

Media Kit

Heart of the Civil War



About this Media Kit

Let this media kit serve as a guide before, during and after your visit to the Heart of the Civil War Heritage Area. We encourage you to refer to our website, heartofthecivilwar.org, as well as the sites of our partners at [Carroll County Tourism](#), the [Hagerstown-Washington County Convention and Visitors Bureau](#) and the [Tourism Council of Frederick County](#).

Connect with us on social media

- Facebook: [Heart of the Civil War Heritage Area](#)
- Twitter: [@MDCivWar](#)
- Instagram: [@MdCivilWar](#)
- #civilwarmaryland – images from across the Heart of the Civil War

Contents

Welcome to the Heart of the Civil War Heritage Area!	3
Timeline of Civil War History.....	4
Featured Civil War Tourism Products	7
Preservation Education Initiative.....	7
Crossroads of War.....	7
Maryland’s Heart of the Civil War.....	7
Maryland’s Heart of the Civil War: A Collection of Commentaries	7
Civil War Selfies.....	7
Story Ideas.....	8
George Alfred Townsend: Literary Luminary.....	8
The Death of a Newspaperman	8
Post-Emancipation Maryland.....	9
The War’s Legacy in Medicine and Beyond	9
Heritage Tourism & Economic Development	10
The Newcomer House.....	11
Annual Events in the Heritage Area	12
Additional Resources	13
Contact Information.....	14

Heart of the Civil War Heritage Area



Welcome to the Heart of the Civil War Heritage Area

The Heart of the Civil War Heritage Area (HCWHA) is an area rich in history, covering portions of Carroll, Frederick and Washington Counties. It is located just below the Mason-Dixon Line, generally viewed as the dividing line between North and South. With one foot in the north, and one foot in the south, the story of the Civil War, its causes, battles, heroes and villains ... its very meaning can be told nowhere better than in this part of Maryland.

The HCWHA is ideally positioned to serve as “base camp” for driving the popular Civil War Trails and visiting the battlefields and sites of Antietam, Gettysburg, Monocacy, South Mountain, Harpers Ferry, Baltimore and Washington, D.C.



The mission of the Heart of the Civil War Heritage Area is to promote the stewardship of our historic, cultural, and natural Civil War resources, encourages superior visitor experiences, and stimulates tourism, economic prosperity, and educational development, thereby improving the quality of life in our community for the benefit of both residents and visitors.

HCWHA became certified as part of the Maryland Heritage Areas Program in July 2006. It is an independent nonprofit organization guided by a Board of Directors and an Advisory Council comprised of representatives of local government units, state and national parks, private organizations and businesses, and individuals from all three counties in the Heritage Area. The staff of the Heritage Area includes Executive Director Elizabeth Scott Shatto and Assistant Director Auni Gelles.

Timeline of Civil War History

As a border state with a sizeable pro-Southern constituency, Maryland was a crucial linchpin for both the preservation of the Union as well as the Southern strategy for independence. The significance of the Heart of the Civil War Heritage Area began long before the war broke out. Issues of slavery and states' rights had strong ties to the nearby Mason-Dixon Line, the 1857 Dred Scott decision, John Brown's ill-fated insurrection plot at Harpers Ferry, and the hotly contested Presidential election of 1860. Marylanders faced the choice of remaining with the Union or seceding with the South. The state was predominantly pro-Union, but, to ensure the state's loyalty Abraham Lincoln advised Maryland Governor Thomas Hicks to convene the 1861 General Assembly in Frederick, where Union sentiment was stronger than in Annapolis. The General Assembly met in Frederick's Kemp Hall in the spring and summer of 1861 but sputtered to a halt in September after Federal soldiers arrested many pro-Southern legislators to ensure Maryland's loyalty. With these delegates arrested prior to reaching Frederick, a quorum could not be reached and a vote on secession could not be taken.



John Brown, from an 1859 reproduction of a daguerreotype taken by Martin M. Lawrence in 1858 (Library of Congress).

