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Looking for Normal in the New Normal

2021 was a year filled with contradictions for UNC Press. Like all of you, we navigated life and work during a stubbornly persistent global pandemic. Every day the staff confronted the challenges of maintaining focus and productivity while keeping themselves and their families safe. I know from speaking with many individuals here that this has exacted an enormous toll on their mental health. And yet the contradiction is that the Press and Longleaf Services are generating historically successful results. We’ve published more books, generated more acclaim, and managed our finances more successfully than ever before.

I hope that staff members are able at some point to reflect on what they’ve accomplished. When everything around us feels broken and unsustainable, the community of students, teachers, scholars, librarians, booksellers, and readers everywhere that rely on us are grateful that the Press has been so stable and productive. As we prepare this report during yet another low moment in the cycles of the pandemic, I remain optimistic that we can continue to generate this type of impact. But in the coming year, we need to achieve it in ways that are more sustainable and rewarding for our staff.

The Departments of the Press

While we are here to support authors, and books will always be the vehicle we use to measure our impact, one of the reasons we invest in the creation of this report is so our readers can meet the people who perform the labor to support our authors. I encourage you to take a few moments to read about the staff who do this work. A chart of activities on page 3 illustrates the multiple, overlapping steps we piece together to successfully publish books.

For many of you, the acquisitions department (see p. 12-13) is the face of the Press. That department continues to grow, as does the number of books it acquires. You’ll read about four new series we’ve launched this year—more than we had launched in my previous nine years here and an indicator of our ambitious growth plans. Our editorial/design/production team (see p. 10) is also growing and continues to make miracles small and large happen every day in getting copyeditors and designers and printers to stay on schedule.

Our marketing group (see p. 11) is consistently finding new ways of helping our authors find new readers. Our operations would not be possible without the efforts of the many people behind the scenes that support the general administration at the Press (see p. 11), from the business and finance staff who have worked tirelessly (and frequently on location in Brooks Hall) to ensure that our business runs smoothly and effectively, to the development efforts and publishing services staffs at Longleaf Services and the Office of Scholarly Publishing Services.

Building Capacity to Support Continued Growth

The Press is increasing the number of books and journals we publish, which requires growing the staff and the supporting systems they use. Several key new positions were added this year, including an art director and associate digital marketing manager. We developed a new web-based author portal. This tool allows our authors to interact with us more efficiently and quickly while enabling us to make sure questions and requests for support are being trafficked to the correct department. In addition, we began a program of creating “in-house” audio editions of our books. Audio content is the fastest-growing segment of the book business, and although third-party companies are available to do this work, they only accept a small fraction of our new books. We want to have a larger role in managing that process going forward. We also continue to expand our Open Access (OA) efforts. This year we published on our website a new OA Vision and Policy that explains why we see expanding accessibility as a key strategy in increasing our impact and achieving greater equity.
Diversity, Equity, and Inclusion (DEI)

DEI continues to be a focus for us, although developing new initiatives and reflecting on our progress has been very challenging during the pandemic. Nevertheless, we undertook three major new efforts this year, including one with our trade group, the Association of University Presses, to develop and participate in a new data-gathering exercise. Additionally, we are introducing new online tools to encourage broader participation by our staff at key internal meetings. And we are preparing a public-facing progress chart of our accomplishments and goals. Our hiring practices have improved, resulting in a staff that more closely reflects the diversity of our region. Most importantly, more and more of our daily activities are being considered through a DEI lens.

Longleaf Services

UNC Press owns the publishing services platform Longleaf Services (see pp. 34–35), which provides economies of scale and skill for us and seventeen other university presses. Longleaf also experienced record levels of activity and success, allowing us to invest in more tools and staff to make publishing more efficient for our presses. We continue to participate in several grant-funded initiatives—the Sustainable History Monograph Pilot (supported by the Andrew W. Mellon Foundation) and Next Generation Library Publishing (supported by the Arcadia Fund)—to advance accessibility and expand publishing channels.

Office of Scholarly Publishing Services (OSPS)

Now in its sixth year, OSPS (see pp. 36–39) is primarily focused on supporting publishing activity that originates on the campuses of our statewide system. This can include journals, institutional histories, archival collections, and myriad other publications. This year has seen rapid growth in publishing free digital (and low-cost print) textbooks. These publications will significantly benefit students throughout the UNC System, generating thousands of dollars of savings for them annually.

Retirements and Passings

Two of our longtime employees retired this year (see p. 17). Jay Mazzocchi and Rebecca Evans both worked in our editorial/design/production department shepherding countless authors and manuscripts through the publishing process. We’re grateful for their years of excellent work and congratulate them on achieving this well-deserved milestone.
We lost several dear members of our community this year. UNC Press was one of the many North Carolina institutions that benefited from the wisdom and consideration of John Sanders, a well-respected and exemplary public servant. Most notably, through his service to the Press’s Board of Governors and legislation he drafted, John cemented UNC Press as the singular university press for the sixteen-campus consolidated University of North Carolina. Historian and teacher Julian Pleasants was a scholar deeply engaged with the state of North Carolina. We were fortunate to publish several of his books. In addition to his intellect, Towny Ludington brought warmth and humor to the Press both as an author of *A Modern Mosaic: Art and Modernism in the United States* and as a long-serving member of the Board of Governors. We lost another former author and board member, Philip Stadter. One of our recent authors, Stephen Ash, died unexpectedly this year. Sandra Eisdorfer, former managing editor at the Press, also passed away. As her children wrote to me, she was always a champion of the art of writing.

**A Note of Gratitude to Eric Muller**

This year marked the last year of service for Professor Eric L. Muller, former board member and chair. His more than a decade of service was marked by a tireless dedication to advancing the mission of the Press. During his term as board chair, he oversaw the growth and improved financial state of the Press. We created our Office of Scholarly Publishing Services, substantially expanded Longleaf Service, and diversified membership of the board itself—among many other achievements. On a personal note, for me he was a confidant, advisor, critic, advocate, and friend. He made me a better director, and the University of North Carolina System has a significantly better Press because of his work. I know I speak for the staff and community of Press supporters when I say thank you, Eric. We were fortunate to have you as a colleague.

**Thank You to Our Many Benefactors**

As I always do in this space, I want to offer a special note of gratitude to any reader of this report who has donated to the Press this past year. As you can see from our development report (see pp. 40–49), there are many of you. The generosity of donors has been one of the key elements in making UNC Press excellent and allowing us to succeed even during these trying times. Thank you.

**Looking Forward: Challenges (as Always) but a Significant Milestone**

It has never been easy to run a university press, but the pandemic-induced work and health challenges combined with a unique alignment of economic obstacles (supply chain disruptions, cost inflation, unstable labor markets) give us significant pause even as we’ve enjoyed recent successes. But we also know that this Press has endured worldwide traumas, and we’ve always come out stronger. We are as excited as ever to look forward, and this coming year marks the 100th anniversary of the founding of the Press. In our second century, we will continue to embrace the idea that we exist to discover and amplify voices and perspectives that have been underserved by publishing. In our first hundred years, we showed the nation what it meant to live and thrive in the American South. In our second century, we will build on that base, showing how North Carolina and the South writ large are infused daily with global influences. And in turn, the globe is learning more and more about the work being done and the lives being lived in the South.

John Sherer
Spangler Family Director of UNC Press
Mission
The University of North Carolina Press advances the research, teaching, and public service missions of a great public university by publishing excellent work from leading scholars, writers, and intellectuals and by presenting that work to both academic audiences and general readers.

Vision
To be recognized as the nation’s premier public university press while remaining a progressive force in the state and region.

About the Press
The University of North Carolina Press, a nonprofit publisher of both scholarly and general-interest books and journals, operates simultaneously in a business environment and in the world of scholarship and ideas. The Press advances the university’s triple mission of teaching, research, and public service by publishing first-rate books and journals for students, scholars, and general readers. The Press has earned a distinguished reputation by publishing excellent work from the nation’s leading scholars, writers, and intellectuals and by presenting that work effectively to wide-ranging audiences.

