

**THE UNIVERSITY OF NORTH CAROLINA PRESS
BOARD OF GOVERNORS MEETING
JANUARY 21, 2009**

Board Present:

Nina Allen
William Andrews
Fitz Brundage
Joy Kasson, Chair
Barbara Moran
Eric Muller
James Peacock
Loren Schweninger

Board Absent:

Gill Cell
J. Haywood Davis (proxy)
Jack Evans (proxy)
Sherman James (proxy)
William Leuchtenburg (proxy)
Harold Martin
Louise Maynor
Jon Oberlander

Staff Present:

Robbie Dircks
Chuck Grench
Sian Hunter
Elaine Maisner
David Perry
Mark Simpson-Vos
Rachel Surles
Kate Torrey, Director

Other:

Charles Mercer

Chairs Remarks

Ms. Kasson called the meeting to order at 1:35 p.m. She then introduced Charles Mercer, UNC Press's liaison with the UNC Board of Governors, who as the chair of its Governance Committee, receives our Board's nominations for appointments and supervises the approval of those nominees. The Board members and staff introduced themselves to Mr. Mercer.

Minutes

The minutes of the 19 November 2008 meeting were approved unanimously.

Discussion of revised bylaws

Ms. Kasson noted that, as required, Board members had received notice of the bylaws discussion and text of the proposed changes more than 7 days prior to the meeting. Ms. Kasson remarked

that there were four proposed changes made to the bylaws: 1) the requirement of an annual audit, which the Press has always conducted but which has not been mandated in the bylaws, 2) the addition of a representative from the Advancement Council to the Finance Committee, 3) the addition of system Vice President of Finance as an ex officio member of the Press's Finance Committee, and 4) a clause clarifying Board member terms. Ms. Kasson asked if there were any questions or points of discussion relating to these changes. None were raised. All 8 present Board members and 4 absent Board members (via proxy) voted in favor of these revisions to the bylaws. The motion passed unanimously.

Report of the Nominating Committee

Ms. Moran reminded the Board that the Committee had circulated information about the nominee prior to the meeting and recommended James Johnson as a new Board member. Ms. Torrey commented that she was very enthusiastic about the possibility of Mr. Johnson joining the Board and thanked the Nominating Committee for such a great choice. Ms. Kasson commented that the nominee has a strong financial background; Mr. Peacock cited James Johnson as an expert on the changes in North Carolina, especially those relating to demographics. All 8 present Board members and 4 absent Board members (via proxy) voted in favor of James Johnson's appointment to the Board. The motion passed unanimously.

Report on the Long Civil Rights Movement

Full report attached at the end of the minutes.

Ms. Torrey spoke for Sylvia Miller, Project Director, who was out sick. Summarizing Ms. Miller's report, Ms. Torrey explained that the purpose of The Long Civil Rights Movement Project is to encourage new research and innovative publishing on this important topic. The Project seeks to present the Long Civil Rights Movement through an interdisciplinary approach with a broadened geographical scope, time span, and demographic focus. Two primary areas of concentration will include education and economic justice; Ms. Torrey hopes that the Project will bring in the law school's Center on Poverty, as well as The Center for Civil Rights. Preliminary work is underway on a manuscript titled THE NORTH CAROLINA FUND: ADVANCED GUARD IN AMERICA'S WAR ON POVERTY, which will be presented to the Board for consideration at its March meeting. Ms. Torrey noted that another potential publication is an online journal but that the capital required has yet to be identified and is not covered in the Mellon budget.

Ms. Torrey referred to the conclusion of Ms. Miller's report, which highlights the creation of an online demo to be available during the first quarter of 2009; this will be shared with interested members of the Board of Governors when completed.

Mr. Muller asked if the Long Civil Rights Movement will be, in effect, a new series for the press; Ms. Torrey clarified that we chose this area of study because it is already a focus of the Press's publishing program and that through this Project we hope both to learn about online publishing and to gain additional strength in this list area. Ms. Kasson commented on the great

accomplishment of receiving this grant, which forged this collaboration between the Press, UNC Libraries, and The Southern Oral History Program.

Director's Remarks

Full report attached at the end of the minutes.

