

THE UNIVERSITY OF NORTH CAROLINA PRESS
BOARD OF GOVERNORS MEETING
MAY 21, 2014 MINUTES

Board Present:

Inger Brodey
Fitzhugh Brundage
Kathleen DuVal
Jack Evans
Sherman James
Lisa Levenstein
Eric Muller
John O'Hara
Suzanne Ortega
Irene Owens
James Peacock

Board Absent:

Bill Andrews
Lee Craig
Marcie Ferris
Linda Hanley-Bowdoin
Kevin Seitz
Jim Johnson

Staff Present:

Robbie Dircks
Chuck Grench
Laura Gribbin
Elaine Maisner
Joanna Ruth Marsland
Joseph Parsons
Brandon Proia
John Sherer
Mark Simpson-Vos

Chair's Welcome and Remarks

Mr. Evans mentioned the successful meeting of the Advancement Council on April 6, which was highlighted by an evening reception for Chancellor Folt at the home of Jim and Florence Peacock. He announced that the system Board of Governors had approved the reappointment of Mr. Johnson and the appointment of Mr. Steponaitis to the Board. He noted that one seat on the Board remains unfilled. He thanked retiring Board members Mr. Peacock and Mr. Andrews for their service.

Approval of the minutes from the 19th March 2014 meeting

Minutes from the March 19, 2014 meeting were unanimously approved.

Director's Report

[Full report attached at the end of the minutes.]

Mr. Sherer announced that in the interest of time, there would be no separate marketing and development reports this month. He drew the Board's attention to the new docket comment sheet and asked Board members to review his survey of university press boards. He reported that the Press had negotiated two distribution agreements. The first has been signed with the Institute for the Study of the Americas at UNC-CH to publish short monographs in digital and POD formats. The second agreement is being finalized with a group called Reacting to the Past centered at Barnard College. They produce simulation games used in the classroom, in which students are assigned roles informed by primary historical texts. The Press will provide marketing and distribution services and a minimum of editorial work, and both programs dovetail nicely with Press's publishing program. Finally, he notified the Board that Fredrika Teute will be retiring from the OIEAHC in fall 2015.

Report of the Finance Committee

Mr. O'Hara reported that the finance committee met yesterday and approved the FY15 Press budget and was now recommending it for approval by the full Board.

Mr. Dircks summarized highlights of the FY15 budget, including total sales of \$4.75 million, a 3% increase over the \$4.6 million revised projection for FY14. (He added that the Press expects to end FY14 with net sales of \$4.4, not \$4.6, million.) The higher projection is based on the fact that the Press will be publishing 101 new titles in FY15 (vs. 85 in FY14), 26 of which are for the trade. Cost of sales is projected at 35.9%, the same rate as the FY14 revised budget. Gross margin is projected at 64.1%, consistent with the FY14 budget, and a significant improvement over FY13's 60.6%. He reported that although operating expenses are projected to increase by 2.3%, total FY15 expenses reflect a 3.5% decrease compared to FY13 expenses. There will be a 1.5% or minimum \$1,000 raise for staff this year, and there will be some staff changes that, despite the planned raise, will reduce overall salary costs by about \$64,000. Contributions to the State Retirement Plan are projected to increase by 3.3% and contributions to the State Health Plan are projected to increase by 5%. The Press endowment draw will be \$725,000, an increase of \$45,000 over FY14. As of March 31, the Press endowment totaled \$16.5 million, and during the first nine months of FY14 the UNC Management Company generated market gains of 11.2%. The FY15 budget reflects an operating deficit of \$62,000, which may be covered by grant funds, and the balance in the operating reserve totaled \$683,300 as of March 31. He added that the Press will most likely not need to make the \$45,000 budgeted draw on the operating reserve in FY14. He concluded by inviting Board members to contact him if they had any questions and volunteered to send the budget and highlights out electronically if so requested.

The committee's recommendation of the FY15 budget served as a motion; the motion was seconded; and the FY15 budget was unanimously approved.

Mr. Sherer added that although top line sales are declining, the hard work of the staff and Mr. Dircks have in fact improved the Press's margin.