Established in 1922, UNC Press was the first university press in the South and one of the first in the nation. Our regional publishing program—aimed at general readers and offering engaging, authoritative work on all aspects of the region’s history and culture, its natural and built environment, and its music, food, literature, geography, and plant and animal life—has been widely adopted in other parts of the country. Over the years, Press books have won hundreds of prestigious awards including the Pulitzer Prize and the National Book Award and those of many national scholarly societies. Today, the imprint of UNC Press is recognized worldwide as a mark of publishing excellence—both for what we publish and for how we publish. Because of our respected authors who rely on the Press to connect readers with important ideas, the name of the university is carried on Press books and journals across the country and around the globe, in both print and digital formats.

Find a full history of the Press on our website at www.uncpress.org/about.

{From Our Original Charter}
To promote generally, by publishing deserving books, the advancement of the arts and sciences, and the development of literature. . . . The stimulus to the intellectual life of the university and of the entire South is, in itself, sufficient argument for undertaking the project.
The Board of Governors of UNC Press is a body of nineteen members, fifteen of whom are elected by the Board of Governors of the University of North Carolina and four of whom serve ex officio, charged with the responsibility of directing the affairs of the Press. This includes establishing and monitoring all policies and programs for the maintenance, operation, and improvement of the Press, including its publishing policies and projects and its budget and financial policies.

A member’s responsibilities include attending board meetings; reviewing and voting on approval of monographs, series, and other publishing projects of the Press; consulting with and advising the director of the Press on matters of financial and publishing policy and strategy; and serving as needed on ad hoc or standing committees.

**Chairs**

**Eric Muller**
Dan K. Moore Distinguished Professor
UNC School of Law
University of North Carolina at Chapel Hill
*Spring 2021*

**Lisa Levenstein**
Professor of History
Director of the Women’s and Gender Studies Program
University of North Carolina Greensboro
*Fall 2021*

**Vice Chairs**

**Lisa Levenstein**
Professor of History
Director of the Women’s and Gender Studies Program
University of North Carolina Greensboro
*Spring 2021*

**Timothy J. Smith**
Professor
Department of Anthropology
Appalachian State University
*Fall 2021*

**Board Members**

**Camille N. Barkley (ex officio)**
Associate Vice President for Strategic Communication
University of North Carolina
*Spring 2021*

**Matthew Morse Booker**
Associate Professor
Department of History
North Carolina State University

**Anita Brown-Graham**
ncIMPACT Initiative Director and Gladys Hall Coates Distinguished Professor of Public Law and Government
School of Government
University of North Carolina at Chapel Hill

**Claude A. Clegg III**
Lyle V. Jones Distinguished Professor
Department of African, African American & Diaspora Studies and Department of History
University of North Carolina at Chapel Hill

**Elizabeth Engelhardt**
John Shelton Reed Distinguished Professor of Southern Studies
Department of American Studies
University of North Carolina at Chapel Hill

**María R. Estorino (ex officio)**
Associate University Librarian for Special Collections and Director of Wilson Library
University of North Carolina at Chapel Hill

**Linda Kay Hanley-Bowdoin**
William Neal Reynolds Distinguished Professor
Department of Plant and Microbial Biology
North Carolina State University

**Blair L. M. Kelley**
Assistant Dean
Interdisciplinary Studies and International Programs
College of Humanities and Social Sciences
North Carolina State University

**Nathan Knuffman (ex officio)**
Interim Vice-Chancellor for Finance and Operations
University of North Carolina at Chapel Hill

**Malinda Maynor Lowery**
Associate Professor
Director, Center for the Study of the American South
University of North Carolina at Chapel Hill
Board Members (cont’d)

John C. O’Hara Jr.
Edgartown, Massachusetts

John Sherer (ex-officio and nonvoting)
Spangler Family Director
University of North Carolina Press

Kimberly Smith
Associate Professor
Department of Journalism and
Mass Communications
North Carolina Agricultural and
Technical State University

Vincas Steponaitis
William E. Leuchtenburg Distinguished Professor
of Archaeology and Anthropology
Research Laboratories of Archaeology
University of North Carolina at Chapel Hill

Randall Styers
Associate Professor
Department of Religious Studies
University of North Carolina at Chapel Hill

Kimberley van Noort (ex-officio)
Sr. Vice President for Academic Affairs and
Chief Academic Officer
University of North Carolina
Fall 2021

Carlton E. Wilson
Professor of History and Dean of the College of Arts
and Sciences
North Carolina Central University
The UNC Press Advancement Council furthers the Press’s mission by strengthening the Press’s financial resources, soliciting and receiving financial contributions, raising the profile of the Press, and advocating for the Press with various constituencies.

2021 Members

Charles Broadwell  
Chair  
Denton, NC

Orage Quarles  
Vice Chair  
Raleigh, NC

John Blythe  
Chapel Hill, NC

David C. (Kirk) Brown  
Fletcher, NC

Jonathan (Jon) Buchan  
Charlotte, NC

Eugene (Gene) Cochrane  
Charlotte, NC

Robert E. (Rob) Harrington  
Charlotte, NC

Luther H. Hodges Jr.  
Blowing Rock, NC

Elizabeth Kostova  
Asheville, NC

Sandra Mikush  
Winston-Salem, NC

Carmen Hooker Odom  
Charlotte, NC

Clyda S. Rent  
Charlotte, NC

David Woronoff  
Pinehurst, NC

Ex-Officio

Eric Muller  
Chair, UNC Press Board of Governors  
Spring 2021  
Chapel Hill, NC

Lisa Levenstein  
Chair, UNC Press Board of Governors  
Fall 2021  
Chapel Hill, NC

Staff

John Sherer  
Spangler Family Director  
UNC Press

Joanna Ruth Marsland  
Director of Development  
UNC Press

From North Carolina: Land of Water, Land of Sky by Bland Simpson; photograph by Ann Cary Simpson
The chart below shows the many sources of income here at UNC Press and how the diversity of these income streams insulates us from the short-term fluctuations in any one part of the operation. Within these different streams of income, there are three general categories: sales revenues, state support, and development. 2021 was an exceptional year when our sales revenues increased by almost 40% over historical trends, resulting in some unusual patterns.

The Press operates primarily as a cost-recovery enterprise with revenues coming from a variety of business units. This includes sales of books and journals, but also income from subsidiary rights and publishing services activities. These proceeds usually cover around 70% of our expenses, but in this exceptional year, that percentage was closer to 87%.

The second major source of income is the fixed support we receive through the state and university system. We were also grateful to receive a one-time NEH CARES Grant from the National Endowment for the Humanities. These funds arrived early in the year, providing the financial stability which allowed us to thrive later in the year. Together, these funds covered 8% of our expenses.

Finally, we have a robust development program that includes our endowment and annual giving initiatives. In most years, development efforts cover around 18% of our expenses. Because of our strong sales finish, the endowment draw only needed to cover 8% of expenses, leaving more available in future years when sales are not as strong.

**UNC Press FY21 Sources of Income**

<table>
<thead>
<tr>
<th>Source of Income</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Book Sales</td>
<td>$6,773,000</td>
</tr>
<tr>
<td>Journals Program Contribution</td>
<td>$105,000</td>
</tr>
<tr>
<td>Subsidiary Rights Contribution</td>
<td>$127,000</td>
</tr>
<tr>
<td>Office of Scholarly Publishing Services Contribution</td>
<td>$89,000</td>
</tr>
<tr>
<td>State/University Support</td>
<td>$518,500</td>
</tr>
<tr>
<td>NEH CARES Grant</td>
<td>$150,000</td>
</tr>
<tr>
<td>Endowment Draw</td>
<td>$300,000</td>
</tr>
<tr>
<td>Press Club Gifts</td>
<td>$106,700</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$8,169,200</strong></td>
</tr>
</tbody>
</table>
The Departments of the Press

With almost forty full-time employees, the staff manages all aspects of our business, including the full range of the publishing process. Their efforts can be broken into five primary departments.

The Acquisitions department oversees the development of the list of books to be published. A full description of the team that acquires our books can be found on page 12.

The Editing, Design, and Production department is responsible for the overall production of books. Manuscript Editorial is responsible for editing and shepherding through production the manuscripts accepted for publication. Design and Production is responsible for the physical appearance of the book and supervises design and typesetting as well as manufacture by outside firms.