OCTOBER 16, 1859: John Brown's Raid – Harpers Ferry, Virginia (Now WV)

On October 16, 17, and 18, 1859, John Brown and his "Provisional Army of the United States" took possession of the United States Armory and Arsenal at Harpers Ferry. Brown had come to arm an uprising of slaves. Instead, the raid drew militia companies and federal troops from Maryland, Virginia, and the District of Columbia. On the morning of October 18, a storming party of 12 Marines broke down the door of the Armory's fire engine house, taking Brown and the remaining raiders captive. *Source: NPS.*

APRIL 12, 1861: First shots of Civil War fired – Fort Sumter, South Carolina

Confederate forces fired the first shots of the Civil War upon Federal troops at Fort Sumter at 4:30 a.m. on April 12, 1861. The roots of that conflict are buried deep within the stories of the development of the United States. Fort Sumter would continue to serve as the focal point in Charleston throughout the Civil War. *Source: NPS.*

SEPTEMBER 4, 1862: Beginning of Maryland Campaign – White's Ford, Maryland

General Robert E. Lee's Confederate troops crossed the Potomac River, starting the Maryland Campaign in fall 1862. The Union army under General George McClellan arrived on the scene and pursued the Rebels toward the west. McClellan was aided by the amazing discovery of Special Orders No. 191, which outlined Lee's campaign strategy.

SEPTEMBER 14, 1862: Battle of South Mountain – Now South Mountain State Battlefield

The first major Civil War battle to take place in Maryland took place in three mountain gaps. The battle forced Lee to abandon his invasion plans and go on the defensive. However, the Union's failure to muster a full-scale attack in the morning allowed the Confederates to bring up reinforcements. The defenders bought time for Lee to reassemble his dispersed army, setting the stage for the Battle of Antietam, fought three days later.



"The Battle of South Mountain, MD. Sunday, Sept. 14, 1862." Published in 1864. (Library of Congress)

SEPTEMBER 17, 1862: Battle of Antietam – Now Antietam National Battlefield
The bloodiest one-day battle in American history. 23,000 soldiers were killed, wounded or missing after twelve hours of savage combat on September 17, 1862. The Battle of Antietam ended the Confederate Army of Northern Virginia's first invasion into the North and led to Abraham Lincoln's issuance of the preliminary Emancipation Proclamation. *Source: NPS.*



Sunrise in the Cornfield 150 years after the Battle of Antietam. NPS photo.

SEPTEMBER 22, 1862: Preliminary Emancipation Proclamation Issued – Now Antietam National Battlefield
The Union's victory at Antietam offered President Lincoln the opportunity to take a new stance on slavery. He proclaimed that starting the following year, slaves in states "in rebellion against the United States shall be then, thenceforward, and forever free."

JUNE 15, 1863: Beginning of Gettysburg Campaign

More than 50,000 Confederates crossed the Potomac at Williamsport in June 1863. Confederate wounded from the battle began arriving here July 5 and piled up for more than a week due to flooding in the Potomac. The small town became a hospital for thousands.



Union Major Napoleon B. Knight of the 1st Delaware Cavalry, in a photograph taken on Westminster's Main Street on the morning of Corbit's Charge, June 29, 1863. Collection of Thomas Gordon via Crossroads of War.org.

JUNE 29, 1863: Corbit's Charge – Westminster, Maryland
A small but extremely important cavalry skirmish took place in Westminster on June 29, 1863. The clash on the edge of town between General J.E.B. Stuart's cavalry and a small unit of the Delaware cavalry was a significant factor in slowing down the General's march. Instead of proceeding into Pennsylvania to inform General Robert E. Lee about the major Union troop movements, Stuart's cavalry spent the night in the Westminster area.

JULY 1, 1863 — JULY 3, 1863: Battle of Gettysburg – Gettysburg, Pennsylvania

The Battle of Gettysburg was a turning point in the Civil War, the Union victory that ended General Robert E. Lee's second and most ambitious invasion of the North. Often referred to as the "High Water Mark of the Rebellion," Gettysburg was the Civil War's bloodiest battle and was also the inspiration for President Abraham Lincoln's immortal "Gettysburg Address." *Source: NPS.*

JULY 6, 1863: Battle of Williamsport – Williamsport, Maryland

At the Battle of Williamsport, Confederate forces holding the town held off a Union cavalry attack, which kept open General Lee's line of retreat from Gettysburg. They burned the Conococheague Aqueduct as they retreated towards the Potomac.