Mr. Evans drew the Board's attention to the bottom line of the budget (line 60) and the projected FY15 deficit of \$62,000. He noted that the operating reserve has gained \$80,000 during the first nine months of FY14, and should the Press need to draw on the reserve to balance the FY15 budget, the draw will be lower than the reserve's growth and will not dip into the principal.

Mr. Dircks reminded the Board that the reserve totaled \$760,000 at the end of FY04. In FY09 the Press drew \$475,000 to cover an operating deficit, while the reserve lost almost \$615,000 in the market. As of March 31, 2014 the balance had increased to \$683,000, \$77,000 less than FY 04.

Mr. Dircks announced that the approval of the Longleaf budget will be deferred until the July meeting, since that budget is still in the works.

Approval of the Following Projects:

1. SELLING EMPIRE: INDIA AND THE DEVELOPMENT OF BRITAIN AND AMERICA, 1600-1830 by Jonathan Eacott (OIEAHC)

Manuscript Comments: The manuscript was unanimously approved without comment.

2. TOO PROUD TO WHITEWASH: CHARLESTON SINCE THE CIVIL RIGHTS MOVEMENT by Steve Estes

Manuscript Comments: Mr. Brundage asked why Stephen O'Neill was chosen as a reader, since his work is not well known and does not provide a scholarly context for Estes's work. He also wondered about the audience for the book. Mr. Grench summarized the manuscript's long review process, explaining that Mr. O'Neill was asked to review because of his in-depth knowledge of Charleston during this period. It took some time to convince the author to drop the overarching metaphor of Hurricane Hugo as two of the early readers had suggested. As to the potential audience, Mr. Grench confirmed that although this is an academic work, it is about a moment in history writ large and not merely a case study. Mr. Sherman suggested that though the author does not address it, one of the interesting facts about Charleston is that it is the home of black conservatism. He also noted a disconnect between the book's title and its subject. Ms. Owens asked about the chapter on the Citadel. Mr. Grench replied that the author felt the chapter belonged in the book because it introduces the important theme of gender and race. The manuscript was unanimously approved.

3. INSURGENCY INTERRUPTED: CUBAN SLAVES AND THE RESISTANCE MOVEMENTS OF 1841-1844 by Aisha K. Finch

Manuscript Comments: Mr. Brundage remarked on the extremely positive reviews of this project by the readers. The manuscript was unanimously approved.

4. LONGING FOR THE BOMB: ATOMIC NOSTALGIA IN A POST-NUCLEAR LANDSCAPE
by Lindsey Freeman

Manuscript Comments: Mr. Brundage suggested that this will be a tricky book to market because it is interdisciplinary. Mr. Parsons felt that because of the writer's personal narrative and writing style, the book has the potential to break out of the scholarly mold and that both a senior atomic historian and a sociologist had found the work persuasive. Mr. Brundage suggested that historians of memory might also be interested in the book. Mr. Muller asked whether the author addresses the complexity of the issue for the workers of Oak Ridge. There was some discussion of whether the title's irony could be considered offensive. Mr. Evans wondered whether the title was too broad in its implications and suggested adding "Oak Ridge." The manuscript was unanimously approved.

5. THE PRODUCT OF OUR SOULS: RAGTIME, RACE, AND THE BIRTH OF THE
MANHATTAN MUSICAL MARKETPLACE by David Gilbert

Manuscript Comments: Mr. Brundage asked what sets this book apart from the existing biography of James Reese Europe. Mr. Simpson-Vos replied that it is the book's emphasis on the marketplace and the community of musicians that gathered around Europe. The book was enthusiastically received by the Board, and Ms. Brodey wondered whether music is a subject area that the Press is pursuing. Mr. Simpson-Vos said that he personally takes an interest in musical culture and now looks for manuscripts that incorporate or address this topic as part of our broader American studies list. The manuscript was unanimously approved.

6. AMAZING PLACE: NORTH CAROLINA'S INFLUENCE ON THE WRITING LIVES OF
THIRTY CONTEMPORARY WRITERS edited by Marianne Gingher

Manuscript Comments: Ms. Brodey asked how the collection went from 30 to 22 contributors. Mr. Simpson-Vos replied that essays were either eliminated by the editor or the contributors didn't turn them in, and the readers only read the version with 22 essays. He added that each writer approached the idea of North Carolina from his or her individual perspective and that the collection was intentionally broad and diverse in purpose. He noted that the introduction will be rewritten to clarify the book's diverse viewpoints. The manuscript was unanimously approved.