Editing, Design, and Production Staff

(top to bottom, left to right) Kylie Haggen, Michelle Wallen, Valerie Burton, Erin Cranville, Madge Duffey, Lindsay Starr, Mary Caviness, Kate Stack, Jamison Cockerham, Kim Bryant, Iris Levesque

Happy Holidays & warm wishes for the New Year.
Cheers! EDP
The Marketing department is responsible for advertising, direct mail, exhibits, publicity, promotion, and the sales of books and journals.

**Marketing Staff**

(top to bottom, left to right) Dino Battista, Peter Perez, Phill Loken, Helen Kyriakoudes, Ellen Bush, Susan Garrett, Elizabeth Orange, Ann Bingham, Sonya Bonczek, Joanne Thomas

**General Administration Staff**

General Administration includes management, finance, operations, information technology, development, and publishing services.

(top to bottom, left to right) Laura Gribbin, Nikki Ellis, Adele Sommerville, Tom Franklin, Veronica Fuller, Josef Kalna, Dylan Stroupe, Jami Clay
UNC Press Acquisitions Team

(left to right, top to bottom) Mark Simpson-Vos, Lucas Church, Carol Seigler, Debbie Gershenowitz, Andrew Winters, Brandon Proia, Elaine Maisner, Cate Hodorowicz, Andreina Fernandez, María García
Dear Friends,

The past year demanded a great deal from all of us. The need for constant adaptation in our personal and professional lives has strained the creative work at the heart of the acquisitions team’s relationships with authors, advisors, and colleagues. In summing up the story of our year, I want to point to the resilience and dedication of each individual member of our team. In ways large and small, each one has maintained a focus on our mission and our long-term vision, even when the short-term outlook has been profoundly uncertain.

Understandable delays in authors’ manuscript submissions at the start of 2021 placed considerable strain on our workflows, as did an unexpected period of staffing transition that continued to ripple through much of the year. The operational stress of these developments flowed from our team throughout the organization. To address these challenges, we joined our colleagues in a temporary strategic reduction of the number of manuscripts transmitted for publication. But despite this short-term reduction in title count, our editors contracted for a historically high number of new works, continuing to lay groundwork for strategic growth that we have envisioned as the Press begins its second century. As we prepare to review and transmit a larger number of books, we have given special attention to new staffing, workflows, procedures, and tools that will help us remain resilient and effective as a hybrid team of on-site and remote colleagues; this work will continue into 2022.

We have planted additional seeds for future growth in the creation of several new book series. Series are a key tool in the development of a university press’s book list and in every respect a strategic investment, generally requiring several years of planning and development before a first book appears. New series can establish a visible commitment in an area of emerging interest, galvanize the reputational strength of an existing list, or give special, sustained attention to a significant subfield or approach. Series editors become key partners as we identify and develop new work around a consistent set of subjects, methods, or themes.

Four new series are now in the process of launch. “The Boundless South,” edited by Karen Cox and Françoise Hamlin, features books about our region that are readable and deeply researched while pushing the boundaries of what makes a “southern history.” Edited by Michael Innis-Jiménez and Lori Flores, “Latinx Histories” represents an expanded investment in work that centers Latinx people in the full sweep of American and world history. “Black Women’s History,” edited by Tali-tha LeFlouria, Ashley Farmer, and Daina Ramey Berry, will support the renaissance of scholarly and general interest work in a field with distinctive historiography, archives, and methods. And finally, a new series in creative nonfiction, “Great Circle Books,” was approved by the Board of Governors late in the year, helmed by series editors Kiese Laymon and Marie Mutsuki Mockett.

In December we also announced a major new partnership with Reacting Consortium, Inc., based at Barnard College, around their innovative game-based historical pedagogy called Reacting to the Past. Via this partnership, the Press will publish a series of textbooks, each based on a history game developed through an extensive process of review, testing, and approval by the Reacting Consortium. The Press has acquired the publishing rights to nineteen previously published textbooks that are now being converted for release by July 1, 2022. We have also secured the Board’s approval to republish under the UNC Press imprint ten more works that had been produced under the Reacting Consortium’s own imprint (with support from the Press’s Office of Scholarly Publishing Services). Going forward, we expect this initiative will produce two to four new textbooks a year.

This brief letter never provides enough space to call out the individual achievements of our team members, the service they provide to the academy and the industry, or the major awards won by our authors and books. But I would be remiss if I did not mention a very special recognition for our retired colleague Chuck Grench. In October 2021 we learned that Chuck had been honored by the Western Historical Association with its Gordon Bakken Award of Merit, a “lifetime achievement” honor recognizing outstanding service to the field and to the association. It was a wonderful reminder not only of Chuck’s outstanding work at UNC Press but also of the way all editors engage the world of ideas and seek to influence that world beyond any annual list of books published.

We are grateful to you for your support of our work and wish you a year of happy reading.

Mark Simpson-Vos
Wyndham Robertson Editorial Director
Black Women’s History
This series builds on the research and teaching of generations of scholars who have developed the distinctive theories and methods for the robust field of Black women’s history. Works in this series reflect and build upon the archives, approaches, and themes enunciated by both classic and cutting-edge scholarship to push the field in new directions.

Series Editors
Daina Ramey Berry, University of Texas at Austin
Ashley Farmer, University of Texas at Austin
Talitha LeFlouria, University of Texas at Austin

Civil War America
This landmark series interprets broadly the history and culture of the Civil War era through the long nineteenth century and beyond. Drawing on diverse approaches and methods, the series publishes historical works that explore all aspects of the war, biographies of leading commanders, and tactical and campaign studies, along with select editions of primary sources.

Series Editors
Peter Carmichael, Gettysburg College
Caroline Janney, University of Virginia
Aaron Sheehan-Dean, Louisiana State University

Critical Indigeneities
This series is home to pathbreaking scholarly books that center Indigeneity as a category of critical analysis, understand Indigenous sovereignty as ongoing and historically grounded, and attend to diverse forms of Indigenous cultural and political agency and expression.

Series Editors
J. Kēhaulani Kauanui (Kanaka Maoli), Wesleyan University
Jean M. O’Brien (White Earth Ojibwe), University of Minnesota

David J. Weber Series in the New Borderlands History
The study of borderlands—places where different peoples meet, and no one polity reigns supreme—is undergoing a renaissance. Published with support provided by the William P. Clements Center for Southwest Studies at Southern Methodist University in Dallas, Texas, these works are from both established and emerging scholars that examine borderlands from the pre-contact era to the present.

Series Editors
Andrew R. Graybill, Southern Methodist University
Benjamin H. Johnson, Loyola University Chicago

Documentary Arts and Culture
The Center for Documentary Studies at Duke University and UNC Press work jointly to publish this series, which publishes exemplary works by documentary artists and writers and books that explore and develop the practice and method of documentary expression. The books in the series address new and emerging ways to think about learning and doing documentary work while also examining the traditions of documentary art through time.

Series Editors
Alexa Dilworth, Center for Documentary Studies at Duke University
Tom Rankin, Center for Documentary Studies at Duke University

Envisioning Cuba
Envisioning Cuba publishes outstanding, innovative works in Cuban studies, drawn from diverse subjects and disciplines in the humanities and social sciences, from the colonial period through the post-Cold War era. Attention centers on the exploration of historical and cultural circumstances and conditions—for example, colonialism, slavery, racism, imperialism, and revolution—related to the development of Cuban self-definition and national identity.

Series Editor
Louis A. Pérez Jr., University of North Carolina at Chapel Hill
Flows, Migrations, and Exchanges
Flows, Migrations, and Exchanges publishes works of environmental history that explore the cross-border movements of organisms and materials that have shaped the modern world, as well as the varied human attempts to understand, regulate, and manage these movements.

Series Editors
Harriet Ritvo, Massachusetts Institute of Technology
Mart Stewart, Western Washington University

Gender and American Culture
Guided by feminist perspectives, this series examines the social construction and influence of gender and sexuality within the full range of American cultures. Books in the series explore the intersection of gender (both female and male) with such markers of difference as race, class, and region. The series presents outstanding scholarship from all areas of American studies—including history, literature, religion, folklore, ethnography, and the visual arts—that investigates in a thoroughly contextualized and lively fashion the ways in which gender works with and against these markers.