Summarizing her report, Ms. Torrey began by noting that the book industry, in general, has not been hit quite as hard as other industries by the recession and that though the Press's endowment is down, thanks to UNC Management Co. it is looking good when compared to other endowments. Because of the uncertain nature of the book industry at present and because the Press is 6% behind last year, Ms. Torrey commented, we are closely monitoring backlist sales, returns, and initial orders of our current season's new books. She continued that at the end of January we will have a better idea of whether the Press's revised sales forecast of \$5.5 million is still realistic and noted that the November revision was accomplished without changing the approved negative bottom line; that will not be a possibility, she noted, if a second budget revision is deemed necessary.

Ms. Torrey noted the successful November meeting she and Ms. Kasson had with Harold Martin and President Bowles, who has been very supportive of the Press by pledging to protect against cuts and to attempt continuation of annual G.A. support in the amount of \$25,000; she remarked that in the current climate no one could ask for more.

On the development front, Ms. Torrey announced that the Press's next donor recognition goals will be focused on NCSU and NCCU and that she will be asking Board members for support with this initiative. Ms. Torrey reported that Hodding Carter, former head of The Knight Foundation, will be joining the Advancement Council in the spring.

Ms. Torrey then opened the floor for questions and comments from the Board. Mr. Peacock commented on the fascinating nature of seeing translations of Press books and asked what Ms. Torrey's sense of the academic publishing industry overseas vs. within the U.S. was; Ms. Torrey remarked that she has not seen any statistics on the health of overseas academic presses. Ms. Torrey noted that Utah State University Press may have to shut down operations because of a lack of funding, adding that this may well be the first of several such closings. Ms. Kasson referenced the list of big sellers in Ms. Torrey's report and noted the diversification of these successes. Mr. Mercer stressed the importance of letting those in the General Assembly know how much we appreciate their support of the University.

Financial Report

Full report attached at the end of the minutes.

Mr. Dircks began the summation of his report by noting that at the end of business on January 20, 2009, January sales were just over \$500k and that meeting our sales goal of \$750k for the month appears to be attainable. He expressed the cautious optimism that we could still meet our yearly sales projection of \$5.5 million. Mr. Dircks noted that Baker & Taylor's 10% reduction

in initial orders of new books will have an impact on our gross sales but noted that because they usually return 20-25% of their purchases, net sales should not be significantly impacted. Mr. Dircks reiterated Ms. Torrey's point that text adoption sales and front list sales will need review at the end of January.

Mr. Dircks thanked Board members for their attendance at the lunch with Jon King, CEO of the UNC Management Co. Mr. King announced the good news that for the first half of FY09 our investment with the UNC Management Co. was showing a -16% return.

Reporting on his early-December conversation with members of the Press's Finance Committee, Mr. Dircks noted this year's budget included capital expenditures, higher than usual book manufacturing costs, and some cash flow issues. To combat these cash flow issues the Finance Committee approved an early endowment draw (January 2, 2009); these monies are now in an interest-bearing bank account.

In conclusion, Mr. Dircks reported on Longleaf and its recruiting initiatives. Longleaf Services should have a break-even budget in FY10. Prospects for Longleaf recruits are strong in these trying economic times with both the University of Missouri Press and the University of Nebraska Press showing interest; Syracuse University Press will go live in July.

Projects

1. "WE WERE ALL LIKE MIGRANT WORKERS HERE": WORK, COMMUNITY, AND MEMORY ON THE ROUND VALLEY RESERVATION, 1850-1941 by William Bauer

Manuscript Concerns: Mr. Muller had reservations about the use of this quotation as the title, finding it grammatically clunky and not especially revealing. Mr. Simpson-Vos agreed that this was often the case when a quotation is used as a title and that this title needed work. Mr. Peacocok noted that the Press's most recent successful books have had shorter titles. Mr. Brundage felt "Round Valley Reservation" was too obscure and that the title did not give enough clues as to the book's subject or setting. Ms. Kasson suggested adding "Indians" or "Native Americans" for clarity. Mr. Simpson-Vos noted that he had spoken with the author about getting "California" in the title. Ms. Kasson asked about the author's use of external editors; Mr. Simpson-Vos clarified that this was a writer-mentor relationship via the author's campus writing center. Mr. Perry noted that the goal of the Press is to present the best work possible and that there may be some way to acknowledge this help in the text. Ms. Torrey noted this as a trend as many campuses seek to help faculty who are attempting to write for wider audiences. Ms. Allen mentioned that in scientific writing, one always has an advisor.

