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## Defendant's Exhibit 158: Sheppard Project Overview Prepared for AMSEC

Cynthia L. Cooper

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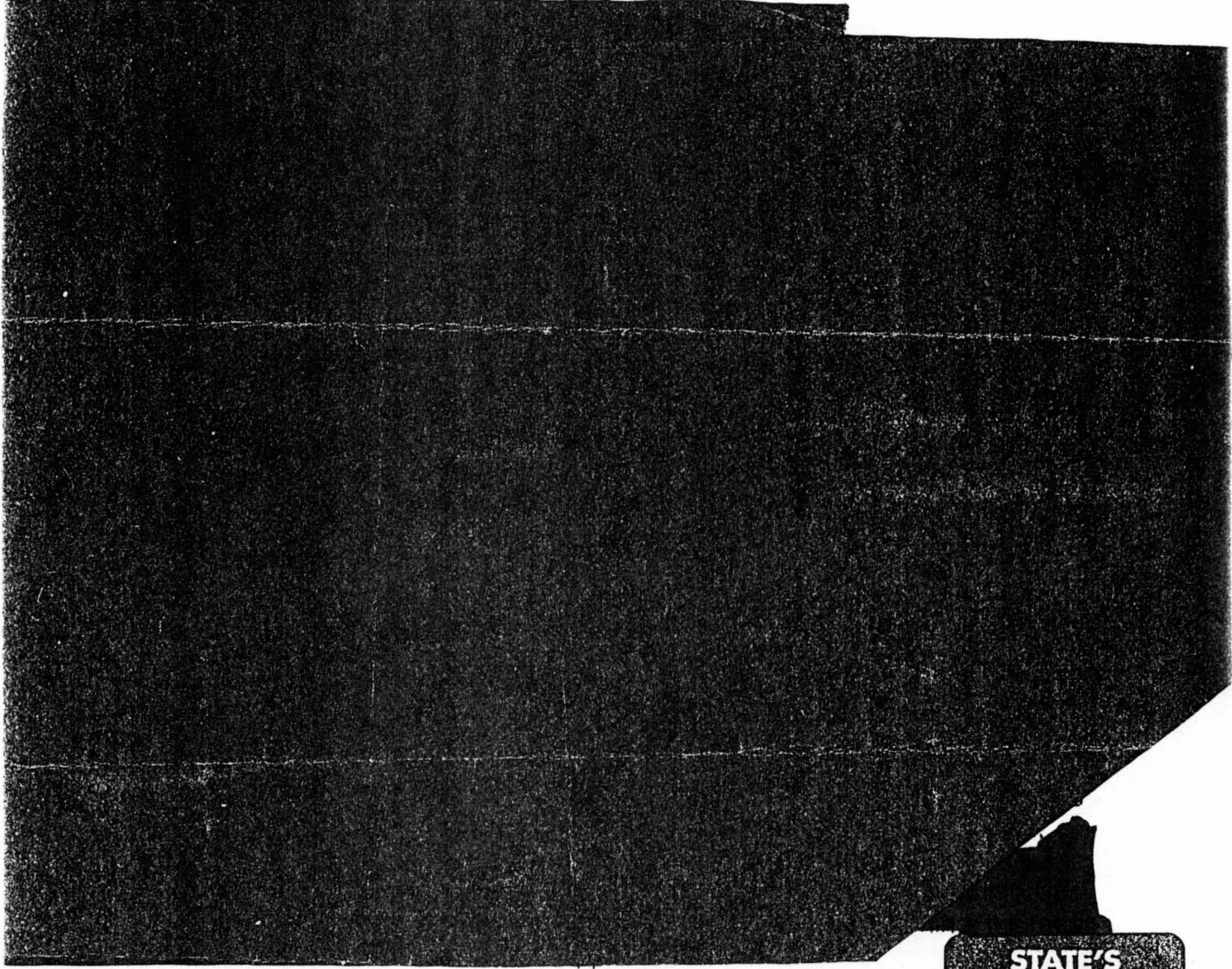
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**THE SHEPPARD PROJECT:  
An Overview**

Prepared for AMSEC

**INTRODUCTION: THE SHEPPARD STORY**



**STATE'S  
EXHIBIT**

**B. THREE SHEPPARD PROJECTS**

158

Three projects are linked in this contemporary excursion into the Sheppard case.