JULY 5, 1864: Early's Invasion Begins

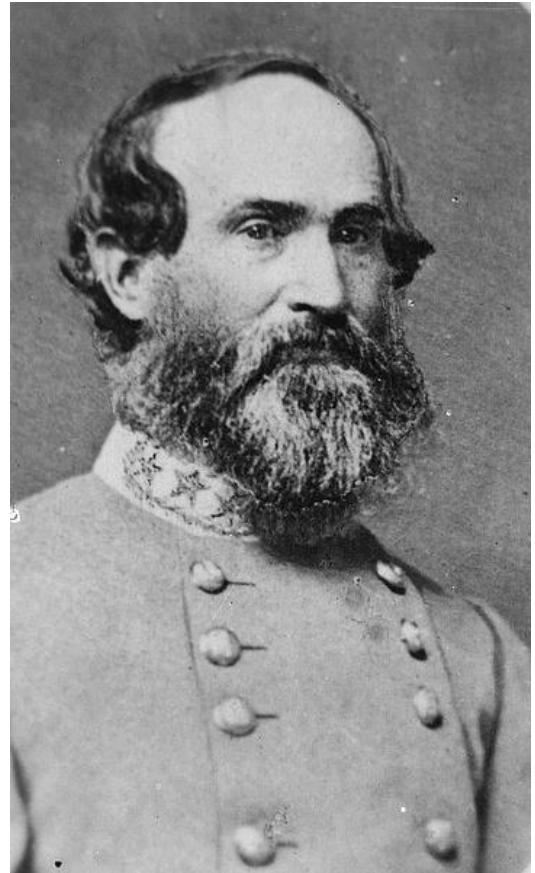
By the summer of 1864, the Confederate Army was paralyzed at Petersburg, Virginia. A Union defeat at Lynchburg, however, left the Shenandoah Valley and the path to Washington, D.C. virtually undefended. Seizing this opportunity, Confederate General Robert E. Lee devised a plan to alleviate the pressure by threatening the Union capital. In mid-June, he dispatched Confederate Lieutenant General Jubal Early with a corps of roughly 15,000 men north; by July 8 they had reached the outskirts of Frederick. *Source: NPS.*

JULY 5, 1864: Ransom of Hagerstown – Hagerstown, Maryland

As Confederate Brigadier General John McCausland marched towards Hagerstown, merchants fled from the town with what supplies they could carry and the Market House became the Confederate headquarters. McCausland then demanded a ransom from the town. In addition to \$20,000, the Confederates required all government stores from the town and a specific selection of clothing. *Source: WHILBR.*

JULY 8, 1864: Ransom of Middletown – Middletown, Maryland

Confederate troops under General Jubal Early demanded a \$5,000 ransom from Middletown. Town officials paid \$1,500 on July 9 and didn't have to pay the remaining \$3,500 after the Battle of Monocacy.



General Jubal Early (Library of Congress)

JULY 9, 1864: Battle of Monocacy – Now Monocacy National Battlefield

After marching through the Shenandoah Valley, Confederate Lt. Gen. Jubal A. Early crossed the Potomac River into Maryland. On July 9, 1864, a makeshift Union force under Maj. Gen. Lew Wallace attempted to arrest Early's invading Confederate divisions along the Monocacy River, just southeast of Frederick. Wallace's Federal troops were outflanked by Rebel forces and defeated, but hearing of Early's incursion, Gen. Grant sent troops northward from Petersburg. Wallace's defeat bought time for these troops to bolster the defenses of Washington. *Source: NPS.*

NOVEMBER 1, 1864: Slavery Abolished in Maryland

Lincoln's Emancipation Proclamation of 1863 freed thousands of Americans enslaved in the states that had seceded from the Union. However, enslaved Marylanders did not experience freedom until a new state constitution abolishing slavery went into effect on this date.