Series Editors
Martha S. Jones, Johns Hopkins University
Mary Kelley, University of Michigan

Great Circle Books
The Great Circle is the intersection of lines on the celestial sphere—lines overlapping and creating new entryways of understanding. In that spirit, Great Circle Books seeks, through innovative creative nonfiction, to merge the human experience with that of placemaking.

Series Editors
Kiese Laymon, University of Mississippi
Marie Mutsuki Mockett, Bennington College

Islamic Civilization and Muslim Networks
This series features works that explore Islamic societies and Muslim peoples across all periods and regions. This interdisciplinary series includes special focus on the systems of exchange that have promoted the creation and development of Islamic identities—cultural, religious, or geopolitical.

Series Editors
Carl W. Ernst, University of North Carolina at Chapel Hill
Bruce B. Lawrence, Duke University

John Hope Franklin Series in African American History and Culture
The best scholarship in African American history and culture compels us to expand our sense of who we are as a nation and forces us to engage seriously the experiences of all Americans who have shaped the development of this country. By publishing pathbreaking books informed by several disciplines, the John Hope Franklin Series in African American History and Culture seeks to illuminate America’s multicultural past and the ways in which it has informed the nation’s democratic experiment.

Series Editors
Waldo E. Martin Jr., University of California, Berkeley
Patricia Sullivan, University of South Carolina

Justice, Power, and Politics
The Justice, Power, and Politics series publishes new works of history that explore questions of social justice and political power and struggles for justice in the United States. By bringing the lenses of justice, power, and politics together, books in the series seek to broaden the way readers think about these issues.

Series Editors
Heather Ann Thompson, University of Michigan
Rhonda Y. Williams, Vanderbilt University

Latin America in Translation
The Latin America in Translation/en Traducción/em Tradução series, sponsored by the University of North Carolina-Duke Consortium in Latin American and Caribbean Studies, translates and publishes in English outstanding books in a wide range of fields by important Latin American writers and scholars.

Latinx Histories
Premised on the view that understanding Latinx history is essential to a more complete and complex understanding of the history of the United States, the Americas, and the world, this series publishes innovative historical works that push the boundaries of race, ethnicity, sexuality, gender, migration, and nationalism within and around Latinx communities.

Series Editors
Lori Flores, Stony Brook University
Michael Innis-Jiménez, University of Alabama
Littlefield History of the Civil War Era

A joint project of the University of North Carolina Press and the Littlefield Fund for Southern History at the University of Texas at Austin, this commissioned series covers the War from the earliest rumblings of disunion through the Reconstruction era. Written by leading historians of the Civil War era, these books are meant to provide a comprehensive narrative of that defining event in United States history.

Series Editors
Gary W. Gallagher, University of Virginia (emeritus)
T. Michael Parrish, Baylor University

New Cold War History

This series focuses on new interpretations of the Cold War era made possible by the collapse of the Soviet bloc and the opening of Soviet, East European, Chinese, and other archives to scholars. Books included in this series incorporate interdisciplinary insights and new conceptual frameworks that place historical research into a broad, international context.

Series Editor
Odd Arne Westad, Harvard University

Steven and Janice Brose Lectures in the Civil War Era

The Steven and Janice Brose Lectures in the Civil War Era are published by the University of North Carolina Press in association with the George and Ann Richards Civil War Era Center at Penn State University. The series features books based on public lectures by a distinguished scholar, delivered over a three-day period each fall, as well as edited volumes developed from public symposia. These books chart new directions for research in the field and offer scholars and general readers fresh perspectives on the Civil War era.

Series Editor
Rachel Shelden, Penn State University

Studies in Social Medicine

Studies in Social Medicine publishes scholarship at the intersection of medicine, health, and society, geared toward understanding of how medicine and society shape one another historically, politically, and ethically.

Series Editors
Allan M. Brandt, Harvard University
Jonathan Oberlander, University of North Carolina at Chapel Hill

Studies in United States Culture

Studies in United States Culture publishes provocative books that explore United States culture in its many forms and spheres of influence. The series serves as a meeting ground where scholars from different disciplines and methodological perspectives can build common lines of inquiry, and it highlights works that link big ideas, brisk prose, bold storytelling, and sophisticated analysis.

Series Editor
Grace Elizabeth Hale, University of Virginia

Where Religion Lives

This series publishes emerging work on religious life throughout the Americas, featuring the methods of religious studies along with anthropological approaches to lived religion. The religious studies perspective encompasses attention to historical contingency, theory, religious doctrine and texts, and religious practitioners’ intimate, personal narratives. The series also highlights the critical realities of migration and transnationalism.

Series Editor
Kristy Nabhan-Warren, University of Iowa

Chuck Grench, UNC Press Executive Editor emeritus, was given the Gordon Bakken Award of Merit from the Western History Association, which acknowledges outstanding service to the field of western history.
Student Workers

Student workers provide invaluable help throughout UNC Press while gaining publishing industry experience. The Press appreciates their time and talent and makes a conscious effort to provide paid opportunities for these important colleagues.

Eliza Benbow
Anna Blythe
Emily Clemente
Sara Eisenlohr
Charity Frye
Dylan Jackson
Kayla Kuvin

Abigail N. Gayoso Reyes
Rebecca Rivette
Emma Rothberg
Caroline Schneider
Parima Shelat
Emma Warhover

Class of 2021 Retirees

Jay Mazzocchi retires with 22 years of service to UNC Press. Go Heels!

Rebecca Evans (second from right) celebrates retiring after 13 years of service to UNC Press.
Established in 1943, the Omohundro Institute of Early American History & Culture (OI) is the oldest organization in the United States exclusively dedicated to the scholars and scholarship of early America broadly understood, encompassing the period from 1450 to 1820 and including related developments in Africa, the British Isles, the Caribbean, Europe, and Latin America. An independent research organization located in Williamsburg, Virginia, the OI is co-sponsored by William & Mary, home of the nation’s top-ranked graduate program in early American history and culture, and Colonial Williamsburg, the largest outdoor living museum in the United States.

For over 50 years, the OI’s editorial team has partnered with the University of North Carolina Press to produce award-winning books in the field of early American history, garnering three Pulitzer Prizes, four Bancroft Prizes, and over 200 other awards. All editorial work, including acquisitions, for OI books is done under the direction of Catherine E. Kelly, Editor of Books.

Recent Awards for Omohundro Institute Books

Allison Margaret Bigelow: Mining Language
2021 James A. Rawley Prize in Atlantic History, American Historical Association
Co-winner, First Book Prize, Modern Language Association
Honorable Mention, 2021 Howard F. Cline Memorial Prize, Conference on Latin American History

Christine Walker: Jamaica Ladies
2021 William Nelson Cromwell Foundation Book Prize, American Society for Legal History
Finalist, 2021 Harriet Tubman Prize, Lapidus Center

Céline Carayon: Eloquence Embodied
2021 Book Prize, Forum on Early-Modern Empires and Global Interactions
"Eastman takes us through the early Republic’s towns and cities as she explores an itinerant lecturer’s talent for eloquence. . . . A tour de force, Strange Genius is a tale for our own time.”
—Mary Kelley, University of Michigan

“A strikingly fresh interpretation of the politics of church and state in an era of revolutionary change.”
—Susan Juster, University of Michigan

“A knowledgeable, disturbing presentation of the prominent role of racism in the years of the nation’s birth. . . . Parkinson pulls no punches.”
—Kirkus Reviews

“Seeley makes us see the long era of removal in an entirely new way. A revolutionary book and a model for telling all our histories together.”
—Kathleen DuVal, University of North Carolina, Chapel Hill

“When Lewis began her career, the early American Republic was a moribund field; this volume shows us the magic by which she brought it back to life. . . .”
—Serena Zabin, Carleton College

“[Farber] has made people—and not always well-known leaders—come alive. That is rare in business history.”
—David J. Hancock, University of Michigan
{Subject} AFRICAN AMERICAN STUDIES