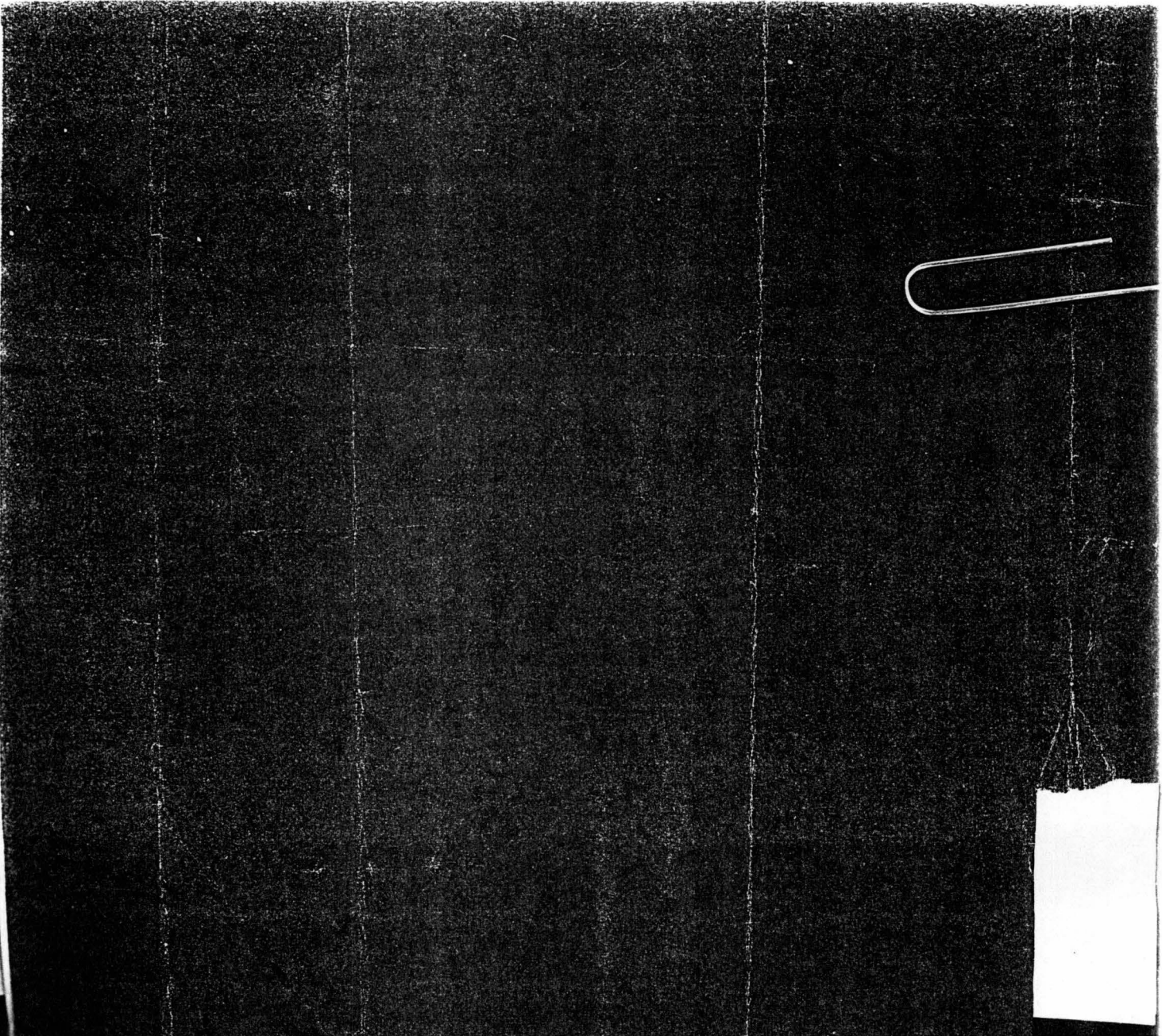
- 1) **THE BOOK:** Cynthia L. Cooper and Sam Reese Sheppard have contracted

with Northeastern University to publish a book about the reinvestigation of Marilyn Sheppard's murder. For a modest advance, Northeastern University will publish a hardback book, tentatively titled Justice Awakens. Paperback, film/video, and 'other nation' publication rights are still in the offing. A British agent and a Hollywood agent are currently handling various aspects of the book. As part of a special agreement with Northeastern, the publisher agrees to hire a public relations firm to promote the book. This involves talk shows and other appearances.

