

EXPLORE



**KentuckyHistoricalSociety**

## **EXPLORE KENTUCKY COMMUNITIES**

Community tour criteria for the  
ExploreKYHistory smartphone application

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### **WHAT IS THE PROGRAM?**

ExploreKYHistory is the Kentucky Historical Society's (KHS) smartphone application (app) for our popular historical markers program. With more than 2,100 historical markers across the state that commemorate people, places and events, ExploreKYHistory makes these stories even more accessible.

To download this app for your phone, please search your phone's app store for "explore Kentucky history." Or, see the app's accompanying website at [explorekyhistory.ky.gov](http://explorekyhistory.ky.gov) (leaving off the "www").

While our historical markers include a limited amount of information, ExploreKYHistory provides greater context, related stories, images, audio clips and video about the subjects on the historical markers. Through this free app and the app website, the public now has greater access to Kentucky's rich local history.

Because many of our markers are thematically linked, ExploreKYHistory includes tours based on topics that are important to Kentucky history. Current thematic tours include the Civil War, Lincoln and the War of 1812. KHS continues to develop additional thematic tours.

### **HOW CAN I USE THIS APP?**

KHS is encouraging local historical societies, museums, tourism offices, libraries, Main Street programs and others to use ExploreKYHistory as a platform to develop their own tours based upon historical markers in their communities. For the purposes of this program, we are considering "community tours" to be town or city tours, county tours, regional tours or thematic tours that link historical markers based on a specific theme (Civil War, War of 1812, pioneer, etc.).

The historical marker program has always been a community-driven program. Local individuals or organizations conduct the research, write the sample text, write the application and raise funds to purchase the marker. ExploreKYHistory is also community based. By completing this application, Kentucky communities and organizations can develop their own tours for the app. Communities can use ExploreKYHistory as the platform to make their local history more accessible to local residents and the traveling public.

## **WHY SHOULD I PARTICIPATE?**

ExploreKYHistory provides communities and organizations with a free and easy way to connect residents and the traveling public to their local history. Not all communities have the funds or the technical knowledge to create their own smartphone applications. Therefore, ExploreKYHistory can help communities expand their history beyond the roadside historical markers. This app can help you place your story—along with images, audio clips and video—literally in the hands of the broader public via their smartphones.

With some markers located in out-of-the way venues or along busy highways, it can be difficult for the public to stop their cars and read the text on the historical markers. ExploreKYHistory provides access to your community history both online and on the road. Each marker on the app is represented on a map of Kentucky, is listed on individual tours and is easy to find. Thanks to this app, your local history is now more accessible than ever.

ExploreKYHistory also helps your community tell a broader story. With limited space on the actual historical marker, the app gives the public a broader experience by providing more information, greater context, images, audio and video clips that relate to your community's historical markers and your local story.

Our historical marker program is extremely popular. The traveling public enjoys learning about your local stories. Now, with ExploreKYHistory, the important people, places and events from your community's past are at the public's fingertips. This app will help you build your local heritage tourism capacity and will help drive visitors to your community.

## **DOES KHS HAVE A SAMPLE TOUR?**

To assist you with the application process, KHS has created a sample community tour that is now available on ExploreKYHistory. The tour, "Explore Danville, Kentucky," includes 18 historical markers, all within walking distance of Danville's downtown business district. These markers pertain to Kentucky's pioneer past, the state's founding, early medical advancements, education, the Civil War and more. As you create your own community tour and complete this application, please use this tour as a sample to guide you through the process.

Community tours that are accepted into ExploreKYHistory will be highlighted on the app and will be included on the accompanying website. Whether your community has 10 markers, 50 markers or more, we hope that you will work with us to highlight your own rich local history on ExploreKYHistory.