APRIL 9, 1865: Lee Surrenders – Appomattox Court House, Virginia

On Palm Sunday 1865, Lee's surrender signaled the end of the Southern States attempt to create a separate nation. It set the stage for the emergence of an expanded and more powerful Federal government. In a sense the struggle over how much power the central government would hold had finally been settled. *Source: NPS.*

Featured Civil War Tourism Products

Preservation Education Initiative

www.heartofthecivilwar.org/education

The Heart of the Civil War Heritage Area launched this online education portal in summer 2016. This new website includes two sections: [Inside the Classroom](#), with 11 original lesson plans, and [Outside the Classroom](#), with materials to help tour operators, teachers, administrators and parents plan student group trips to the area. The lesson plans are linked to national educational standards. The trip planning materials include [three sample itineraries](#), a list of [student group-friendly historic sites](#), and an [interactive discussion forum](#). This project is funded by the Delaplaine Foundation and the Department of Interior, National Park Service.

Crossroads of War

www.crossroadsofwar.org

A comprehensive website exploring mid-Maryland during the Civil War, Crossroads of War is a project from the Catocin Center for Regional Studies at Frederick Community College. The site features a wealth of primary sources—including historic newspaper articles, images, artifacts, and a database of soldiers—as well as essays by historians on various themes related to the Civil War. Crossroads of War is a must-see tool for anyone interested in the border state experience.

Maryland's Heart of the Civil War

bit.ly/MPTfilm

An Emmy® award-winning historical documentary, this comprehensive film introduces viewers to the compelling heritage stories and tourism opportunities in our area. The documentary, which debuted on September 4, 2012 in Frederick, Maryland, was produced by the Tourism Council of Frederick County in partnership with Maryland Public Television (MPT). It has shown on public television stations across the United States, and was made possible by grants from the National Scenic Byways Program and the Maryland Heritage Areas Authority. The DVD and 16-page commemorative booklet are available at the Frederick Visitor Center and other selected locations throughout the Heritage Area.

Maryland's Heart of the Civil War: A Collection of Commentaries

bit.ly/cwflipbook

This interactive multimedia companion to the award-winning documentary provides hours of additional information and interpretation captured during the filming of the hour-long film. This free resource provides an in-depth look at commentary from the region's top Civil War historians. The content is also accessible via the free Maryland's Civil War smartphone app, and is best viewed on a tablet.

Civil War Selfies

www.heartofthecivilwar.org/civil-war-selfies

Exchanging small photographs became very popular during the Civil War, when new technologies allowed photographers to print inexpensive images the size of a smartphone screen. While technology may have changed, people have not. Visitors to participating historic sites and museums can post their photos to the Civil War Selfies accounts on [Instagram \(@civilwarselfies\)](#), [Twitter \(@civilwarselfies\)](#), or [Facebook \(Civil War Selfies\)](#) or tag their pictures the hashtag #CivilWarSelfies.



Story Ideas

George Alfred Townsend: Literary Luminary

Although hardly a household name today, George Alfred Townsend—also known by his pen name, “Gath”—gained quite a following in the late 19th century for his reporting during the Civil War and the literary career he built afterwards. The *Frederick Post* described Townsend in an October 1946 article as a “glamorous war chronicler, novelist, poet, journalist who at one time represented 100 newspapers, and delightful host who lived in almost baronial style at his Gapland estate in Frederick County.”

Townsend began his career at age 19 as a reporter for the *Philadelphia Inquirer*, during which time he interviewed the actor John Wilkes Booth. Booth and Townsend’s paths intertwined again in 1865 when Townsend covered the assassination of President Abraham Lincoln and its aftermath. Townsend was present at the conspirators’ execution in July 1865. His correspondence was compiled into the bestselling volume, *The Life, Crime, and Capture of John Wilkes Booth*. Only 24 at the end of the Civil War, Townsend’s writing took many different forms later in life. He published folklore, novels, poetry, columns, and even plays.