Budget Concerns: Mr. Brundage asked about 1,000 cloth copies for the publication plan, specifically wondering if 1,000 cloth copies was too high. Mr. Simpson-Vos noted that the book should speak to three audiences: western history, labor history, and Native American studies and said he thought the print run was appropriate.

2. THE COLOR OF THE LAND: RACE, NATION, AND THE POLITICS OF LAND OWNERSHIP IN OKLAHOMA, 1860-1929 by David A. Chang

Manuscript Concerns: none

Budget Concerns: none

3. BACKBONE: PERSONAL, SOCIAL, AND POLICY CONSEQUENCES OF LOW BACK PAIN by Nortin M. Hadler, M.D.

Manuscript Concerns: Aware of the author's status, Mr. Muller noted that Dr. Hadler's response to one reader's comments seemed dismissive and the precedent that this kind of response may set. Mr. Peacock asked about legal liabilities for taking the "advice" of Dr. Hadler; Ms. Torrey responded that Hadler's work is part of a growing medical field of skepticism and that he supports his conclusions. Mr. Perry noted he had seen some consumer health books with disclaimers and wondered if perhaps we should include one. Ms. Torrey suggested we send the manuscript to David Harrison for advice on a disclaimer. To Mr. Muller's concern over the review process, Mr. Perry replied that the concerns of the three readers were primarily editorial and that he is working with Hadler point-by-point through these readers' editorial suggestions to shape the manuscript for readability. Mr. Andrews asked about the title and suggested it be changed to "Low Back Pain," stressing that "Backbone" could be easily misinterpreted.

Budget Concerns: none

4. WAR SO HORRIBLE: UNION AND CONFEDERATE FOREIGN RELATIONS DURING THE CIVIL WAR by Howard Jones

Manuscript Concerns: Ms. Moran suggested working on the title; Mr. Perry explained that it is a quotation used within the manuscript but that we do plan to work on the title. Mr. Schweninger suggested calling it "Foreign Relations During the Civil War."

Budget Concerns: Ms. Torrey noted that the outside subsidy for Jones's WAR SO HORRIBLE comes from the Littlefield Fund at the University of Texas and that we will be receiving subsidies for all books in this series.

5. RIGHT TO RIDE: AFRICAN AMERICAN CITIZENSHIP AND PROTEST IN THE ERA OF PLESSY V. FERGUSON by Blair L.M. Kelley

Manuscript Concerns: Mr. Muller suggested this manuscript would lend itself well to the Long Civil Rights Movement Project; Mr. Grench noted that we planned to work toward this. Mr. Andrews asked if the author included Ida B. Wells; Mr. Grench confirmed that she had.

Budget Concerns: none

6. ORIGINAL INTENTIONS: WOMEN AND THE REVOLUTIONARY ORIGINS OF FAMILY LIMITATION IN AMERICA, 1760-1820 by Susan E. Klepp

Manuscript Concerns: Mr. Schweninger felt the title could be improved and asked how the author had gathered material on these slave women; Mr. Grench noted that this research was based on letters of free blacks, plantation records, and other primary sources. Ms. Kasson felt the title suggests the manuscript is about the Constitution. Mr. Brundage added that it sounds demographic. Mr. Grench pledged that the title would be reworked.

Budget Concerns: none

7. NUCLEAR APARTHEID: IDEOLOGY AND THE QUEST FOR AMERICAN ATOMIC SUPREMACY by Shane Maddock

Manuscript Concerns: Mr. Muller said he'd originally struggled with the use of the word "apartheid" but was ultimately satisfied and found it to be both appropriate and quite explosive. Mr. Grench commented that "apartheid" may end up being a selling word and continued that this manuscript was greatly served by the suggestions of its readers.