## **GENERAL CRITERIA**

Fill out the application below to create your community tour for ExploreKYHistory. Some general criteria for the community tours include:

- "Community tours" can be city or town tours, county tours, regional tours or thematic tours that link historical markers based on a certain theme (Civil War, War of 1812, pioneer, etc.).
- Community tours must include a minimum of 10 individual entries. If your town does not have a minimum of 10 markers, we suggest either broadening your tour to include the entire county or work with the Kentucky Historical Society to get more historical markers for your area.
- Each entry **MUST** be tied to an official state historical marker.
- Applicants should familiarize themselves with the ExploreKYHistory app or the accompanying website before submitting an application.
- Historical markers on the community tours must be linked by themes or proximity. For example, the "Explore Danville, Kentucky" community tour includes 18 markers that are linked by their proximity to one another along a 1.5 mile route through Danville's downtown business district. Your tour should be linked in a similar fashion and the connections should be evident to the committee reviewing this application.
- Entries on the app do not simply repeat the marker text. Instead, each entry provides greater context about the marker's subject matter. The topic is also enhanced by related images, captions, audio clips and video clips.
- Each marker's specific street address or GPS location must be included in the application so that we can add your markers to the map on the app and website.
- Your application must include at least two images per entry. Each image must have a caption and a photo credit. Applicants must use images that are either in the public domain or are images that the applicant has permission to use. The image release form (below) must be completed to show that the applicant has permission to use each image.
- While audio clips and video clips are preferred, we will accept applications that only include text and images. The review committee will prioritize applications that include audio and video clips in addition to the required images.
- Applications from community-based organizations—including local historical societies, museums, tourism offices, public history programs, Main Street Programs and other organizations with experience in interpreting and promoting local history—will take precedence over applications submitted by individuals or other organizations without said experience.

- Your community's historical markers can be easily found by searching KHS's online marker database at [www.history.ky.gov/markers](http://www.history.ky.gov/markers). There, you can also find each marker's official marker number, which is required for this application.
- All materials, including text, images, audio clips and video clips must be submitted on a CD-ROM or a flash drive. Applications and accompanying materials will NOT be returned to applicants. No hard copies will be accepted.
- For organizational purposes, it is suggested that applicants place images, audio clips and video clips in separate file folders on the CD-ROM or flash drive. Submission of multiple CD-ROMs or flash drives is acceptable if file sizes exceed one disk or drive. Please label CDs or drives accordingly (CD 1 of 3, etc.).
- There is a rolling deadline for this application process. Applications will be accepted throughout the calendar year but may only be reviewed a limited number of times each year. Therefore, your patience with the review process—which will include a time-consuming vetting of your application—is most appreciated.
- If your tour is accepted, KHS reserves the right to edit all materials for any reason at any time. KHS has final editorial authority over all materials.
- Upon acceptance, the Kentucky Historical Society assumes the rights to the published text or any images provided by the applicant. KHS can use the text and images for any future purpose.
- The Kentucky Historical Society reserves the right to reject any application for any reason at any time. We will not share the comments of the application committee with the applicant or reasons for an application's rejection. However, KHS staff look forward to helping applicants with the process and, within reason, will encourage applicants to resubmit their applications if improvements can be made. Questions pertaining to this application or the process can be sent to Stuart Sanders at [stuart.sanders@ky.gov](mailto:stuart.sanders@ky.gov).

### **Additional Criteria for Text**

- Text for each individual entry must be 200-500 words.
- The first sentence for each entry must mention the marker and should reference the marker's location. For example, the text should begin like this: "Historical Marker #192 in Perryville commemorates the Henry P. Bottom House, which was caught in the crossfire during the Battle of Perryville." Or, "Historical Marker #23 in Danville highlights Dr. Ephraim McDowell's important contributions to medical history."
- The text should provide greater context about the marker topic or should expand upon a topic or theme outlined on the marker. For examples, see entries on the app or the app website.
- **IMPORTANT:** all submitted text must be complete and **MUST NOT** require editing. Applicants should have one or two editors in their community who are familiar with their local history review the text before submitting the application. It is also advisable for applicants to partner with a museum, tourism office or local history organization that has experience in interpreting and promoting local history and heritage tourism. Applications with entries that require substantial editing will be automatically rejected.

### **Additional Criteria for Images and Captions**

- Each entry should include a minimum of two images.
- Images should NOT be photographs of the historical marker.
- Images must be submitted as a JPG file, with dimensions of 800px on the longest side.
- The applicant must either own or have the right to reproduce images included in this application. Applicants must also complete the attached waiver (below) stating that (1) you have permission to use these images and (2) that the Kentucky Historical Society has the right to use the images on the app and accompanying website.
- Captions should be no more than 100 words.
- Photo credits must be included in each caption.