7. THE BATTLE OF EZRA CHURCH AND THE STRUGGLE FOR ATLANTA IN THE CIVIL
WAR by Earl J. Hess

Manuscript Comments: The manuscript was unanimously approved without discussion.

8. COUNTRY SOUL: THE SOUTHERN RECORDING INDUSTRY AND THE MAKING OF RACE
IN THE UNITED STATES, 1960-1980 by Charles L. Hughes

Manuscript Comments: The manuscript was unanimously approved without discussion.

9. SUNDAY DINNER: A SAVOR THE SOUTH® *COOKBOOK* by Bridgette A. Lacy

Manuscript Comments: Ms. Brodey reviewed details of the second reader's report in which the reader urged the author to take a more scholarly approach. Ms. Maisner reported that the book is not intended to be a scholarly introduction to the subject, the author is limited to 5,000 words, and she described the content and trajectory of the introduction. Mr. Muller added that the *Savor the South* books are written for a trade audience. Both Ms. Brodey and Ms. Owens wondered what was uniquely southern about the Sunday dinner. Mr. Brundage replied that much of what distinguishes a Sunday dinner in the South from the rest of the country is the food that is served. The manuscript was unanimously approved.

10. CHAINED IN SILENCE: BLACK WOMEN AND CONVICT LABOR IN THE NEW SOUTH

by Talitha L. LeFlouria

Manuscript Comments: Ms. Brodey described the complex review history of this book. Mr. Brundage wondered how difficult it would be to improve the writer's prose and asked how many black women convicts there were. Mr. Proia replied that they numbered in the thousands and that, more importantly, their experiences reflected important currents in gender, race, and history. He further stated that that he was working with the author and the editors on the prose style and had removed all malapropisms. Ms. Brodey wondered how strong the evidence was to support the arguments. Mr. Proia replied that there is no weakness in evidence for the book's claims, but that the author is being encouraged to introduce greater nuance into her arguments. The manuscript was approved, with Ms. Brodey abstaining from the vote.

11. LINCOLN'S AUTOCRAT: THE LIFE OF EDWIN STANTON by William Marvel

Manuscript Comments: Ms. DuVal noted the complex review process of the manuscript. Mr. Simpson-Vos reported that he has worked with the author to add greater nuance to his argument. The manuscript was unanimously approved.

12. AN EVERLASTING DOMINION: CHRISTIAN RECONSTRUCTIONISM AND THE RISE OF AMERICAN CONSERVATISM by Michael J. McVicar

Manuscript Comments: Mr. Evans said that he was not familiar with Christian Reconstructionism and wondered whether readers might confuse it with post-Civil War Reconstruction in the South. Mr. Brundage replied that the core readers of the book will be scholars of religious history and will not be confused by the term. The manuscript was unanimously approved.

13. SUGAR AND CIVILIZATION: RACE, EMPIRE, AND THE CULTURAL POLITICS OF SWEETNESS IN THE UNITED STATES, 1898-1939 by April Merleaux

Manuscript Comments: Ms. DuVal noted that the manuscript had a very productive review process. The manuscript was unanimously approved.

14. CRITICAL INDIGENEITIES edited by Jean M. O'Brien and Kehaulani Kauanui (series proposal)

Manuscript Comments: Ms. DuVal strongly agreed with the proposal to keep the series small and focused. Mr. Simpson-Vos stated that the series' focus is not just theoretical but global and comparative in scope. The series proposal was unanimously approved.

15. THE END OF CONSENSUS: DIVERSITY, NEIGHBORHOODS, AND THE POLITICS OF PUBLIC SCHOOL ASSIGNMENTS by Toby Parcel and Andrew Taylor

Manuscript Comments: The manuscript was unanimously approved without discussion.

16. NATIVE AMERICAN WHALEMEN AND THE WORLD: THE CONTINGENCY OF RACE
by Nancy Shoemaker

Manuscript Comments: Mr. Brundage asked whether shortening the book and revising the title might allow the Press to increase the print run and bring the book to a broader audience. Mr. Simpson-Vos replied that this is a conservative print run and that the book is under consideration for the new Critical Indigeneities series. Ms. Brodey asked about converting part of the book into an eBook short. Mr. Simpson-Vos felt there was no breakaway chapter that would work in this format, and that furthermore, the Press is scaling back its publication of eBook shorts excerpted from previously published work. The manuscript was unanimously approved.