Half in Shadow
Shanna Greene Benjamin
Greensboro Women's Fund

Chronicling Stankonia
Regina N. Bradley
Fred W. Morrison Fund

The Colored Conventions
Movement
Edited by P. Gabrielle Foreman,
Jim Casey, and Sarah Lynn
Patterson

White Philanthropy
Maribel Morey
Authors Fund

Southern History across the
Color Line, Second Edition
Nell Irvin Painter

Black Marxism, Revised
and Updated Third Edition
Cedric J. Robinson

Capitalism and Slavery,
Third Edition
Eric Williams

{Subject} AMERICAN STUDIES

Insiders, Outsiders
Edited by Sarah E. Gardner and
Steven M. Stowe
Fred W. Morrison Fund

Blind Joe Death’s America
George Henderson

Movie-Made Appalachia
John C. Inscoe

Closing the Golden Door
Anna Pegler-Gordon

{Series}
- JOHN HOPE FRANKLIN SERIES IN AFRICAN AMERICAN HISTORY AND CULTURE
- GENDER AND AMERICAN CULTURE

{Praise}
“Chronicling Stankonia is a revelatory collection of essays — part literary criticism, part sonic analysis, part personal memoir — that serves as an overdue and thrilling intervention on the NYC/L.A.-centric canon of hip-hop criticism.”
— H-Net Reviews

★ Awards
Listing, pages 30–32.
{More information}
Series, pages 14–16
Funds, pages 40–49
Praise

“Springer Mountain is a thoughtful, multifaceted reflection on what it takes to produce meat for consumers... Williams' goal is not to dissuade readers from eating meat, but to think about what goes into producing it for their consumption. The reality is not pretty, but Williams' prose makes it go down easy.”

— Atlanta Journal-Constitution
{Praise}
“Planetary Specters presents a convincing framework for understanding environmental racism.”
—Library Journal

{Praise}
“Black Smoke chronicles a rich culinary contribution... Miller details the history of barbecue back to its Indigenous roots in pre-Columbian days, and recounts how it became part of the culture of enslaved Africans.”
—New York Times

{Praise}
“Porn Work is a breathtaking work of scholarship... that challenges preconceived notions and tidy assumptions on every page.”
—Los Angeles Review of Books

{Subject} ENVIRONMENTAL STUDIES
Planetary Specters
Neel Ahuja
Defending the Arctic Refuge
Finis Dunaway
Oil Palm
Jonathan E. Robins
Luther H. Hodges Sr. and Luther H. Hodges Jr. Fund

{Subject} FOOD AND COOKING
Caribeños at the Table
Melissa Fuster
Black Smoke
Adrian Miller
Rice
Michael W. Twitty

{Subject} GENDER & SEXUALITY
Porn Work
Heather Berg
Against Sex
Kara M. French
Authors Fund
Living Queer History
Gregory Samantha Rosenthal

{Series}
- FLOWS, MIGRATIONS, AND EXCHANGES
- A FERRIS AND FERRIS BOOK
- SAVOR THE SOUTH COOKBOOKS
- GENDER AND AMERICAN CULTURE

★ Awards
Listing, pages 30–32
★ More information
Series, pages 14–16
Funds, pages 40–49
23
"Anyone interested in faith and work, immigration, American history, or even just a good story will find [Meatpacking America] to be a fascinating, emotional, and vitally important book."

—Christian Century
Trouble of the World
Zach Sell

Nonviolence before King
Anthony C. Siracusa

Behold the Land
James Smethurst
Z. Smith Reynolds Fund

Reconstructing the Landscapes of Slavery
Dale W. Tomich, Rafael de Bivar Marquese, Reinaldo Funes Monzote, and Carlos Venegas Fornias

The Swamp Peddlers
Jason Vuic
Wells Fargo Fund for Excellence

West of Slavery
Kevin Waite

Beyond the Boundaries of Childhood
Crystal Lynn Webster
Authors Fund

To Address You as My Friend
Edited by Jonathan W. White
John Hope Franklin Fund

The Male Chauvinist Pig
Julie Willett
Anniversary Fund

{Praise}

“In Behold the Land, Smethurst demonstrates that decades of organizing and institution building helped preserve a Black radicalism in the South.”
—The Nation

{Series}

- JUSTICE, POWER, AND POLITICS
- JOHN HOPE FRANKLIN SERIES IN AFRICAN AMERICAN HISTORY AND CULTURE
- CIVIL WAR AMERICA
- THE DAVID J. WEBER SERIES IN THE NEW BORDERLANDS HISTORY

published in association with the WILLIAM P. CLEMENTS CENTER FOR SOUTHWEST STUDIES at SOUTHERN METHODIST UNIVERSITY in Dallas, TX
“If you love Appalachian music; if you're Scots-Irish and wonder about your roots; if you're curious about the words and traditions of the music and how many miles and years the songs have traveled to get here, [Wayfaring Strangers] is your most trusted servant, your indispensable encyclopedia and your entertaining Bible.”

—Charlotte Observer
Edible Wild Plants of the Carolinas
Lynton John Musselman and Peter W. Schafran

Good Walks
Lee Pace

Attracting Birds in the Carolinas
James F. Parnell, William C. Alexander, and Frances B. Parnell

Pollinator Gardening for the South
Daniela Seth Carley and Anne M. Spafford

Saving the Wild South
Georgann Eubanks
Blythe Family Fund

Otto Wood, the Bandit
Trevor McKenzie
H. Eugene and Lillian Lehman Fund

Dictionary of Southern Appalachian English
Michael B. Montgomery and Jennifer K. N. Heinmiller

Manteo’s World
Helen C. Rountree

North Carolina
Bland Simpson
William R. Kenan Jr. Fund

Color-Rich Gardening for the South
Roxann Ward

{Praise}

"Bland Simpson's North Carolina is an ideal travel companion to explore and understand the complexity and diversity of North Carolina...the author and musician's rich narrative voice paints a rich triptych of the breadth of our state, from Down East to the 'short hills and sand hills' of central North Carolina to the 'jump-up country' of the Great Smoky Mountains.”

—Our State
{Subject} RELIGION

- White Evangelical Racism
  Anthea Butler

- Moral Majorities across the Americas
  Benjamin A. Cowan
  Anniversary Fund

- Stretching the Heavens
  Terryl L. Givens
  Anniversary Fund

- Hajj to the Heart
  Scott Kugle

- The Thing about Religion
  David Morgan

- Spiritual Entrepreneurs
  Brad Stoddard
  Anniversary Fund

- A New Christian Identity
  Amy B. Voorhees
  Authors Fund

- The Souls of Womenfolk
  Alexis Wells-Oghoghomeh

{Subject} SOCIAL MEDICINE

- Sick and Tired
  Emily K. Abel
  Lilian R. Furst Fund

- Afropolitan Projects
  Anima Adjepong
  Authors Fund

- Tainted Tap
  Katrinell M. Davis
  John Hope Franklin Fund

{Subject} SOCIOLOGY

- Flint's Journey from Crisis to Community
  Alex D. Candal
  Lilian R. Furst Fund

{Series}
- A FERRIS AND FERRIS BOOK
- ISLAMIC CIVILIZATION AND MUSLIM NETWORKS
- WHERE RELIGION LIVES
- STUDIES IN SOCIAL MEDICINE

{Awards}
- Listing, pages 30–32
{More information}
- Series, pages 14–16
- Funds, pages 40–49
Awards Won in 2021

Yelena Bailey: *How the Streets Were Made*
Finalist, 2021 Minnesota Book Awards (General Nonfiction)

Lisa Blee and Jean M. O’Brien: *Monumental Mobility*
2019–2020 Winthrop Prize, The Colonial Society of Massachusetts

Mark Boonshoft: *Aristocratic Education and the Making of the American Republic*
Finalist, 2021 George Washington Prize

Judkin Browning and Timothy Silver: *An Environmental History of the Civil War*
A 2021 Choice Outstanding Academic Title

Susan Burch: *Committed*
2021 Alison Piepmeier Book Prize, National Women’s Studies Association

Anthea Butler: *White Evangelical Racism*
A 2021 Choice Outstanding Academic Title