In October of 1885, while researching for his novel *Katy of Catoctin*—in which Booth appears in Western Maryland—Townsend fell in love with the hallowed ground of South Mountain. He purchased the “Gapland” estate at Crampton’s Gap—where the first major battle of the Civil War was fought in Maryland—in December 1885 and began constructing a number of distinctive structures on the property. One of Townsend’s most recognizable legacies to contemporary Marylanders is the unique [War Correspondents Memorial Arch](#). Dedicated to the journalists who have lost their lives in war, from the Civil War to present day, Townsend commissioned this striking stone structure to be built in 1896.



19-year-old Townsend just before the outbreak of the Civil War. [Photo: Library of Congress.](#)

Townsend’s estate was purchased by the Historical Society of Frederick County and the Chamber of Commerce in the 1940s, and was acquired by the state of Maryland in 1949. Today, visitors can enjoy exhibits on Civil War history and recreational opportunities along the Appalachian Trail in [Gathland State Park](#). To learn more about George Alfred Townsend and the history of the park, visit the [Maryland Department of Natural Resources website](#) or read Diane Wiebe’s 2014 book [George Alfred Townsend and Gathland: A Journalist and His Western Maryland Estate](#).

The Death of a Newspaperman

Just hours after President Lincoln died on April 15, a politically motivated murder took place in Carroll County. Joseph Shaw, the editor of the Westminster newspaper the *Western Maryland Democrat*, was reportedly hung by a mob of angry citizens. The paper had recently criticized Lincoln, and in the wake of the President’s assassination, these citizens stormed the publication’s offices and destroyed the printing machinery before

turning their rage to Shaw. For more information about the media during the Civil War, read Michael Powell's essay "[Civil Liberties in Crisis](#)" on the [Crossroads of War website](#).

Post-Emancipation Maryland

The origins and meaning of the Civil War are still debated, but one unmistakable result of the bloodshed was made manifest on an April morning in 1868, when eighteen young African American children opened Freedmen's Bureau school books in Tolson's Chapel, a sacred place built by an independent and proud African American community in Sharpsburg, Maryland. Twelve of the youngsters had been enslaved only four years earlier, before Maryland abolished slavery in 1864. The small board-and-batten church, which was built in 1866, became the spiritual and educational center of a vibrant community of African American families in Sharpsburg after the Civil War, and a symbol of their struggles and triumphs.

Tolson's Chapel holds a significant place in American history. Virtually on the grounds of the battle Northerners called "Antietam," which led President Lincoln to issue the Emancipation Proclamation, stands the beginnings of a free life and a free community – a church and school – for African Americans. Tolson's Chapel is a tangible reminder of what the Civil War was about for many Americans, particularly for the four million enslaved on the eve of the war – freedom.



Tolson's Chapel still stands on High Street in Sharpsburg. No longer a functioning church, local historical groups and town residents have pitched in to preserve and save this historic building and adjoining cemetery. For more information contact the President of the [Friends of Tolson's Chapel](#), Edie Wallace, at tolsons.chapel@gmail.com.

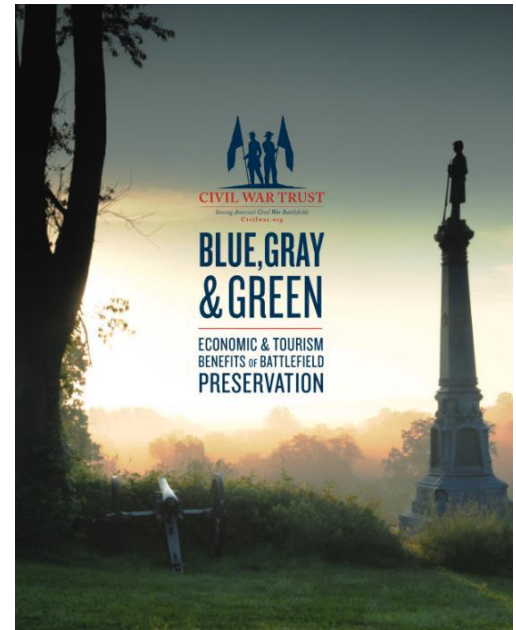
The War's Legacy in Medicine and Beyond

Branches of the military, government organizations and businesses are still examining the stories of Civil War medicine and their relevance to meeting challenges in our modern day world. [The Letterman Institute](#) is the National Museum of Civil War Medicine's professional development institute, taught using the innovations of Dr. Jonathan Letterman during the Civil War. Letterman programs at Antietam consist of a systematic preliminary study of the battle, an extensive visit to the actual sites associated with that campaign, and an opportunity to integrate the lessons derived from each. Additional program sites in the Heart of the Civil War Heritage Area include Harpers Ferry and the city of Frederick. For more information about The Letterman Institute, contact the [National Museum of Civil War Medicine](#) in Frederick at 301-695-1864 ext. 1009.