17. SYSTEM MOMS: YOUTH AND THE POLITICS OF REGULATION by Lauren J. Silver

Manuscript Comments: The manuscript was unanimously approved without discussion.

18. CRESCENT CITY GIRLS: BLACK GIRLHOOD AND SEGREGATION IN NEW ORLEANS,
1930-1954 by LaKisha Simmons

Manuscript Comments: Mr. Brundage suggested that the book be marketed along with affiliated books on the UNC Press list. The manuscript was unanimously approved.

19. CRABS AND OYSTERS: A SAVOR THE SOUTH® *COOKBOOK* by William B. Smith

Manuscript Comments: The manuscript was unanimously approved, though Mr. Muller noted that the author had been asked by one of the readers to clarify what was particularly southern about these ingredients, which are not uniquely associated with the south. Ms. Maisner noted that the author discusses the southern fisheries and that many of the recipes are from the South. He also agreed with the reader who requested that the author identify himself and his background in greater depth, which the author, as specified in his response letter, has agreed to do.

20. EXPLORING WATERFALLS AND WILDFLOWERS: 30 GREAT HIKES IN THE SOUTHERN
APPALACHIAN MOUNTAINS by Timothy P. Spira

Manuscript Comments: Mr. Muller noted that one of the readers asked about including birds in the book. He also suggested removing the word "exploring" from the title. Ms. Maisner said that it was

unlikely that birds could be incorporated without a major rewrite, input from an ornithologist, and significant expansion of the book's length. She suggested that the book might be sold as a set with one of our bird books. Ms. Owens asked about the author's response to the suggestion that he arrange the flower profiles by color. Ms. Maisner replied that the author was following this suggestion. Ms. Brodey suggested there be a web component to the book. Mr. Simpson-Vos and Ms. Maisner agreed that this was a great idea. Mr. Muller suggested that an app also be considered. Mr. Sherer said this is one of a cluster of UNC Press titles that might be retrofitted with an app. The manuscript was unanimously approved.

21. A NECESSARY REVOLUTION: JACK LONDON'S FIGHT FOR AMERICA'S PROGRESSIVE
FUTURE by Cecelia Tichi

Manuscript Comments: Mr. Brundage noted that Jack London was known as a racist as well as a progressive and wondered whether the author addresses that issue. Mr. Grench said he would take up this question with the author. The manuscript was unanimously approved.

22. HEADING SOUTH: EDUCATION, FAMILY, AND SLAVERY IN THE SECOND GREAT
AWAKENING by Kim Tolley

Manuscript Comments: Mr. Grench noted the excellent work of one of the readers, Lucia McMahon. The manuscript was unanimously approved.

Next meeting: 23 July, 2014, 1:30 P.M., Brooks Hall

**Annual Report to the
UNC Press Board of Governors
21 May 2014**

As we hit the stretch run of a challenging but very productive fiscal year, we're beginning to reflect back on the accomplishments while looking forward and planning for fiscal 2015. Despite the significant decline in topline sales, the Press staff under the leadership of the senior managers has delivered a bottom line favorable to last year's while producing nearly 100 award-winning and beautiful books. The coming year promises to be even more interesting with a host of new challenges and opportunities. Our goal is to confront these myriad challenges head-on, but we will not waver from our commitment to producing the best in scholarly books.

As part of our ongoing dialog about the Board's manuscript review process, we have included two new tools for this meeting. We submitted a comment sheet with the dockets in hopes that Board members will consider submitting some of their feedback to us in writing either prior to or at the meeting. This tool is not meant to capture issues and debate associated with manuscript approval. But we do hope it may streamline the meeting time discussion by providing an alternative method for submitting feedback to the Press staff. Additionally, and as a result of requests made at the previous meeting, I am submitting a confidential comparative grid of governance policies from a select group of presses.

I want to thank all the board members who attended the reception for Chancellor Folt at the home of Jim and Florence Peacock. It was a wonderful moment and I know both the Chancellor and President Ross were very impressed with the caliber of the "friends of the Press" who attended. Special thanks are due to outgoing Board member Jim Peacock and his wife for their generosity and graciousness in hosting this event. Also from our Development office, we are entering the second year of our Author's Fund, and we continue to be impressed and flattered by the widespread support from our community of former authors.