Cathleen D. Cahill: *Recasting the Vote*
Honorable Mention, 2020 Armitage-Jameson Prize, Coalition for Western Women’s History

Robert T. Chase: *We Are Not Slaves*
Hank Lacayo Best Labor Themed Book, International Latino Book Awards
Best Book Award, Division of Critical Criminology and Social Justice, American Society of Criminology
Honorable Mention, 2021 Betty and Alfred McClung Lee Book Award, Association for Humanist Sociology

Billy Coleman: *Harnessing Harmony*
2021 H. Robert Cohen Award/RIPM Award, American Musicological Society

Karen L. Cox: *No Common Ground*
2021 Michael V. R. Thomason Book Award, Gulf South Historical Association

Maurice Crandall: *These People Have Always Been a Republic*
2020 Southwest Book Award, Border Regional Library Association

Sharika D. Crawford: *The Last Turtlemen of the Caribbean*
Honorable Mention, 2021 Elsa Goveia Book Prize, Association of Caribbean Historians

William A. Darity Jr. and A. Kirsten Mullen: *From Here to Equality*
2021 Lillian Smith Book Award
2021 Association for the Study of African American Life and History Book Prize
2021 Best Book Awards (Social Change Category), American Book Fest

Congratulations to William A. Darity and A. Kirsten Mullen on winning the inaugural Association for the Study of African American Life and History Book Prize.

William L. Davis: *Visions in a Seer Stone*
2021 Smith-Pettit Best Book Award, John Whitmer Historical Association
Finalist, 2021 Award for Excellence in the Study of Religion, Textual Studies, American Academy of Religion
Finalist, 2020 Association for Mormon Letters Award (Religious Nonfiction)

Kate Dossett: *Radical Black Theatre in the New Deal*
2021 British Association of American Studies Book Prize

Jodi Eichler-Levine: *Painted Pomegranates and Needlepoint Rabbis*
Finalist, 2021 Religion and the Arts Book Award, American Academy of Religion

Jeffrey Alan Erbig Jr.: *Where Caciques and Mapmakers Met*
Honorable Mention, Alfred B. Thomas Book Award, Southeastern Council of Latin American Studies

Garrett Felber: *Those Who Know Don’t Say*
2021 Merle Curti Intellectual History Award, Organization of American Historians
Finalist, 2021 Pauli Murray Book Prize, African American Intellectual History Society
Johanna Fernández: *The Young Lords*
2021 Frederick Jackson Turner Award, Organization of American Historians
2021 Merle Curti Social History Award, Organization of American Historians
2021 Liberty Legacy Foundation Award, Organization of American Historians
2021 American Book Award, Before Columbus Foundation
2020 New York City Book Awards, The New York Society Library

Douglas J. Flowe: *Uncontrollable Blackness*
2021 Littleton-Griswold Prize, American Historical Association

John D. French: *Lula and His Politics of Cunning*
2021 Warren Dean Memorial Prize, Conference on Latin American History
2021 Sergio Buarque de Holanda Prize for Best Book in Social Sciences, Brazil Section of the Latin American Studies Association

Simon Wolfgang Fuchs: *In a Pure Muslim Land*
South Asian Muslim Studies Association Book Award

Thavolia Glymph: *The Women’s Fight*
2021 Albert J. Beveridge Award, American Historical Association
2021 Joan Kelly Memorial Prize, American Historical Association
2021 John Nau Book Prize in American Civil War Era History, John L. Nau III Center for Civil War History at the University of Virginia
2021 Civil War and Reconstruction Book Award, Organization of American Historians
2021 Darlene Clark Hine Award, Organization of American Historians
2021 Mary Nickliss Prize, Organization of American Historians
2021 Tom Watson Brown Book Award, Society of Civil War Historians
Julia Cherry Spruill Prize, Southern Association for Women Historians
Finalist, 2021 Gilder Lehrman Lincoln Prize

Congratulations to Johanna Fernández on winning three awards from the Organization of American Historians.

Congratulations to Thavolia Glymph on winning several major book awards, including two from the American Historical Association and three from the Organization of American Historians.
Awards Won in 2021 (cont’d)

Wendy Gonaver: The Peculiar Institution and the Making of Modern Psychiatry, 1840–1880
2021 Francis B. Simkins Award, Southern Historical Association

Aston Gonzalez: Visualizing Equality
Finalist, 2021 Association for the Study of African American Life and History Book Prize

Adam Gussow: Whose Blues?
A 2021 Choice Outstanding Academic Title

Grace Elizabeth Hale: Cool Town
2021 Malcom Bell, Jr. and Muriel Barrow Bell Award, Georgia Historical Society

Ryan Hall: Beneath the Backbone of the World
Finalist, 2021 Spur Awards (Historical Nonfiction), Western Writers of America

Aneeka Ayanna Henderson: Veil and Vow
Finalist, 2021 Outstanding First Book Prize, Association for the Study of the Worldwide African Diaspora

Mary J. Henold: The Laywoman Project
First Place, 2021 Catholic Press Association Book Award in Gender Issues - Inclusion in the Church Category

Jessica Ingram: Road Through Midnight
Longlisted, 2021 Kraszna-Krausz Book Awards

Randy Johnson: Southern Snow
Honorable Mention, 2021 Skade Award, International Ski History Association

Susan Lee Johnson: Writing Kit Carson
2021 Robert G. Atthearn Award, Western History Association

Ariel Mae Lambe: No Barrier Can Contain It
Honorable Mention, 2021 Sharon Harris Book Award, University of Connecticut Humanities Institute

Katherine M. Marino: Feminism for the Americas
Finalist, 2021 Shapiro Book Prize, Shapiro Center for American History and Culture at The Huntington

Sara Mayeux: Free Justice
2020 David J. Langum, Sr. Prize in American Legal History, Langum Charitable Trust
2021 Vanderbilt University Chancellor’s Award for Research

David Menconi: Step It Up and Go
2020 North Caroliniana Society Book Award
First Runner-Up, 2021 Eric Hoffer Book Awards (Culture)

David Monod: Vaudeville and the Making of Modern Entertainment, 1890–1925
Finalist, 2020 George Freedley Memorial Award, Theatre Library Association
Shortlisted, 2021 Wallace K. Ferguson Prize, Canadian Historical Association

Tamika Y. Nunley: At the Threshold of Liberty
2021 Letitia Woods Brown Prize, Association for Black Women Historians
Finalist, 2022 ASALH Book Prize
Shortlisted, 2021 Museum of African American History Stone Book Award

Taylor G. Petrey: Tabernacles of Clay
2021 Best Book Award, Mormon History Association
Finalist, 2020 Association for Mormon Letters Award (Religious Nonfiction)

K. Stephen Prince: The Ballad of Robert Charles
Finalist, 2022 ASALH Book Prize

Uzma Quraishi: Redefining the Immigrant South
2021 Theodore Saloutos Book Prize, Immigration and Ethnic History Society
Honorable Mention, 2021 Pacific Coast Branch Book Award, American Historical Association, Pacific Coast Branch

Daniel A. Rodríguez: The Right to Live in Health
Shortlisted, 2021 Juan E. Méndez Book Award for Human Rights in Latin America

Jarod Roll: Poor Man’s Fortune
Clark C. Spence Award, Mining History Association

Dan Royles: To Make the Wounded Whole
Honorable Mention, 2021 John Boswell Prize, The Committee on Lesbian, Gay, Bisexual, and Transgender History, American Historical Association
Finalist, 2021 Museum of African American History Stone Book Award

Troy R. Saxby: Pauli Murray
Finalist, 2020 Hooks National Book Award, Benjamin L. Hooks Institute for Social Change at the University of Memphis

Nicole Myers Turner: Soul Liberty
Finalist, 2021 Library of Virginia Literary Award in Nonfiction

David A. Varel: The Scholar and the Struggle
2021 Colorado Book Awards (Biography)

Jamin Wells: Shipwrecked
2020 John Lyman Book Award in U.S. Maritime History, North American Society for Oceanic History

Michael E. Woods: Arguing until Doomsday
2021 Superior Achievement Award, Illinois State Historical Society
CrossCurrents is the journal of the Association for Public Religion and Intellectual Life. Contributions to CrossCurrents exist at the nexus of religion, education, the arts, and social justice. For more information visit www.apronline.org.

