



**FOR RELEASE ON 01/01/2020 AT 12:00am**    **Contact:** Donald Kinney  
**Phone:** [512-529-7925]  
**Email:** [press@kinneybrothers.com](mailto:press@kinneybrothers.com)

## **The Kinney Brothers Story**

*Independent Publishing in Japan*

**Austin, Texas, January 2020** — In the spring of 1996, shortly after the Japanese school year began, Robert Kinney opened his sketchbook, took pen to paper, and began drawing outlines for his own lesson plans. The school material he had been given for handouts had been fashioned into airplanes by the students and came sailing over his head after class. It was humiliating. Robert thought it was time he took matters into his own hands. This was the beginning of the *Stories For Young Readers* series.

Meanwhile, Donald Kinney was meeting his own challenges. Given a roster of kindergarten through 6th grade classes with a hobbled together, school-provided collection of books, where even the 6th grade students didn't know their ABC's, Donald thought he could do better. Creating his own worksheets, flash cards, and activities, he began experimenting with basic phonics lessons that would eventually become the first in a five-part *Phonics & Spelling* series.

This is where it all began - out of a need for quality, congruent learning materials for ESL students and teachers. In the late 90s, there were hundreds of pages of worksheets being created in the twin brothers' Tokyo apartment. All totaled, it took four years of classroom development and after-work hours to create what would become their first textbook publications. Their younger brother, Michael, also an English teacher in Aichi Prefecture, came onto the team and together they began to shape Kinney Brothers Publishing into a working plan. By 2000, the first

textbooks were ready for publication.

Desktop publishing software and a local printer brought boxes and boxes of printed books into their small apartment. The burgeoning Internet allowed them to get their message out. Michael negotiated a place for an orphan stack of freshly printed books on a conference table with The English Resource. The books sold! Shortly thereafter, The English Resource faxed the brothers a contract for book distribution. From there, Donald and Michael could be regularly seen on the book-seminar circuit talking about their publications and how they can be creatively used in class.

Since that time, there have been updates, debuts, and expansions. Kinney Brothers Publishing now has a library of 22 titles, audio tracks, and an online store, Donald's English Classroom, brimming full with flash cards, charts, educational activities, and games. Today, the textbooks are published by I.P.I. (Independent Publishers International) and are available through Nellie's English books across Japan. Print-on-demand technology allows the books to be available online through the Kinney Brothers Publishing website on Amazon's world-wide network.

Though Robert passed away in 2013, his titles live on in the *Stories For Young Readers* series as the most popular among the Kinney brothers' titles. The *Phonics and Spelling* series is now in its 15th year in print, proving that teachers continue to appreciate and demand quality material for their classrooms.

Today, Donald and Michael reside in Austin, Texas in the United States. They continue to be active on social media and blog about teaching methodologies and new teaching products in their ever-expanding online store.

### *About Kinney Brothers Publishing*

Kinney Brothers Publishing is an American based company producing ESL textbooks and learning materials with a focus on younger ESL learners. With a commitment to provide learning materials appropriate for elementary, junior high, and high school students our publications are licensed in Japan through Independent Publishers International, available on Amazon's world-wide network, and as digital downloads in Donald's English Classroom.

Please visit [kinneybrothers.com](http://kinneybrothers.com) to learn more about our publications. If you would like more information about this release, please contact Donald Kinney at [press@kinneybrothers.com](mailto:press@kinneybrothers.com).

###