I continue to participate in the effort of the Open Access Task Force at UNC Chapel Hill. Working with Harry Watson and a host of representatives of humanities departments, we are working hard to explain the singular nature and necessity of publications like ours. I encourage each of you to be aware of the OA policy on your campus and to ensure that the university press's role is not being jeopardized by broad-based efforts to reshape publication practices in STEM fields.

OA has been animating some recent engagements we've had with the Mellon Foundation. Mark Simpson-Vos was invited to participate in a group discussion among University press editorial directors about new models of funding monographs. And I had a positive meeting with the same offices at Mellon about potential foundation funding to expand the Longleaf Services platform.

I am very pleased to report to the Board that we have finalized one, and are in the last stages of finalizing another, distribution arrangements with two new partnerships, not only expanding our business footprint, but also diversifying new modes of scholarly dissemination. The first is a short monograph series entitled “Studies in Latin America” published by the Institute for the Study of the Americas at UNC Chapel Hill. And the second is with Reacting Consortium Press at Barnard College to produce and distribute a line of books in their [“Reacting to the Past”](#) series.

Finally, I would like to inform the Board that after 25 years at the helm of the Omonhundro Institute’s book publishing division, Fredrika Teute has announced her retirement, effective the Fall of 2015. She has been a remarkable partner, and for many of us, the face of the Institute. I was recently invited to join the Institute’s Council, and at its annual meeting earlier this month, I was able to spend some time with their new director Karin Wulf. While Fredrika will be sorely missed, Karin has indicated she would like to draw on the expertise of the Press to help her frame the search for Fredrika’s successor.

John Sherer
Spangler Family Director
–16 May 2014

Awards: Award highlights since the Board last met:

- John L. Brooke, COLUMBIA RISING : CIVIL LIFE ON THE UPPER HUDSON FROM THE REVOLUTION TO THE AGE OF JACKSON, Herbert H. Lehman Prize, NY Academy of History
- Thomas W. Devine, HENRY WALLACE'S 1948 PRESIDENTIAL CAMPAIGN AND THE FUTURE OF POSTWAR LIBERALISM, Harry S. Truman Book Award, Truman Library Institute
- Lillian Guerra, Guerra, VISIONS OF POWER IN CUBA: REVOLUTION, REDEMPTION, AND RESISTANCE, 1959-1971, 2014 Bryce Wood Book Award, Latin American Studies Association
- Caroline Janney, REMEMBERING THE CIVIL WAR: RENINOIN AND THE LIMITS OF RECONCILIATION, Jefferson Davis Award, American Civil War Museum; Honorable Mention, Avery O. Craven Award, Organization of American Historians
- Adrian Miller, SOUL FOOD: THE SURPRISING SOTRY OF AN AMERICAN CUISINE, ONE PLATE AT A TIME, 2014 James Beard Foundation Book Award, Reference and Scholarship
- Stacey L. Smith, FREEDOM'S FRONTIER: CALIFORNAI AND THE STRUGGLE OVER UNFREE LABOR, EMANCIPATION, AND RECONSTRUCTION, David Montgomery Award, Organization of American Historians
- Sarah Thuesen, GREATER THAN EQUAL: AFRICAN AMERICAN STRUGGLES FOR SCHOOLS AND CITIZENSHIP IN NORTH CAROLINA, 1919-1965 North Caroliniana Book Award, North Caroliniana Society

Exhibits:

- American Society for Environmental History, March 12-16, San Francisco, attended by Brandon Proia
- Society for Military History, April 3-6, Kansas City, attended by Brandon Proia
- Organization of American Historians, April 10-13, Atlanta, attended by Mark Simpson-Vos, Brandon Proia, Chuck Grench, Ivis Bohlen

Subsidiary Rights: Recent rights deals include:

