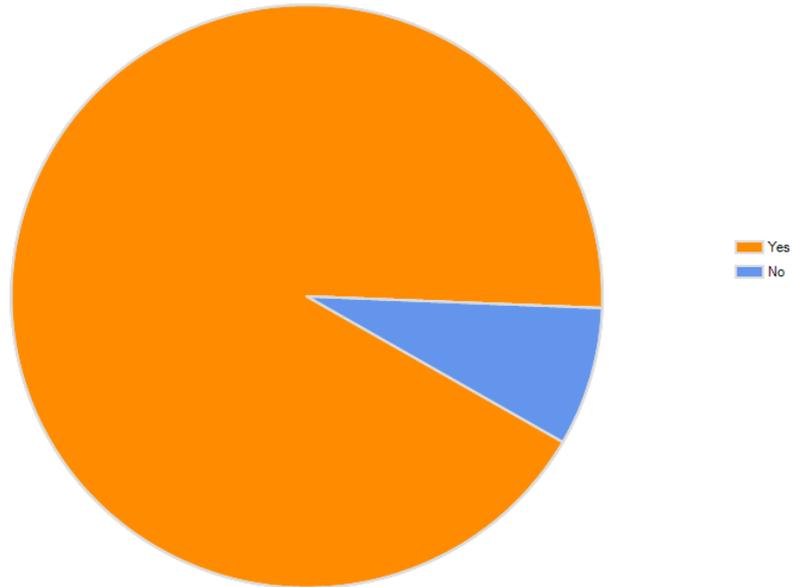
# FUTURE CONSIDERATIONS FOR ENHANCING PROJECT EVALUATION

- Secure copies of clippings to monetize the value of publicity and evaluate media coverage content
- Survey sites to determine if increase in visitation or awareness resulted from inclusion in the Map-Guide
- Offer online opportunities for sharing testimonials and consumer-generated content

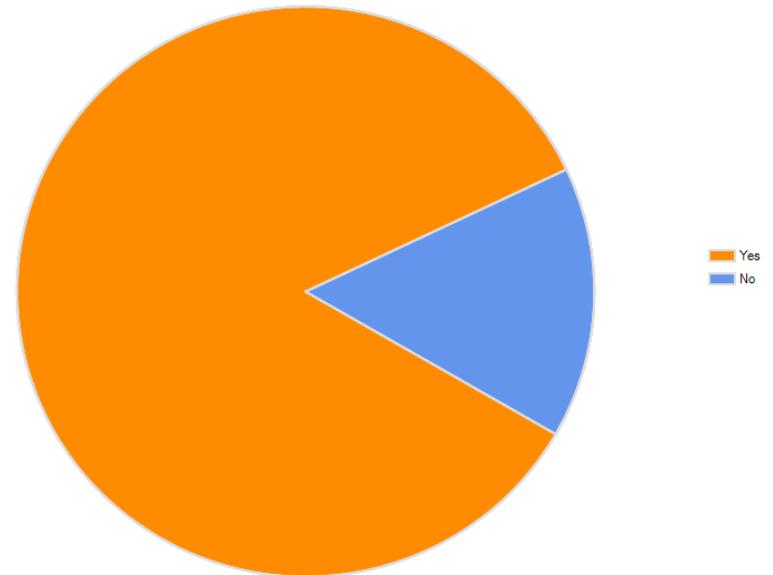


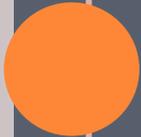
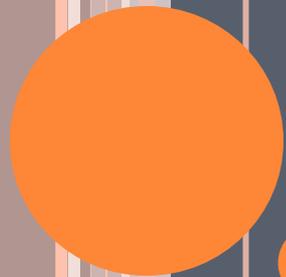
# FUTURE MARKETING

Should ARC continue to be involved in either supporting or producing regional tourism projects in future?



Should ARC produce map-guides in future?





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