Heritage Tourism & Economic Development

“[Blue, Gray and Green](#)”—a 2013 study by the [Civil War Trust](#), an independent, nonprofit battlefield preservation organization—demonstrated the significant economic impact of heritage tourism. Among the report’s findings were the following:

- Civil War battlefields, particularly when they host anniversary events, draw tourists, whose spending supports nearby jobs and contributes tax revenue to state and local coffers.
- Battlefields are community benefits, boosting property values and creating educational and recreational opportunities for residents of all ages.
- A battlefield community that links its historic sites to other battlefields as part of a state or regional driving tour is likely to attract more visitors than one that does not.
- A battlefield is a powerful magnet for the best tourists in the marketplace. Civil War tourists use local transportation, spend money on admissions, lodging, food and beverages during their visit. On average, they spend \$50 per person per day.
- During the 150th anniversary of the Maryland Campaign, in 2012, the Heart of the Civil War Heritage Area supported at least 770 jobs.



Tourism’s impact in the Heritage Area

- The Emmy-award winning documentary Maryland’s Heart of the Civil War, which features a 15-minute travelogue on heritage tourism opportunities in the Heritage Area, has aired on over 100 significant markets through the public broadcasting network.
- Monocacy National Battlefield hosted “The Return of Special Orders 191” from August 1 – October 31, 2012. The battlefield had a 50% increase in attendance for this period as compared to the same time-frame the previous year.
- The Washington County Museum of Fine Arts had a special exhibit of art and artifacts entitled “Valley of the Shadow” to commemorate the 150 anniversaries of the Battle of Antietam and the Battle of Gettysburg, from June 16, 2012, to July 28, 2013. The total visitation for the exhibit was 49,455. It drew visitors from 46 states and 25 foreign countries.
- A new long-term exhibit at the National Shrine of Elizabeth Ann Seton, exploring the stories of the Daughters of Charity as nurses to soldiers from both armies, “Charity Afire,” had 40,000 visitors in 2012. The Shrine hosted a Civil War social media meetup in conjunction with HCWhA in November 2014, which had a reach of 71,870 impressions on Twitter.
- “The Civil War Comes to Frederick,” an exhibit of six 8x8” panels with historical images and interpretation was used for special events including Frederick’s annual “In The Street Festival.” It was viewed by 50,000 event-goers.

The Newcomer House

The historic Newcomer House at Antietam National Battlefield is the site of the Heart of the Civil War Heritage Area Exhibit and Visitor Center, made possible by a cooperative agreement between the National Park Service and the Hagerstown-Washington County Convention and Visitors Bureau. The house was built in the 1780s as part of a prosperous mill complex and is one of the few original homes on the battlefield that is open to the public.

During its open season (weekends in April, May, October and November; daily June through September), the house is staffed by knowledgeable National Park Service volunteers and offers resources to help plan your visit to the area. Printed guides and brochures provide information about Washington, Frederick, and Carroll counties.



Three exhibit rooms explore the major themes of the heritage area: In the Heat of Battle, On the Home Front, and Beyond the Battlefield. Each room features sites and displays that relate to those themes. For hours and additional information, visit the [Newcomer House page on the website](#).