- Digital licensing with Alexander Street Press for a new database, *Human Rights Cases Online: Genocides, Human Rights Violations, and Conflict Resolution* (Advance: **\$3100**)
- Rod Phillips: ALCOHOL (2014), French rights to Presses de l'Université Laval in Québec, co-published in France by Editions Hermann. (Advance: **1300 Euro / ~\$1793**)
- Thomas A. Tweed: THE AMERICAN ENCOUNTER WITH BUDDHISM (2000), Korean edition from Modern Buddhism of America (New York). (Advance: **\$1500**)
- Mario T. García : THE LATINO GENERATION (2014), audio rights to Audible.com. (Advance: **\$2000**)
- Philip F. Gura: KING PHILIP'S HEIR (2015), audio rights to Blackstone Audio (Advance: **\$1500**)
- Nortin M. Hadler: RETHINKING AGING (2011), audio rights to Audible.com (Advance: **\$1000**)
- Nortin M. Hadler: STABBED IN THE BACK (2009), audio rights to Audible.com (Advance: **\$1000**)
- Joseph Orser: THE LIVES OF CHANG AND ENG (2014), audio rights to Audible.com. (Advance: **\$2000**)

Media Attention: Media highlights since the last Board meeting include:

- Susan Abernathy, SAVING COMMUNITY JOURNALIS, "The State of Things," late May appearance
- Kelly Alexander, PEACHES, *Redbook* feature, expected in the July issue
- Anne Balay, STEEL CLOSETS, *Huffington Post*, April 15, 2014

- Pete Daniel, DISPOSSESSION, *Huffington Post*, April 3, 2014
- Sally Dwyer-McNulty, COMMON THREADS, *Boston Globe*, Sunday, May 11, 2014
- Fuhrer, A CRISIS OF COMMUNITY, *Boston Globe*, March 28, 2014
- Jonathan Holloway, JIM CROW WISDOM, Foreign Affairs essay February 2, 2014; “The State of Things” March 27, “Tavis Smiley,” interview, April 17, 2014
- Several UNCP authors, as well as John Sherer, appeared at the NC Literary Festival, April 4-6

May 16, 2014

To: UNC Press Board of Governors
 From: Robbie Dircks
 Subject: Financial highlights for May 21, 2014 Board Meeting

After ten months, net book sales for FY14 totaled \$4.05 million. This is approximately \$489,000 less than the same period last year, and represents 88% of our \$4.6 million revised sales projection. Because we've been focusing on controlling expenses, the April financial report reflects a surplus of \$54,000 (including application of ten-months of state and endowment support), which is about \$224,000 better than then a year ago (FY13 ten-month deficit was \$170,000). Cost of Sales are slightly better than budgeted (as a % of net sales) and \$267,000 less than last year (consistent with the net sales decrease). Gross margin at 4/30/2014 was at budget but \$222,000 less than last year. Total departmental operating expenses were \$75,000 under budget at 4/30/2014 and \$349,500 less than last year.

Although sales are \$489,000 less than the same period last year, due to fairly significant reductions in initial print runs and reduced expenses, cash flow through April 30th remains healthy. The 4/30/14 cash balance was \$1.84 million, compared to \$1.16 million at 4/30/13. Because of reduced initial print runs, smaller reprint quantities, and greater use of print-on-demand, the April 30th inventory value was \$836,000 and should be around \$750,000 by the end of the fiscal year (this compares to a 4/30/13 inventory value of \$1.2 million).

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UNCMC earned a market gain of 0.7% for the month of March, increasing the year-to-date return to 11.2%. The 3/31/2014 investment balance was \$17.865 million, which breaks down as follows: \$16,545,150 in endowment, \$683,280 in the Press operating reserve, and \$636,400 in Journal's operating reserve.

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Net sales for all Longleaf client publishers, including UNC Press, totaled \$11.6 million. This represents 81% of budgeted net sales of \$14.3, and is \$747,000, or 6.1%, less than last year's net sales of \$12.4 million.

Expenses, primarily fees to Maple Vail, are running about \$39,000 under budget. Longleaf generated a ten-month surplus of \$13,700, compared to the ten-month deficit of \$35,000 generated last year.

Similar to the Press, despite the lower sales compared to budget and to a year ago, Longleaf had a healthy cash balance of \$496,200 at 4/30/14, compared to \$383,500 at 4/30/13.

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The Finance Committee will meet on Tuesday, May 20 to review and discuss a draft FY15 budget for the Press and Longleaf. The results of that meeting will be shared during the Board meeting.