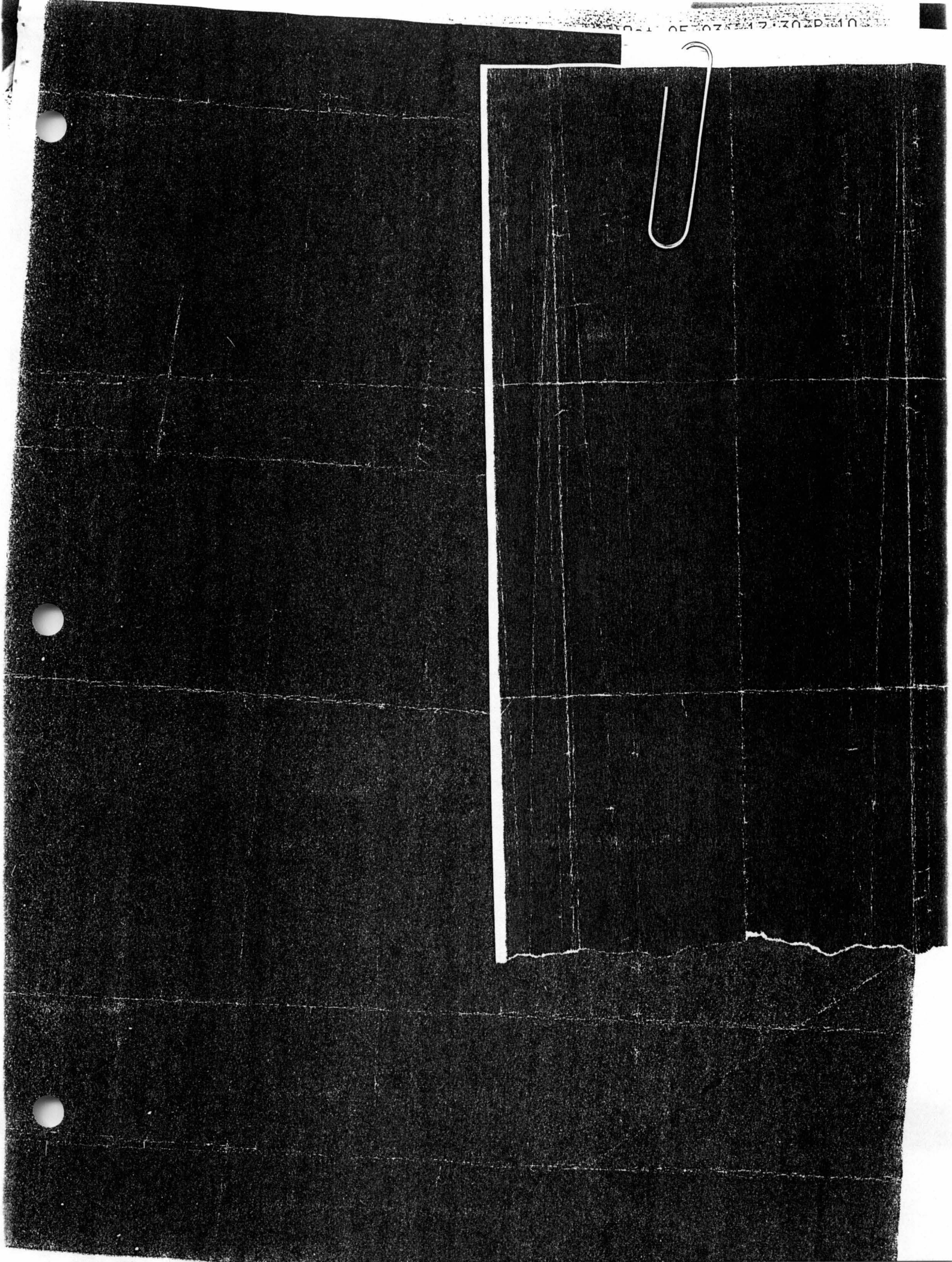
This book is discussed in greater depth, below.