Arris is the journal of the Southeast Chapter of the Society of Architectural Historians covering the history of architecture and the landscape.

For more than fifty years the MFA Writing Program at UNC Greensboro has published The Greensboro Review to showcase the work of emerging or overlooked creative writers.

The Latin Americanist is the membership journal for the Southeastern Council of Latin American Studies with institutional support from UNC Charlotte and Wingate University.

Based at Berea College, Appalachian Review showcases the work of emerging and established writers throughout Appalachia, offering its readers literature that is thoughtful, innovative, and revelatory.

The Comparatist focuses on the comparative study of literature, cultural movements, and the arts, as well as literary and cultural theory.

With a focus on literature published through the early national period, Early American Literature is the journal of the Modern Language Association’s Division on American Literature to 1800.

Published by UNC at Chapel Hill’s School of Education, The High School Journal explores the broad and complex field of secondary education.

The Journal of Best Practices in Health Professions Diversity: Research, Education, and Policy is published by Winston-Salem State University’s School of Health Sciences and provides a forum to examine the development and sustainability of a diverse health professions workforce.

The Journal of the Civil War Era, published in association with the George and Ann Richards Civil War Era Center at Penn State University, offers a fresh perspective on the struggles that defined this period and, by extension, the course of American history.

Produced by East Carolina University, the North Carolina Literary Review publishes poetry, fiction, and nonfiction by North Carolina writers, as well as interviews, articles, and essays about the state’s authors, literary history, and writing culture.

The journal of the Southeastern Division of the American Association of Geographers, Southeastern Geographer, publishes research about the South, broadly construed, as it relates to broader geographical reaches.

Housed in UNC at Chapel Hill’s Center for the Study of the American South, Southern Cultures explores the history, politics, folklore, literature, and art of the South.

Published by UNC at Chapel Hill’s Department of English, Studies in Philology publishes research on British literature through Romanticism and the relations between British literature and works in the classical, Romance, and Germanic languages.
Longleaf Services

Created by university presses for university presses, Longleaf Services is a non-profit business dedicated to providing outstanding and efficient publishing solutions.

Longleaf uses economies of scale and skill to offer presses significant benefits and savings that they would not be able to realize on their own. We also provide a means of sharing and leveraging the vast experience of the individual institutions across the entire group.

Longleaf Services was established in 2006 as a separately incorporated 501(c)3 not-for-profit affiliate of the University of North Carolina Press. Our mission, then as now, is to provide high-quality, cost-effective fulfillment and publishing services for university presses. Providing these services centrally allows the publishers to focus on their core mission of acquisition, editorial strategy, and content dissemination.

From the beginning, Longleaf has provided our client presses with a full range of reliable fulfillment services, including order processing, customer service, credit and collection management, warehousing and shipping, and electronic book file storage and distribution.

In 2015 Longleaf expanded its offerings to include complete editorial, design, and production services; a wide variety of marketing tools and support; and additional operational assistance to the presses we serve. These new services are available to our clients on an à la carte basis and were developed in close partnership with the publishers themselves, to ensure that we are addressing the issues that are most important to them.

Our goal is to provide the best possible service to our clients and, by extension, to all of the end-users of the content they create.

Editorial, Design, and Production

Longleaf EDP provides all interested university presses and libraries with affordable, high-quality production services. Projects can be managed from manuscript through final print and/or eBook files, including hands-on author management. We use/recommend only experienced copyeditors, proofreaders, designers, and indexers. We manage both print and online projects, including books and journals.

The Standard Monograph Program (SMP) was developed to provide the lowest possible pricing on academic monographs without sacrificing quality. This program is ideal for titles that are on a non-rush schedule and don’t require a bespoke design or extra services such as proofreading. The SMP workflow is extremely efficient, resulting in significant savings in both time and resources for presses.
The Accelerated Production Program (APP) provides cost-effective production for books and journals that require more individual attention, such as cover design, art redrawing, indexing, proofreading, or shorter schedules. This program nimbly responds to projects that fall outside the parameters of SMP.

**Printing Services**
Client presses makes their own decisions as to where they choose to print their books and journals. However, we have negotiated preferential pricing and priority press time with multiple printers, offering excellent options to presses that wish to take advantage of them.

**Marketing and Sales**
Longleaf partners with best-in-class academic sales representatives and print and digital book distributors to ensure that our presses’ reach extends to all regions of the globe and to all relevant outlets, including Amazon, national accounts, local independent bookshops and libraries, and everywhere in between. Our rights agent presents titles at Frankfurt, London, and Beijing Book Fairs.

We negotiate reduced group rates, facilitate three-way agreements to help reduce the bureaucracy of getting started with new business partners, and offer in-depth, personalized training and best-practice user forums to facilitate optimization of leading-edge and industry-standard technology. From custom website design and development to maximizing their use of digital and print-on-demand catalog options and e-reader platforms, Longleaf supports our presses’ online and old-school marketing and publicity efforts.

Longleaf staff work with presses and their metadata and content partners to dig into the weeds and break down barriers so that all of their books, in all possible physical and digital formats, are easy to discover and order, helping them ensure critical title details are accurate, complete, and compellingly showcased. Our goals align with our presses’ when it comes to improving sales, accessibility, and long-term financial sustainability.

We look forward to a post-pandemic world where we’ll be able to resume organizing reduced rates on shipping and exhibiting at physical academic conferences so our presses may present their books, authors, and brands live and in person.

**Grant Activity**
Longleaf has also been involved with several major grants from organizations like the Andrew W. Mellon Foundation and the Arcadia Fund to support innovation in university press publishing. Grants have supported the expansion of general publishing services, the creation of new workflow tools for the development and distribution of open access monographs, and the exploration of open-sourced tools to support a wide range of university-based publishing activities. Participation in these grants keeps us on the cutting edge of innovation in scholarly publishing.
WE ARE EXCITED that two important textbook initiatives came to fruition in 2021 after years of collaborative work by faculty teams. The first is *Contemporary Precalculus through Applications* from the North Carolina School of Science and Mathematics. The second is the *Global Humanities Reader* from the UNC Asheville Humanities Program. Details about these projects follows on pages 38-39.

These books join a growing list (below) of affordable access and open access textbooks that are helping to lower costs for students in the UNC System and beyond. Publishing a textbook comes with significant up-front costs and effort. Each book on this list was developed by dedicated faculty knowing they would not be paid the kind of royalties they might expect from a commercial publisher.

Other Affordable Access and Open Access Textbooks

- Fundamentals of Microwave and RF Design
- Microwave and RF Design, Volumes 1-6
- Understanding Latin American Politics
- Food Fight: Challenging the USDA Food Pyramid, 1991
- Beyond Residency: The New Physician’s Guide to the Practice of Medicine
- Foundations in Pharmacokinetics
- Differential Geometry in Physics

We produced books by two new partners in 2021. The UNC Wilmington Randall Library published *Differential Geometry in Physics*. The Language and Life Project at NC State University reissued *Fine in the World: Lumbee Language in Time and Place*. They join 45 other departments, libraries, and research centers across eleven institutions in the UNC System that work with us on their publishing initiatives. As UNC Press turns 100 (and OSPS turns seven) we’re excited to build more partnerships across the system.

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**Office of Scholarly Publishing Services Staff**

(left to right) John McLeod, Sam Dalzell

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**John McLeod**

*Chief Operating Officer & Director of the Office of Scholarly Publishing Services*

*Email: John.McLeod@uncpress.org | Telephone: (919) 962-8419*
{Ross Publishing Grants}

Through the Thomas W. Ross Fund Publishing Grants we committed $10,700 to five more projects, raising the total amount granted to $85,551.