Budget Concerns: none

8. LIVING FOR THE CITY: BLACK LIBERATION AND THE SOUTHERN DIASPORA IN POSTWAR OAKLAND AND THE EAST BAY by Donna Murch

Manuscript Concerns: Ms. Kasson stressed that we were wise to get a third reader for this manuscript because one of the first readers was entirely too close to the author. Mr. Andrews suggested the title needs work and noted that it reminded him of a popular song; Mr. Brundage saw the subtitle as too academic. Ms. Kasson noted that the title fails to mention women, a key contribution of the book.

Budget Concerns: none

9. SILENT NIGHT, HOLY NATION: CHRISTMAS IN GERMANY, 1800-1970 by Joe Perry

Manuscript Concerns: Mr. Muller found the title and the handling of the Holocaust period a source of real concern. Mr. Brundage wondered if the title was intended to be ironic and thought it could bring German scholars out of the woodwork because of its boldness. Ms. Kasson asked about the chapter on the Third Reich and whether the author argued that this was just a blip in history or a real change in German custom; Mr. Grench responded that the Nazis did change the holiday from a religious to a secular one, causing an incredible amount of turmoil among Nazi supporters who were Christians. Ms. Torrey commented that the title was a late addition to the manuscript and that the original title was "Christmas in Germany."

Budget Concerns: none

10. BEFORE EMINENT DOMAIN: TOWARDS A HISTORY OF EXPROPRIATION OF LAND FOR THE COMMON GOOD by Susan Reynolds

Manuscript Concerns: none

Budget Concerns: Ms. Moran asked about marketing for this book and whether the print run may be too small. Mr. Brundage said this would be the kind of book every law library would want to have. Ms. Torrey said it would be reviewed.

11. CULTURES OF READING IN WOMEN'S PRISONS by Megan Sweeney

Manuscript Concerns: Mr. Andrews asked about the appeal of this book and whether it might reach so far as the Oprah Book Club and other national sources of attention. Ms. Hunter said she does not see this book making it to the Oprah level but that our marketing department will aim high as always.

Budget Concerns: none

I. Approval of the financial plans for the manuscripts listed above.

Budget only:

12. GARCIA MARQUEZ: THE MAN AND HIS WORK (Second Edition, Revised and Expanded) by Gene H. Bell-Villada

Budget concerns: none

13. GIVE MY POOR HEART EASE: MISSISSIPPI BLUES ROOTS by William Ferris

Budget concerns: none

Next meeting: 18 March 2009, 1: 30 p.m., Brooks Hall

Publishing the Long Civil Rights Movement

A Project Sponsored by the Andrew W. Mellon Foundation

Report to the University of North Carolina Press Board

16 January 2009

Background: The \$936,978 grant was awarded to the University in January of 2008 to disburse to four project partners over three years. Kate Torrey spearheaded the grant proposal, and the four partners are: (1) UNC Press; (2) the Southern Oral History Program (SOHP), which is part of the Center for the Study of the American South (Principal Investigator is Julia Spruill Professor of History Jacquelyn Dowd Hall); (3) the Center for Civil Rights (CCR) at the Law School (Principal Investigator is Julius Chambers); and the University Library (Principal Investigator is Associate University Librarian Rich Szary). The purpose of the project is to encourage new research and innovative publishing in the Long Civil Rights Movement.

The Long Civil Rights Movement refers to an ongoing scholarly effort to expand interdisciplinary study of the civil rights movement chronologically, demographically, and geographically. More information is available on the project website: <http://lcrm.unc.edu>

Year One Goals and Outcomes

The goals for Year One as outlined in the original grant proposal supply the following six section headings.

1. Hire new staff

At UNC Press, Sylvia K. Miller was hired as Project Director. She hired Kenneth Reed as Digital Production Specialist (this position is shared with the Library) and Russ Damian as Project Assistant. The Library hired a programmer, CCR hired two graduate assistants, and SOHP hired Seth Kotch as Director of Digital Oral History Initiatives as well as three graduate assistants.

2. Investigate and identify a suitable publishing platform and other software applications

Investigations took the form of presentations by outside representatives of vendors and projects; e-mail, telephone, and in-person discussions with colleagues at other institutions and publishing houses; and software analysis by the Project Programmer and the Systems Department at the Library. Over time, the project team developed a list of criteria and secondary considerations. Definite decisions on four different pieces of software and data standards were made; other software is still under consideration.

