

To: UNC Press Board of Governors  
 From: Kate Douglas Torrey, Director  
 Date: November 11, 2011  
 Re: Report for the November 16 meeting

This fall has flown by, the fiscal year is already one-third over, and lots of good things are under way; thus, my report is a bit longer than usual.

Net sales through the end of October are right on projection at \$2.2 million (42% of our goal), with returns running about 15% lower than forecast. (Returns started early last year and continued above forecast for the entire year; we are hopeful that with a lot of inventory pruned down during FY11, returns will run at a more normal rate.) For the first quarter of FY12, our sales results track closely with our AAUP peers, as do our returns numbers.

Our e-book sales—and especially Kindle sales—continue to grow, reflecting both a greater number of Press titles available in one or more e-formats (and our effectiveness in getting that word out), as well as the increasing popularity of e-books.

Since the Board last met, we've had lots of award news.

- 17 books were named by CHOICE as Outstanding Academic Books of 2011—this is an all-time high for UNC Press. (In January, when the full list is published, we'll compare this record against other university presses.)
- Butchart, *SCHOOLING THE FREEDPEOPLE*, 2011 Outstanding Book Award, History of Education Society
- Guridy, *FORGING DIASPORA*, 2011 Wesley Logan Prize, American Historical Association
- Harrold, *BORDER WAR*, Rawley Award, Southern Historical Association
- Hicks, *TALK WITH YOU LIKE A WOMAN*, 2011 Letitia Woods Brown Award, Association of Black Women Historians
- Miles, *THE HOUSE ON DIAMND HILL*, 2011 Wheeler-Voegelin Prize, American Society for Ethnohistory
- Perales, *SMELTERTOWN*, 2010 Jackson Best Book Award, Urban History Association
- Rogers, *THE DEEPEST WOUNDS*, 2011 Dean Memorial Prize, Conference on Latin American History
- Round, *REMOVABLE TYPE*, James Russell Lowell Prize, Modern Language Association
- Sweet, *DOMINGOS ALVARES*, 2011 Rawley Prize in Atlantic History, AHA
- Walsh *MOTIVES OF HOMOR, PLEASURE, AND PROFIT*, Owsley Award, SHA

From the book clubs, we have the following selections:

- Hess, THE CIVIL WAR IN THE WEST, History Book Club Online main selection and alternate selection of the Military Book Club
- Hunt/Levine, ARC OF EMPIRE, History Book Club, Military Book Club, Book of the Month Club Online alternate selection
- Neely, LINCOLN AND THE TRIUMPH OF THE NATION, History Book Club and Military Book Club alternate selection

In subsidiary rights (translations and co-publication) news, we have sold:

- Bolloton, THE SPANISH CIVIL WAR (1991), French language rights to Editions Agone (Marseilles)
- Connelly, CAPTIVE UNIVERSITY (2000), Chinese language rights to Huacheng Publishing House (Guangzhou)
- Cooke, et al, MEDITERRANEAN PASSAGES (2008), Turkish language rights to Dogan Egmont Publishing (Istanbul)
- Ernst, HOW TO READ THE QUAR'AN (2011), English reprint rights to Edinburgh University Press
- Hadler, RETHINKING AGING, English reprint rights to University of Cape Town Press
- Schimmel, AND MUHAMMAD IS HIS MESSENGER (2011 2<sup>nd</sup> edition), Turkish language rights to Kabalci Yayanevi (Istanbul)
- Schimmel, MYSTICAL DIMENSIONS OF ISLAM (2011 2<sup>nd</sup> edition), Russian language rights to Mardjani Publishing (Moscow)
- Smith, RED AND BLACK IN HAIRI (2009), French language rights to Editions de l'Universite d'Etat d'Haiti (Port-au-Prince)

We've also enjoyed some terrific media attention recently for our books and authors. Here are two I'll single out to mention: a lengthy feature story on North Carolina's eugenics program and effort to compensate victims that included a lengthy interview with our author and showed her book was aired on "Rock Center with Brian Williams," and also previewed on NBC Nightly News and carried on MSNBC.com (Schoen, CHOICE AND COERCION [2005] :

<http://www.msnbc.msn.com/id/21134540/vp/45195756#45201021> and "The Colbert Report" did an interview with our author on the occasion of the ongoing problems at the USPS (Rubio, THERE'S ALWAYS WORK AT THE POST OFFICE):  
<http://www.colbertnation.com/the-colbert-report-videos/396673/september-14-2011/return-to-sender---phil-rubio>

In other broadcast news, our books have received attention from

- NPR's "All Things Considered" (McLauren, MARINES OF MONTFORD POINT) and "Talk of the Nation" (Rubio, THERE'S ALWAYS WORK AT THE POST OFFICE), and "The People's Pharmacy" (Hadler, WORRIED SICK);
- C-Span Book-TV (Lair, ARMED WITH ABUNDANCE; Leonard, LINCOLN'S FORGOTTEN ALLY);
- Wisconsin Public Radio (Bynum, THE LONG SHADOW OF THE CIVIL WAR)

- BLAC Radio's "Black Detroit" (Gutierrez, NEW SOUTHERN LATINO TABLE)
- Raleigh Univision's "Vida Carolina" (Gutierrez, NEW SOUTHERN LATINO TABLE); and
- CBS News (Wiltse, CONTESTED WATERS).

In print attention, we have had book reviews in *Ceramics Monthly*, *The New York Review of Books*, *Bon Appétit*, *Newsweek*, *Sea History*, the *Latin American Herald Tribune*, *Civil War Times*, *Savannah Morning News*, the *Portland Oregonian*, *Mobile Press-Register*, the *Women's Review of Books*, the *Times (London) Literary Supplement*, *Choice*, *Library Journal*, *Edible Piedmont*, and many others. We expect a review shortly in the *Wall St. Journal* (Walker, ACC BASKETBALL). And the food blogs and online publications are loving our three recent cookbooks—from Epicurious.com to Zagat.com to the *L.A. Times Weekly Online*. In an era of shrinking print reviews, I think we've done a very good job of adding broadcast and online attention, much of it niche-directed.

Work on the Strategic Plan is proceeding apace, with a managers' lunch scheduled for Nov. 10 to discuss departmental benchmarks for FY13-15.

To give you a sense of what else the past several months have included, I can report that Vicky Wells represented the Press once again at the Frankfurt Book Fair, selling rights, arranging translation deals, and looking for co-publishing partners; Gina and Elaine went to the Southern Foodways Alliance to talk with authors, prospective authors, agents, and food writers. Sales and Publicity staff were at the Southern Festival of Books in Nashville with our regional trade books. And there are lots of local author events going on.

We have had a number of conference calls and, last week, a small faculty focus group meeting here on campus with representatives from JSTOR to talk about the planned aggregation of Books at JSTOR. Work on this continues at a feverish pace.

And the editors have been on the road to the Ethnohistory, American Studies, Western History, Southern History, and Legal History meetings; Elaine leaves right after the Board meeting for the American Academy of Religion meeting.

We have launched our new Southern Gateways website (and accompanying catalog)--if you haven't yet looked at it, I hope you will. Our holiday sale is underway. And, in the wink of an eye, work will begin for the January launch meeting for our fall 12 list.

To top it off, we have celebrated along with Sian Hunter and our author Tiya Miles, who recently won a MacArthur ("genius") Award. Tiya says her UNC Press book *THE HOUSE ON DIAMOND HILL* was the reason she won. It just doesn't get much better than that!