UNC Charlotte J. Murrey Atkins Library, *Shaping S-Curves: Choreography in Odissi* by Kaus Sarkar, an open access book exploring an eastern Indian traditional dance practice

ECU Joyner Library, an open access textbook, *Early Music in the West: Antiquity and the Medieval Era (c. 500 BCE to 1420 CE)* by Kevin Moll

UNC Wilmington Randall Library, an open access textbook, *Differential Geometry in Physics* by Gabriel Lugo

WCU Hunter Library, *Just Over the Hill: Black Appalachians in Jackson County, Western North Carolina* by Victoria A. Casey McDonald, a reissue of an important local book

In 1991, the North Carolina School of Science and Mathematics published a groundbreaking textbook, *Contemporary Precalculus through Applications*, which went on to sell 25,000 copies and was used in 200 high schools, community colleges, and universities. This third edition brings the book fully up to date, incorporating the use of graphing calculators and other computing technology not available to students for previous editions.

Textbooks from commercial publishers are notoriously expensive—often as much as $150 including supplemental materials. *Contemporary Precalculus through Applications* is available in an open access digital format and in paperback for $38, offering meaningful savings for students and school districts.

“We are excited to build on our long history of supporting math education and math educators across North Carolina and beyond,” said Taylor Gibson, Dean of Mathematics. “We hope that by offering our digital textbook for free, teachers and students will have a valuable resource with which to promote the joy and beauty of learning mathematics in their classrooms.”
The UNC Asheville Humanities Program has a reputation as one of the strongest undergraduate programs of its kind, earning recognition from the National Endowment for the Humanities, the Association of American Colleges and Universities, Fiske Guide to Colleges, The Princeton Review, and U.S. News and World Report. Students focus on ancient, premodern, and modern cultures and societies as they progress from freshman to junior year with primary source readings serving as a core teaching resource.

“The texts that have been in use, and revised a few times over the nearly 60-years of the program, have traditionally been called the Asheville Readers,” said Katherine C. Zubko, Ph.D., Professor of Religious Studies, NEH Distinguished Professor in the Humanities. “Since our last revision in 2003, the courses have shifted in their curriculum to encompass a wider variety of cultures and perspectives so that they are truly global for the first time—updating the readers was a must to match that shift.”

In 2017, a faculty team led by Zubko and Keya Maitra, Ph.D., Professor of Philosophy, Thomas Howerton Distinguished Professor of the Humanities, began a project to completely revise the readers and to incorporate more engaging teaching elements such as timelines. A 2017 grant from the Andrew W. Mellon Foundation helped to jumpstart the editorial process. Four years and many hours of hard work later, the new Global Humanities Readers are available in low-cost print and digital formats, including digital hosting on NC LIVE which makes them widely available in North Carolina libraries.
The University of North Carolina Press is world-renowned for both award-winning content and expanding ways to connect with readers. This year’s Annual Report is a reflection of these continued strengths.

As you read the Report, above all, I trust you will be impressed by the caliber and beauty of the publications that dedicated Press staff and authors have made possible. I hope you also gain a deeper appreciation for the complexity of UNC Press’s publishing program. The business of scholarly publishing has never been for the faint of heart, especially with the added uncertainty of a second year of a global pandemic. Our business acumen supports the Press’s mission, serving the region and elevating scholarly discourse.

The friends of UNC Press listed in the following pages have provided financial gifts that empower the Press’s quest for excellence—strengthening our day-to-day operations with invaluable, unrestricted support through the Press Club annual fund; enhancing our academic engagement with UNC system campuses and their publishing needs through the Thomas W. Ross Fund; nurturing first-time authors’ publications with support from established authors and their heirs through the Authors Fund; and enriching our content and ability to reach wider audiences through endowed positions and imprints. The first books published under the newly endowed Marcie Cohen Ferris and William R. Ferris Imprint have garnered nationwide attention. Collectively, Press endowments are contributing over $1.2 million to our fiscal year 2021–2022 budget. They are an invaluable source of financial stability for multi-year projects in a volatile industry and a turbulent world.

With the advent of 2022, we have officially entered the year of UNC Press’s One Hundredth Anniversary, a time to celebrate our past accomplishments and set goals for the future. The leadership provided by the Press’s Board of Governors, Centennial Steering Committee, Advancement Council, and many friends recognized in these pages ensure that our second century will be even more distinguished than our first. I look forward to celebrating the Press and its important milestone with all of you throughout this coming year.

Thank you, be well, and happy reading!

Joanna Ruth Marsland
Director of Development
THE UNC PRESS CLUB

The UNC Press Club annual fund provides invaluable, unrestricted support for every step of the publishing process, from recruiting and retaining leading authors of great scholarship to providing their work in traditional bound books and multiple digital formats.

The following members of the UNC Press Club enhance the Press’s ability to respond strategically to changes in the industry while remaining true to the core mission of publishing superior scholarly work and serious nonfiction work.

Gifts made January 1, 2021, through December 31, 2021

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Author Fay Yarbrough with her title, *Choctaw Confederates: The American Civil War in Indian Country*, supported by the Fred W. Morrison Fund
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Terryl L. Givens with his title, Stretching the Heavens: The Life of Eugene England and the Crisis of Modern Mormonism, supported by the Anniversary Fund

Jonathan E. Robins with his title, Oil Palm: A Global History, supported by the Luther H. Hodges Sr. and Luther H. Hodges Jr. Fund
NAMED ENDOWMENT FUNDS

Endowments provide vital stability for multi-year publishing projects through their predictable streams of income. Gifts of any amount may be made to existing named endowments, and gifts of $150,000 or more may be made to create new named endowments. The Press’s endowment is professionally managed by the UNC Management Company with the spending policy set by the Press’s Board of Governors.

Named endowment funds at UNC Press include both unrestricted funds, which support all facets of publishing, and restricted funds, which support particular activities or areas within our publishing list. Current named endowment funds include:

- **Anniversary Fund**—unrestricted
- **Blythe Family Fund**—regional, especially broad interest
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- **Kate Douglas Torrey Fund**—director’s discretion
- **Wells Fargo Fund for Excellence**—unrestricted
- **Wyndham Robertson Editorial Directorship**—endowed position
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ENDOWMENTS

*Gifts made January 1, 2021, through December 31, 2021*

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THE AUTHORS FUND

Since its launch in 2013, over 490 authors, heirs, and friends have donated over $155,000 in royalties and separate gifts to the UNC Press Authors Fund, supporting the first books of 94 emerging scholars. As well as defraying production expenses to keep the price of the book as affordable as possible, royalties and gifts donated to the Authors Fund are also being used to strategically recruit rising scholars’ first monographs.

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Anthea Butler holding her title White Evangelical Racism: The Politics of Morality in America, a Ferris & Ferris Book
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ZERO-OUT ROYALTIES

Contracts amended January 1, 2021, through December 31, 2021

The Authors Fund, successful as it is, does not work well for some authors and heirs with older titles that no longer earn significant royalties. The following authors and heirs have “zeroed out” their royalties with contract amendments.

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Mellicent and John Blythe for LeGette Blythe
Will Blythe for LeGette Blythe
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Kathy Idol for John Idol
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Mary B. Wickwire, and for Franklin B. Wickwire
Emily Wilson

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We invite anyone who considers UNC Press to be a valuable part of the university and the state, the region, and the world to join with us in supporting the Press with charitable gifts of cash, securities, beneficiary designations, or bequests in any amounts.

To learn more, please:

Visit our website at www.uncpress.org

Or contact:

Joanna Ruth Marsland
Director of Development
Joanna.Ruth.Marsland@uncpress.org
919-962-0924
116 South Boundary Street,
Chapel Hill, North Carolina 27514

While in-person events have been limited, author Karen L. Cox showcased No Common Ground: Confederate Monuments and the Ongoing Fight for Social Justice, a Ferris & Ferris Book, at Park Road Books, Charlotte.
Regina Bradley signing copies of *Chronicling Stankonia*, Charis Books, Decatur

Adrian Miller and *Black Smoke*, on BBQ joint events tour, Summer 2021

Book selfie of Crystal Worl, artist whose artwork is used on the cover of *Space-Time Colonialism* by Juliana Hu Pegues

Jason Berry, *City of a Million Dreams* event in New Orleans
UNC Press publicity outreach in 2021 resulted in 3,664 online/print/broadcast media mentions (where the Press is called out by name; source: Cision).

Additionally, stories, articles, and mentions of UNC Press authors and books (frontlist and backlist) captured by media monitoring in 2021 resulted in an estimated total readership of 9.6 billion readers online.
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