Led by the LCRM Digital Production Specialist and the Electronic Projects Coordinator, the Press engaged a cross-functional team in-house to develop an XML-first workflow. The Digital Production Specialist wrote complete TEI encoding guidelines and began work on the Q&A rules needed to quality-check converted files.

The first Press manuscript to follow the new XML-first production process was chosen for its close ties to the LCRM project: *Septima Clark and the Black Freedom Struggle* by Katherine Mellen Charron. The book is currently in copy editing and is slated for publication in Fall 2009.

3. Survey the scholarly and research materials on the long civil rights movement that are available for repurposing

CCR gathered 138 presentations from past conferences. SOHP identified 2,369 oral-history interviews in the UNC collection related to the Long Civil Rights Movement. The project staff at the Press evaluated all UNCP titles, both in print and out of print and ranked the relevance of each book to the Long Civil Rights Movement; a first cut formed a list 420 titles. Further analysis produced two focused lists, one on education and civil rights and another on economic justice. These areas of strength and opportunity having been identified, the project staff was able to approach the special-collections library with some focus and identify 18 especially related collections. Work began on identifying a limited number of primary-source documents that might form part of a project demo online.

4. To start on the revision of at least one such project

The LCRM Digital Production Specialist and the Electronic Projects Coordinator obtained bids on conversion of Press books from three vendors on the basis of the encoding guidelines. The initial plan for use of the converted books was to create a searchable online collection. A serious challenge for the project arose in the form of high conversion bids. The project team is investigating a variety of approaches to solve this problem.

A core forthcoming Press title in the economic justice subcategory of the Long Civil Rights Movement, *The North Carolina Fund: "Advance Guard" in America's War on Poverty*, became the focus of plans for an experiment in innovative publishing. The team is interested in encouraging and illuminating the cross-fertilization of monographs and articles. Currently the plan is to make a central chapter of the book available online in a new environment that allows asides by the authors and comments by the users, with the purpose of identifying and enabling new research directions suggested by the text of the chapter. The authors, Robert Korstad (Public Policy, Duke University) and James Leloudis (History, UNC), have provided creative ideas for functionality. The UNC special collections librarians have expressed their interest in working with the authors and the project team to identify primary sources that will support the experiment.

5. To identify and select both the formal and informal publishing experiments to be pursued in subsequent years

In a continuing series of brainstorming meetings, the project team outlined four overlapping project components: (1) a searchable online resource of unique content; (2) an online community forum for scholars and students; (3) a formal online publishing work flow; and (4) publications, both online and in print, formal and informal. Schematic drawings helped the project team to visualize the components as a continuum. The project Programmer was always on hand to advise on the technical aspects of the team's proposals.

The many possible publications that the project might produce—both experimental and traditional—are described in the online survey on the LCRM website (<http://lcrm.unc.edu>). The survey is part of an ongoing effort to identify the purpose and target audience for both formal and informal publications and prioritize publication types to be pursued. A series of focus-group meetings with local scholars is planned for January.

In conclusion, the project team identified a number of potential publishing experiments and selected two as the first experiments of the project: (1) an annual journal developed and published online and (2) a chapter of a monograph transformed into a research and publishing laboratory

6. Plan a major, invited interdisciplinary conference

Principal Investigator and Southern Oral History Program Director Jacquelyn Hall, with SOHP Associate Director and the Coordinator of Oral History Digital Initiatives have worked together to plan "The Long Civil Rights Movement: Histories, Politics, Memories," April 2-4, 2009. The conference generated such enthusiasm from civil rights scholars that it was fully registered before it had been formally advertised outside of the LCRM project website. To accommodate a larger audience, the SOHP expanded the program to include more panels, some concurrent. All of the panels have been finalized.

The panelists work in a variety of fields, including history, sociology, African and Afro-American studies, and law; and they approach civil rights through diverse lenses, from studies of food service workers in the 1950s to Black Power in the 1970s. The conference will conclude with a roundtable addressing the possibilities and perils of publishing in the digital age. The roundtable will be chaired by UNC Press Acquisitions Editor Mark Simpson-Vos, and it will feature a model publishing prototype created by the LCRM Project presented by the Project Director and the Digital Production Specialist.