Annual Events in the Heritage Area



The Memorial Illumination at Antietam National Battlefield provides a haunting visual of the 23,000 lives lost in the bloodiest one day battle in American history—September 17, 1862. [NPS photo.](#)

- February** – Master Docent Series, Frederick Community College
- Late March** – Civil War Seminar, Hagerstown Community College
- Early April** – Bell & History Day, Frederick County
- Late April** – National Park Week / Junior Ranger Day
- Early May** – Civil War Living History Reenactment, Carroll County Farm Museum
- May** – Washington County Museum Ramble
- May** – The Frederick Keys History Days @ Harry Grove Stadium
- Late June** – Corbit’s Charge, Westminster
- Early July** – Battle of Monocacy (July 9) Commemoration, Monocacy Battlefield
- Mid July** – Battle of Funkstown Reenactment, Funkstown Park
- Mid July** – Civil War Encampment and Living History, Union Mills Homestead
- Mid September** – Battle of South Mountain (Sept. 14) Commemoration, South Mountain State Battlefield
- Mid September** – Battle of Antietam (Sept. 17) Commemoration, Antietam Battlefield
- First Saturday in December** – Antietam Memorial Illumination & Newcomer House Illumination
- Late December** – Holiday Tour of Historic Houses of Worship, Hagerstown and Frederick

Additional Resources

Antietam National Battlefield

www.nps.gov/anti

Civil War Preservation Trust

www.civilwar.org

Crossroads of War:

www.crossroadsofwar.org

Harpers Ferry National Historical Park

www.nps.gov/hafe

Heart of the Civil War Heritage Area

www.heartofthecivilwar.org

Historical Society of Carroll County

www.hsccmd.org

Historical Society of Frederick County

www.frederickhistory.org

Journey Through Hallowed Ground

www.hallowedground.org

Maryland Room, Frederick County Public Libraries

www.fcpl.org/departments/maryland-room

Monocacy National Battlefield

www.nps.gov/mono

National Park Service – The Civil War

www.nps.gov/civilwar/index.htm

Newcomer House

www.newcomerhouse.com

South Mountain State Battlefield

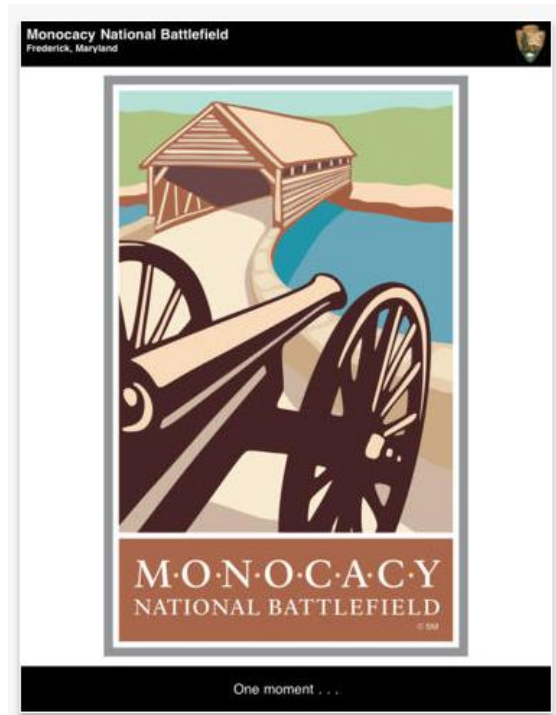
www.dnr.state.md.us/publiclands/western/southmountainbattlefield.asp

Washington County Historical Society

www.washcomdhistoricalociety.org

Washington County Free Library, Western MD Rm.

www.washcolibrary.org/localhistory/westmdroom.asp



Interactive Media

Maryland Civil War Trails Mobile App

[App Store](#)

[Google Play](#)

Monocacy National Battlefield

[Virtual Tour of Monocacy](#)

[Multimedia Presentations](#)

[Monocacy App for iPhone](#)

[Monocacy App for iPad](#)

Civil War Traveler

[Podcast Series](#)

Frederick, Maryland Walking Tour App

[App Store](#)

[Google Play](#)

Crossroads of War

[Videos, Maps, and Images](#)

Contact Information

The first point of contact for journalists inquiring about the Heart of the Civil War Heritage Area is Elizabeth Shatto, Executive Director. Any press or media planning to visit sites in the heritage area is encouraged to contact the tourism office in that county for assistance. See heartofthecivilwar.org for more information.

Heart of the Civil War Heritage Area

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