2) **THE 'SECOND' BOOK:** Cooper and Sheppard are writing a second book, also to be published by Northeastern University Press. This book "Private Lives, Public Actions: The Sheppard Case" will have at its core six to eight essays by "experts" on areas of criminal justice, society or the media, as related to the Sheppard case. The book will also contain personal letters and diaries of Dr. Sheppard. An extremely small advance is to be paid to the authors, and the publisher will have hardcover and paperback rights.

Some aspects of this book are described below.







## F. PAYMENT POSSIBILITIES FOR AMSEC

Because of the worldwide attention to the Sheppard case, and the recent prominence of The Fugitive movie, the Sheppard case is hot. For an Investigative group to step in and contribute to the solving of the case could offer it a coup of great proportions. The greatest payment possibilities lie in our willingness and ability to help AMSEC exploit public relations possibilities connected with the case and the publication of the book or production of a film or video.

There are many ways in which these efforts could be exploited, and some are suggested below:

1. Credit: The authors are fully willing to credit investigators within the very text of the book. In fact, the story of 'The Book' is very much reliant upon telling readers how information was gathered and to what use it came. This is an important point because the authors in this case have truth and accuracy as goals and reject egocentric and self-congratulatory aims.

2. Public Appearances: The publisher has expressed an enormous interest in having an investigator available for talk shows and other public promotion opportunities. The elderly investigator who has participated in the case declines to make appearances. As noted earlier, part of the contractual commitment by the publisher in order to secure the rights to the book was to hire a top-notch public relations firm, an usual step for any publisher and one that can insure the book's public acceptance.

3. Articles: The investigative group could write (or alternatively Cooper could write) and place articles in various publications, using the Sheppard case as an example of its investigative proficiency. An article for a financial journal, for example, might be: "Tracking Down a Buried Past."

4. Brochures, Literature: The investigative group could a) use the Sheppard case as the centerpiece of various direct marketing appeals; b) call upon author Cooper to assist in the preparation of marketing materials, newsletters, slide or video programs.

5. Seminars: The investigative group could use this material to develop seminars for clients or potential clients. Sam Reese Sheppard, who often speaks at schools and conferences, could be a drawing card at various programs, if arrangements were made for him to appear.

6. 'Second Book': Pending final approval, the investigative group could be selected as one of the essayists for the prestigious 'second book', which because of its publication by a respected press well-known for its criminal justice titles, would offer eminence and public presence and provide innumerable opportunities for promotion in various ways (i.e. reprinting for distribution to potential clients.) If pursued, the group could write an essay or could potentially call upon Cooper or Sheppard for writing assistance. For authorship, a modest fee will be paid by the publisher.


7. Endless Possibilities: To show that possibilities for this project to garner public attention abound, the investigative group might even consider using the authors to write a book of its own -- a popular item today. Such a book might be "Trace Your Case"; "Before You Sign"; "Know Your Partner -- Business or Otherwise"; "Finding Who Done It"; and so on. Endless ...

The possibilities for direct financial remuneration, eschewing the public relations

route, must be tied to future payments. Neither author has the ability to pay Investigative fees, nor do our other associates. However, future payment of reasonable investigative fees could be flexibly arranged and: 1) Paid upon award of damages in the lawsuit; 2) Paid from sales of future rights in 'The Book.'

### CONCLUSION: WHY TO JOIN HANDS

The Sheppard case has consistently been one of the most exciting and fascinating of modern times. In



The authors, while mining the interest in the case, have also taken care to do so in a classy way -- avoiding the tabloid brand press which it could easily attract. The choice of a top-quality university publisher adds enormous credibility to the project.

In order to tell the story well, investigative assistance is clearly and dearly needed -- and that will be one of the clinching factors in the success of the book. For a forward-thinking investigative group such as AMSEC, participation in the Sheppard case would be historic, offer unique promotional possibilities, attract directed public attention, and would be, no doubt, utterly interesting.

We think the possibility of working with a top-notch investigative firm such as AMSEC will enhance our work, just as the efforts of the agency will be enhanced by it. There is every reason to join hands in this exciting project.