Conclusion

All of the goals in the Mellon grant proposal for Year One have been met, and the project team looks forward to creation of an online demo during the first quarter of 2009. The Press has benefitted from participation in the project via positive publicity both within and outside of the university; opportunities for editors to explore new publishing opportunities, both traditional and new; and an infusion of practical expertise in online publishing.

To: UNC Press Board of Governors
From: Kate Douglas Torrey, Director
Date: January 18, 2009
Re: Report for the January 21 meeting

Following on the discussion we had at the last meeting about the economy and the severe decline in the retail sector, I can report that November sales weren't much better than October's; December, however, was a strong month (we finished ahead of our revised forecast for the month and ahead of December last year). And January is off to a strong start. But no one here is relaxing; there is great uncertainty about how the winter and spring will go. And relevant to that discussion are some numbers from both the bookselling and AAUP world.

For the nine-week holiday season (ending January 3):

Barnes & Noble's comparable store sales: - 7.7%

Borders (books only) -11%

B&N.com -11%

[Amazon has not yet reported, and when they do, they may not separate out book sales]

For AAUP, with 62 U.S. presses reporting on sales from July 1 through December 31, 2008, as compared with the same period last year:

All presses: -9.7% (\$\$s.); -9.5% (units)

18 presses with sales between \$3 and \$6 million: -8.9% (\$\$s.); -12.6% (units)

UNC Press: -6% (\$\$s.); -11%

Recognizing that we all breathe the same air and that no book publisher is immune from the effects of these terrible economic times, we look pretty good comparatively. This fall, four of our new books—HOLY SMOKE, WITHOUT PRECEDENT, THE GULF STREAM, SHENANDOAH 1862—have outperformed our first-season expectations; three of our spring 08 titles—WORRIED SICK, TAR HEEL POLITICS, WADE HAMPTON—have continued to sell strongly through the fall.

Although at midyear, we are on track with our revised forecast of \$5.55 million, and text sales seem to be holding up well, there is great uncertainty about the next few months. Among the indicators we're watching are: budget cuts at colleges and universities; the health of independent stores, the future of Borders, and the availability of credit; and of course, reorders and returns of UNC Press titles. The initial orders for our spring 09 list have been strong, but there has also been industry talk of wholesalers responding to the accelerating economic contraction by cutting those orders, as Baker & Taylor has said it will, by as much as 10%.

So while being down only 6% from last year looks pretty good compared to other presses, we are all too aware that FY08 was not a good year for us: we missed our sales goal and ended with a larger than budgeted deficit due both to unexpected one-time expenses and to record-breaking returns. We sought and received Board approval for an additional draw from the endowment. Being 6% behind last year has us all on high alert.

In answer to the obvious question of how the Press is responding, there are two things I want the Board to know. First, after the end of this month, we'll have a handle on whether our revised forecast continues to be realistic; if not, we will revise again—and, of course, consult closely with the Finance Committee on that. Second, later this month, the senior managers and I will meet to discuss revising the Strategic Plan. We agreed that Year 2, that is FY09, would be the crucial one for achieving the goals we articulated in spring of 2007—and it really would be irresponsible to simply push the goals back by a year or two without first examining how the world has changed in the last two years. I will consult with and report to the Board on these discussions.

In mid-November, Joy, Harold, and I had a very good meeting with Erskine, ostensibly to report on FY08. Not surprisingly, we talked more about the present and the future—Erskine pledged to protect the Press as best he could from any cuts in our public support (recognizing the lack of any increase in that support since 1994) and promised to try to continue the annual additional subsidy of \$25k from GA funds. I hope he'll be successful. Erskine was very concerned about the Press and very supportive.

In development, I can report that Joanna Ruth and I have been working since the spring to add campuses to the cooperative donor-recognition arrangement we have with UNC-Chapel Hill. Over the summer, UNC-Greensboro came on board; in the fall, both UNC-Asheville and UNC-Wilmington, and just last week, UNC-Charlotte. I plan to talk next with State and to Central.

The update on our goal of bringing out-of-print UNC Press titles back in print is that we are underway. These titles will be manufactured as paperbacks on an as-ordered basis (POD). We've chosen Enduring Editions as the name of the project; we have created a standard cover design, and the first group of 73 titles should be available through Amazon and through the UNC Press website in late February. If you go to our site now, under Enduring Editions, you'll find the complete list that will eventually be in this program. Our standard operating procedure, for more than a year now, is never to declare a title out of print.

