

To: UNC Press Board of Governors  
 From: Kate Douglas Torrey, Director  
 Date: 11 May 2012  
 Re: Report for the 16 May 2012 meeting

Happily, I can report that sales in April were some \$40,000 (or 28%) ahead of forecast, allowing us to end the month right on our target (90% of our year-end goal) and in line with or ahead of the last two years. May has started strong; returns continue to lag projections fairly significantly; the first week's net sales totaled one quarter of the goal for the month. My guess is that we will end the year somewhat ahead of our \$5.3 million target—perhaps at \$5.350 million.

Robbie and I have our fingers crossed in hopes that our year-end sales and expenses will yield a break-even bottom line (after university support and before expenses connected with the search for a director). It would be great not to have to use the budgeted draw from the Operating Reserve for publishing operations.

Although we didn't bring home any prizes from the Organization of American Historians this year, there are other worthy accolades to mention:

- Cohen, *BRACEROS: MIGRANT CITIZENS AND TRANSNATIONAL SUBJECTS IN THE POSTWAR UNITED STATES AND MEXICO*—2012 Saloutos Memorial Award, Agricultural History Society
- Jackson/Christian, *IN THIS TIMELESS TIME: LIVING AND DYING ON DEATH ROW IN AMERICA*—2012 Independent Publisher Book Award (bronze medal)
- Haley, *TURNING THE TABLES: RESTAURANTS AND THE RISE OF THE MIDDLE CLASS, 1880-1920*—2012 James Beard Foundation Book Award in Reference and Scholarship
- Lowery, *LUMBEE INDIANS IN THE JIM CROW SOUTH; RACE, IDENTITY, AND THE MAKING OF A NATION*—2010 Best First Book, Native American and Indigenous Studies Association
- Myers, *FORGING FREEDOM: BLACK WOMEN AND THE PURSUIT OF LIBERTY IN ANTEBELLUM CHARLESTON*—2011 Anna Julia Cooper-CLR James Book Award, National Council for Black Studies
- Nguyen, *HANOI'S WAR: AN INTERNATIONAL HISTORY OF THE WAR FOR PEACE IN VIETNAM*—2012 Coffman Prize, Society for Military History
- Silkenat, *MOMENTS OF DESPAIR: SUICIDE, DIVORCE AND DEBT IN CIVIL WAR ERA NORTH CAROLINA*—2011 North Caroliniana Book Award, North Caroliniana Society

Both of our inaugural cookbooks in the (renamed) *SAVOR THE SOUTH*<sup>TM</sup> collection—*PECANS* and *BUTTERMILK*—have been adopted by The Good Cook Book Club. (When these projects were presented to the Board in March, we were calling the series “Taste of the South.” We renamed the series upon learning that there was already a federally registered trademark for that phrase. It was a scramble to make the change, but

everyone here likes the new name better; and we have filed trademark registration for “Savor the South.”)

We have licensed South Asian reprint rights for Shaikh, *SUFI NARRATIVES OF INTIMACY* (2012) and Ernst, *HOW TO READ THE QUR’AN* (2011) to two publishers in New Delhi; and we have licensed audio rights for the following titles to Audible.com, the leading publisher of audio books:

- Campos, *HOME GROWN* (2012)
- Ceello: *MAKING MARRIAGE WORK* (2009)
- Eagles, *THE PRICE OF DEFIANCE* (2009)
- Harrold, *BORDER WAR* (2010)
- Malone, *MUSIC FROM THE TRUE VINE* (2011)
- Ware, *GAME, SET, MATCH* (2011)
- Yow, *THE ARMCHAIR BIRDER* (2009) and *THE ARMCHAIR BIRDER GOES COASTAL* (2012)

Here are some highlights of recent review/media attention for our books:

--Broadwater, *JAMES MADISON: Publishers Weekly, Library Journal, Wall Street Journal*

--Fleche, *REVOLUTION OF 1861* and Neely, *LINCOLN AND THE TRIUMPH OF THE NATION: “Civil War Talk Radio”*

--Gutierrez, *NEW SOUTHERN-LATINO TABLE: Atlanta Journal-Constitution*

--Guthrie-Shimizu, *TRANSPACIFIC FIELD OF DREAMS: Wall Street Journal*

--Knipple, *WORLD IN A SKILLET: Publishers Weekly, Chicago Tribune, Washington Post*

--Jackson/Christian, *IN THIS TIMELESS TIME: “The Story with Dick Gordon,” NPR*

--Riggs, *BATTLE FOR NC’S COAST: New York Times, Science Times* (mention)

--Wilson, *DIXIE DHARMA: Houston Chronicle*

--Wise, *WILLIAM ALEXANDER PERCY: Publishers Weekly, Library Journal*

--10 titles were reviewed in *CHOICE* since the Board last met.

Last weekend, Chuck Grench and Mark Simpson-Vos were in Williamsburg for the annual meeting of the Council of the Omohundro Institute of Early American History and Culture. Their Director, Ron Hoffman, will be retiring in June of next year; the search for his successor is underway. The new Director will arrive at a critical moment: last year the Institute lost Mellon funding for one of their two fellowships; and just recently, the NEH did not renew funding for the other fellowship. Fortunately, the Institute has an endowment, which can be used to cover one of the fellowships; and they do intend to reapply to the NEH. If NEH funding is not restored, however, we worry that in a few years this will have a serious impact on the Institute’s book publishing program—and therefore, on UNC Press.

Speaking of grants, Donald Waters, the program officer in charge of scholarly communications at the Mellon Foundation, will be visiting the Press in mid-June to talk informally about our grants for Publishing the Long Civil Rights Movement—topics will

likely include future plans for the project, lessons learned, problems encountered, and so forth. The final phase of that grant ends on December 31. Between now and then we will be completing one or two more enhanced e-books under the grant and adding a few more titles to DocSouth Books, the grant's POD project with the UNC-Chapel Hill library. The Board will note that in the FY13 budget one of the three staff from the LCRM project (a digital production specialist) has transitioned from the grant to the Press payroll.

As occasionally happens, there is a scheduling need to present a couple of projects to the Board for approval between our May and July meetings. Please expect a mail ballot that will be sent to you and posted on BoardEffect on June 12; we ask for your response by June 20. (If you would like a hard copy mailed to you at a different address, please let me or Laura know by June 1—I will remind you of this when we meet.) Many thanks, as always, for your help.

This is my final Director's Report to the Board, and next week's meeting will be my last. This is a proud and a poignant moment for me because I will certainly miss the regular occasions on which we see each other to discuss books and all manner of publishing developments. It has been a real privilege to work with this Board—and with your predecessors—as well as with the talented staff of UNC Press for over two decades. I am very confident about the future of this organization and about the Press's ability to respond to whatever unexpected curves lie in the road ahead.

I look forward to seeing you next week and to thanking you in person for all that you've done to help me position the Press so well for the next chapter in its distinguished history.