### **Additional Criteria for Audio Clips and Captions**

- While audio clips are not required for the application, they are encouraged. Applications that include audio clips as part of their tour will be given priority.
- Audio clips must be submitted as an MP3 file, with a 1-2 MB maximum file size.
- The applicant must either own or have the right to reproduce any audio clips included in this application. Applicants must also complete the attached waiver (below) stating that (1) you have permission to use these audio clips and (2) that the Kentucky Historical Society has the right to use the audio clips on the app and accompanying website.
- Captions for the audio clips should be no more than 100 words.
- Credits must be included in each caption.

## **Additional Criteria for Video Clips and Captions**

- While video clips are not required for the application, they are encouraged. Applications that include video clips as part of their tour will be given priority.
- Video clips must be submitted with the following formatting:
  - A) H.264 video encoding
  - B) AAC audio encoding
  - C) MP4 file format
  - D) Target size: 5 MB maximum
  - E) Target bitrate: 500Kbps maximum
  - F) Dimensions: 480px wide
- The applicant must either own or have the right to reproduce any audio clips included in this application. Applicants must also complete the attached waiver (below) stating that (1) you have permission to use these audio clips and (2) that the Kentucky Historical Society has the right to use the audio clips on the app and accompanying website.
- Captions for the audio clips should be no more than 100 words.
- Credits must be included in each caption.

## **Submission Process**

Answer the questions below and submit all materials, including the application, entry text, images, audio clips, video clips and waiver on a CD-ROM or a flash drive, to:

ExploreKYHistory Application  
c/o Stuart Sanders  
Kentucky Historical Society  
100 West Broadway  
Frankfort, KY 40601

# APPLICATION

## ExploreKYHistory Community Tours

\*PLEASE ANSWER THE FOLLOWING QUESTIONS ON THIS FORM. ALL APPLICATIONS MUST BE SUBMITTED ELECTRONICALLY ON EITHER CD-ROM OR FLASH DRIVE. HARD COPIES WILL NOT BE ACCEPTED. PLEASE RETURN THIS FORM AND ALL ACCOMPANYING MATERIALS TO:

ExploreKYHistory Application  
c/o Stuart Sanders  
Kentucky Historical Society  
100 West Broadway  
Frankfort, KY 40601

### Application Questions

- (1) What is the name of your proposed community tour (e.g., "Explore Danville, Kentucky," "Explore Kentucky's War of 1812," etc.)?
  
- (2) What is the location of this tour (e.g., "Danville," "Boyle County," etc.)? If your proposed tour includes multiple counties, list all of the counties and towns that will be included.
  
- (3) What themes are included on this tour (e.g., Civil War, Civil Rights, Pioneer Kentucky, etc.)?
  
- (4) Provide a public description of your community tour, 500 words maximum (if accepted, this is the description of the tour as it will appear on the app):

(5) List the individual historical markers that will be included on your tour. Include official marker numbers as noted on the KHS marker database (found at [www.history.ky.gov/markers](http://www.history.ky.gov/markers)). List the marker number, the title of the marker and the location (city or county). Also add each marker's street address or GPS location so that it can be added to the app's map.  
SAMPLE: (1) Marker #192, "The Bottom House," 2300 Hays May Road, Perryville

(6) Are you NOT including any markers that are in your community or other markers that could be part of this tour? If so, why are you excluding them?

(7) List your proposed text for each entry. Remember that each entry must be related to a specific state historical marker and each entry must reference the marker number and location in the first sentence. Each entry must be 200-500 words long. Applications that include entries that need substantial editing will be rejected. Your submitted entries need to correspond with the list provided in question 5, above, and each entry should include the official marker number, the title of the marker and the marker location. (If additional space is needed, please continue in a separate document.)

(8) List the images that will be included with each entry. Remember, we need a minimum of two images per entry. Include the marker number, the title of the marker, the location of the marker, the file name of the image (see number 9, below), the photo credit and the size of the image. Also include an image caption, as it should appear on the app. Captions should be 2-5 sentences, including a photo credit line (100 words, maximum). This list should correspond with the list included on question 5, above. (If additional space is needed, please continue in a separate document.)

SAMPLE: (1) Marker #192, "The Bottom House," Perryville.