In the fall, we will be introducing our first large-print list: plans are well underway for a dozen new and favorite Civil War titles to be available in this alternate format.

Last month, five UNC Press books were chosen as Outstanding Academic Titles of 2008 by CHOICE, the magazine of college and university libraries. They are listed at the end of this report.

On the matter of photographs for the book on AIDS policy, mentioned in the addendum to my November report, after reading into the ms., with particular attention to the places where the author had proposed illustrations, Sian, David, and I reviewed all of the images and came to a quick agreement among ourselves; we now have the author's agreement, albeit reluctantly, about the images that will be dropped or replaced.

Finally, I want to draw the Board's attention to an announcement in the Chronicle of Higher Education two weeks ago about a \$1million collaborative grant that the Mellon Foundation awarded to four university presses—including UNC Press—to support their publishing programs in the emerging field of indigenous studies. (The other presses are Arizona, Minnesota, and Oregon State). Mark Simpson-Vos did yeoman's work in helping the lead press, Arizona, write and revise the grant application. So, hats off and congratulations to Mark!

AWARDS

*2008 Outstanding Academic Title (CHOICE magazine)

Andrew/WADE HAMPTON: CONFEDERATE WARRIOR TO SOUTHERN REDEEMER

Filreis/COUNTER-REVOLUTION OF THE WORD: THE CONSERVATIVE ATTACK ON MODERN POETRY, 1945-1960

James/A FREEDOM BOUGHT WITH BLOOD: AFRICAN AMERICAN WAR LITERATURE FROM THE CIVIL WAR TO WORLD WAR II

McCloud/DIVINE HIERARCHIES: CLASS IN AMERICAN RELIGION AND RELIGIOUS STUDIES

Robinson/FORGERIES OF MEMORY AND MEANING: BLACK AND THE REGIMES OF RACE IN AMERICAN THEATER AND FILM BEFORE WORLD WAR II

*2008 Aesop Accolade, Children's Folklore Section, American Folklore Society

Shelby/THE ADVENTURES OF MOLLY WHUPPIE AND OTHER APPALACHIAN FOLKTALES

SELECT REVIEWS

*Ayala & Bernabe/PUERTO RICO IN THE AMERICAN CENTURY *Latin American Review of Books*, December 1, 2008

*Crump/HEARTSIDE COOKING *Western North Carolina* 11/10/08

*Eubanks/NC LITERARY TRAILS *Raleigh News & Observer* Holiday Gift Guide December 5, 2008

*Feld/LILLIAN WALD *Library Journal*, November 1, 2008

*Hadler/WORRIED SICK interviewed for the People's Pharmacy

*Henold/CATHOLIC & FEMINIST *America* 11/3/08

*Huber/LINTHEAD STOMP starred review in *Publishers Weekly* web edition, 11/17/08

*Irons/ORIGINS OF PROSLAVERY CHRISTIANITY *Christian Century* 11/3/08

*McClintock/History Book Club "Best Civil War Book"

*Perez/CUBA *Times Literary Supplement* January 2, 2009

*Pierson/MUTINY AT FORT JACKSON *America's Civil War* January 2009

*Reed/HOLY SMOKE *Charleston City Paper* November 26, 2008

Fayetteville Observer November 30, 2008

"The State of Things" *WUNC*, November 12, 2008

Raleigh News & Observer November 12, 2008

Our State December 2008

Western North Carolina November 10, 2008

Carolina edition of *Southern Living* January 2009

Charlotte Observer Holiday Gift Guide December 2, 2008

Raleigh News & Observer Holiday Gift Guide December 5, 2008

Atlanta Journal Constitution November 30, 2008

Weekly Standard December 8, 2008

My Space, *The Chronicle of Higher Education* December 19, 2008

D.G. Martin syndicated column December 2008

*Robinson/COOKING THE GULLAH WAY, "Dixie Divas in the Kitchen, GA Public Television, December 20, 2008 (and multiple rebroadcasts)

*Rondon/BOOK OF SALSA *Hispanic* September 2008

*Schultz/THAT INFERNAL LITTLE CUBAN REPUBLIC *Publishers Weekly* Starred Review, January 12, 2009

*Ulanski/GULF STREAM "Living on Earth" December 5, 2008

*Varon/DISUNION C-Span Book TV, December 10, 2008

*Walden/NORTH CAROLINA IN THE CONNECTED AGE *Raleigh News & Observer* November 2, 2008

"North Carolina People" December 12, 2008

*White/TELLING HISTORIES C-SPAN Book TV 11/26/08

*Zubok/*Washington Post Book World* "Best of 2008," selected in foreign affairs, December 7, 2008

TRANSLATIONS into

Complex Chinese:

*Filene/ THE JOY OF TEACHING: A PRACTICAL GUIDE FOR NEW COLLEGE INSTRUCTORS (2005)

Simplified Chinese:

*Buder/CAPITALIZING ON CHANGE: A SOCIAL HISTORY OF AMERICAN BUSINESS (2009)

French:

*Dubois/ A COLONY OF CITIZENS: REVOLUTION AND SLAVE EMANCIPATION IN THE FRENCH CARRIBBEAN 1787-1804 (2004)

*Ferrer/ INSURGENT CUBA: RACE, NATION, AND REVOLUTION, 1868-1898 (1999)

*Cooke/MEDITERRANEAN PASSAGES: READINGS FROM DIDO TO DERRIDA (2008)

Korean

*Robinson/BLACK MARXISM: THE MAKING OF A RADICAL TRADITION (2000)

Portuguese:

*Malinowski/A SCIENTIFIC THEORY OF CULTURE AND OTHER ESSAYS (1944)

January 16, 2009

To: UNC Press Board of Governors
From: Robbie Dircks
Subject: Financial highlights for January 21, 2009 Board Meeting

Through six months, book sales for FY09 totaled \$3,094,818. This represents 55.7% of our \$5.55 million revised sales projection and is \$190,831 less than last year. Because we're having a strong start to January (\$457,278 as of 1/15/09) we believe that we're in good shape to make the revised sales projection. However, there are still some uncertainties about initial buys and reorders of new spring titles (for instance, Baker & Taylor announced they will reduce all initial buys by 10%), and the potential impact of sales returns. We continue to monitor sales and industry news on a daily basis and will perform another analysis of sales at the end of January. Although we were proactive and revised the budget in November, we'll review sales and spending during the next four weeks. If our ongoing analysis shows signs of lower-than-expected sales, we'll report that to the board right away.

	Dec '08		Dec '07		Dec '06	
Book Sales	\$3,094,818	55.7%	\$3,285,401	62.1%	\$3,668,304	63.2%
Year-End Sales	\$5,550,000 (proj)		\$5,292,455		\$5,808,287	

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The fiscal year return through November 30, 2008 from the UNC Management Company was (16.6%). The December figure is not yet available, although I believe Jon King will give us an estimated return during his presentation prior to the BOG meeting. As of November 30, 2008 investments totaled \$15,190,321: \$12.56 million in endowment, \$1.51 million in Press operating reserve, and \$1.12 million in Journals operating reserve.

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Longleaf has a signed agreement with Syracuse University Press and is in the initial stages of the transition for a July 1, 2009 go-live. I visited the University of Missouri Press (\$1.3 million annual net sales) in November and the University of Nebraska Press (\$5+ million annual net sales) in December. Missouri has requested an on-line demo of our system, which will occur in the next two weeks; then we'll schedule a time for them to visit the warehouse facility in Pennsylvania. Missouri is still unsure of their overall timetable, but committed to outsourcing fulfillment. Nebraska will issue an RFP at the end of February, with proposals due by the end of March. They expect to make a final decision on which fulfillment vendor to go with by the end of April, receive final approval by the System Board of Regents in June, and plan to go live in September or October 2009. We submitted a proposal to West Virginia University Press (\$200,000 annual net sales) on January 9th. The transition timeline for WVU was not included in their RFP; but, because of their small size, could potentially be accomplished prior to June 30, 2009. We also continue to have a periodic dialog with a handful of other university presses and will do another mailing to Press directors within the next couple of weeks.