- Image 1: Henry P. Bottom photograph, courtesy Perryville Battlefield State Historic Site, attached as "HenryBottom1," 200 kb  
CAPTION: "Henry P. Bottom, whose house was caught in the crossfire during the Battle of Perryville, suffered tremendous losses after the conflict. Courtesy of the Perryville Battlefield State Historic Site."
- Image 2: Bottom House photograph, courtesy Perryville Battlefield State Historic Site, attached as "BottomHouse1," 250 kb  
CAPTION: "The Henry P. Bottom House, which was literally caught in the crossfire during the Battle of Perryville, still stands on the field. This photograph was taken in 1885. Courtesy of the Perryville Battlefield State Historic Site."
- Image 3: Colonel Curran Pope photograph, courtesy the Kentucky Historical Society, attached as "ColPope-KHS," 267 kb  
CAPTION: "Colonel Curran Pope, a Louisville native, led the 15th Kentucky Union Infantry Regiment during the Battle of Perryville. Pope's regiment fought near the Henry P. Bottom House. There, Colonel Pope was wounded in the arm. He later died from an illness he contracted after the battle. Courtesy of the Kentucky Historical Society."

(9) Include each image as an attachment. See the image specifications on page 3 for information about image sizes and formatting.

(10) Include a list of audio clips for your entries. Include the official marker number that the audio clip corresponds to, the title of the marker, the location of the marker, the credit line, the file name of the audio clip and the size of the audio file. Also include a caption, as it should appear on the app. Captions should be 2-5 sentences, including a credit line (100 words, maximum). Again, your list of markers should correspond with your list included on question 5, above. (If additional space is needed, please continue in a separate document.)

For example:

(1) Marker #192, "The Bottom House," Perryville

- Audio Clip 1: John Smith reading Colonel Curran Pope battle account, courtesy the Kentucky Historical Society, attached as "PopeReading," 1.2 MB

CAPTION: "Colonel Curran Pope wrote the following to the Louisville Journal about his experiences at the Battle of Perryville. Wounded in the fight, Pope later died of an illness he contracted after the battle. Courtesy of the Kentucky Historical Society."

(11) Include each audio clip as an attachment. See the image specifications on page 3 for information about images sizes and formatting.

(12) Include a list of video clips for your entries. Include the marker number that the video corresponds to, the title of the marker, the location of the marker, the credit line, the file name of the video clip and the size of the video file. Also include a caption, as it should appear on the app. Captions should be 2-5 sentences, including a credit line (100 words, maximum). Again, your list of markers should correspond with your list included on question 5, above.

For example:

(1) Marker #192, "The Bottom House," Perryville

- Video Clip 1: 2012 Perryville Reenactment video, courtesy of the Perryville Battlefield State Historic Site, attached as "PvilleBattle1," 2.5 MB

CAPTION: "Confederate reenactors marching by the Henry P. Bottom House. Filmed at the 2012 Perryville Reenactment, October 2012. Courtesy of the Perryville Battlefield State Historic Site."

(13) Include each video clip as an attachment. See the video specifications on page 4 for information about video sizes and formatting.

(14) Fill out the attached waiver, stating that you have permission to use all text, images and audio and video clips included in this application and that you transfer usage rights to the Kentucky Historical Society for use on the app

**MATERIALS RELEASE WAIVER**

I (“the applicant”) hereby grant authorization to the Kentucky Historical Society (“KHS”) to use and publish on the “Explore Kentucky History” smartphone application (“the app”), KHS websites or any future app or website, all images, audio clips and video clips (“the materials”) hereby submitted.

In submitting the materials, the applicant recognizes that KHS reserves the right to alter, distort, crop content or change in any way all of the submitted materials.

Furthermore, in submitting the materials, the applicant agrees that KHS and its agents and employees have the right to reproduce, publish, market, sell and exhibit all of the materials in print and electronic form both publicly or privately. Let it be noted that the applicant is not transferring original images to KHS. Furthermore, KHS is not responsible for retaining copies of the images beyond the life of the app.

The applicant also agrees that KHS is not responsible for any copyright or other infringements caused by publishing the materials in any format. The applicant understands that KHS is not responsible for any expense or liability incurred as a result of their using any or all of the materials submitted and that KHS is held harmless for any liability or damages incurred for the publication of the materials in any format.

The applicant understands that there will be no financial or other remuneration for either the applicant or any organization that the applicant represents for the use of any and all of these materials.

The applicant represents that they are at least 18 years of age, have read and understand the foregoing statement and are competent to execute this agreement.

\_\_\_\_\_  
Signature of the Applicant

\_\_\_\_\_  
Date

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Applicant’s Printed Name and Address