

UNC  
PRESS

THE UNIVERSITY *of* NORTH CAROLINA PRESS  
{Annual Report 2021}







## Welcome to the University of North Carolina Press Annual Report 2021

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## 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)

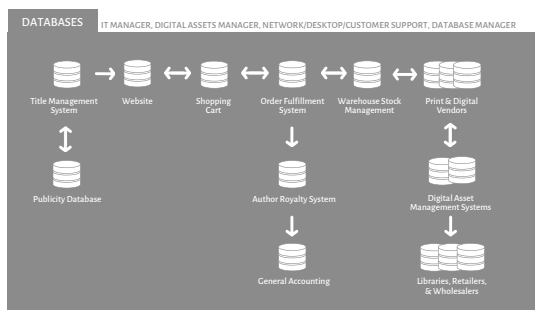
Now in its sixth year, OSPS (see pp. 36–39) is primarily focused on supporting publishing activity that originates on the campuses of our statewide system. This can include journals, institutional histories, archival collections, and myriad other publications. This year has seen rapid growth in publishing 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.

# UNC PRESS The Publishing Process

*Step by Step, from Idea to Bookstore and Beyond*



Created by Ellen C. Bush, © UNC Press



# Mission, Vision, and Background

## 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.

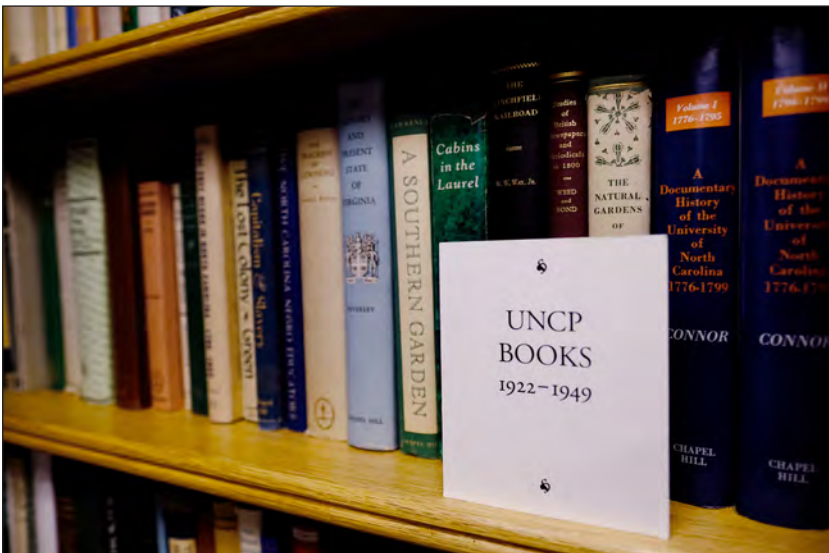
## About the Press

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.unccpress.org/about](http://www.unccpress.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.

## Board of Governors

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



From *North Carolina: Land of Water, Land of Sky* by Bland Simpson; photograph by Tom Earnhardt

# Advancement Council

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



From *North Carolina: Land of Water, Land of Sky* by Bland Simpson;  
photograph by Ann Cary Simpson

## 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

**Carlton Wilson**  
*UNC Press Board  
of Governors*  
Durham, NC

## Staff

**John Sherer**  
*Spangler Family Director*  
UNC Press

**Joanna Ruth Marsland**  
*Director of Development*  
UNC Press

# Sources of Income



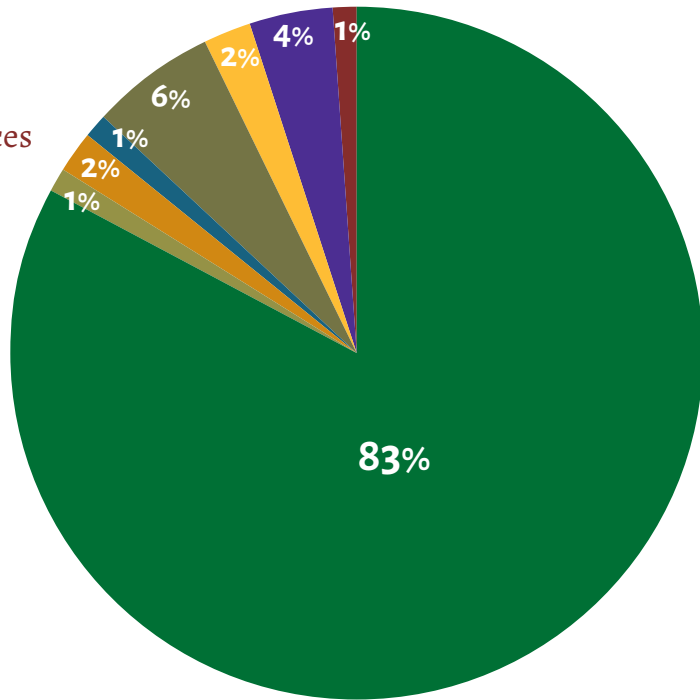
The chart below shows the many sources of income here at UNC Press and how the diversity of these income streams insulates us from the short-term fluctuations in any one part of the operation. Within these different streams of income, there are three general categories: sales revenues, state support, 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 onetime 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



■ Net Book Sales	\$6,773,000
■ Journals Program Contribution	\$105,000
■ Subsidiary Rights Contribution	\$127,000
■ Office of Scholarly Publishing Services Contribution	\$89,000
■ State/University Support	\$518,500
■ NEH CARES Grant	\$150,000
■ Endowment Draw	\$300,000
■ Press Club Gifts	\$106,700
<b>Total Income</b>	<b>\$8,169,200</b>

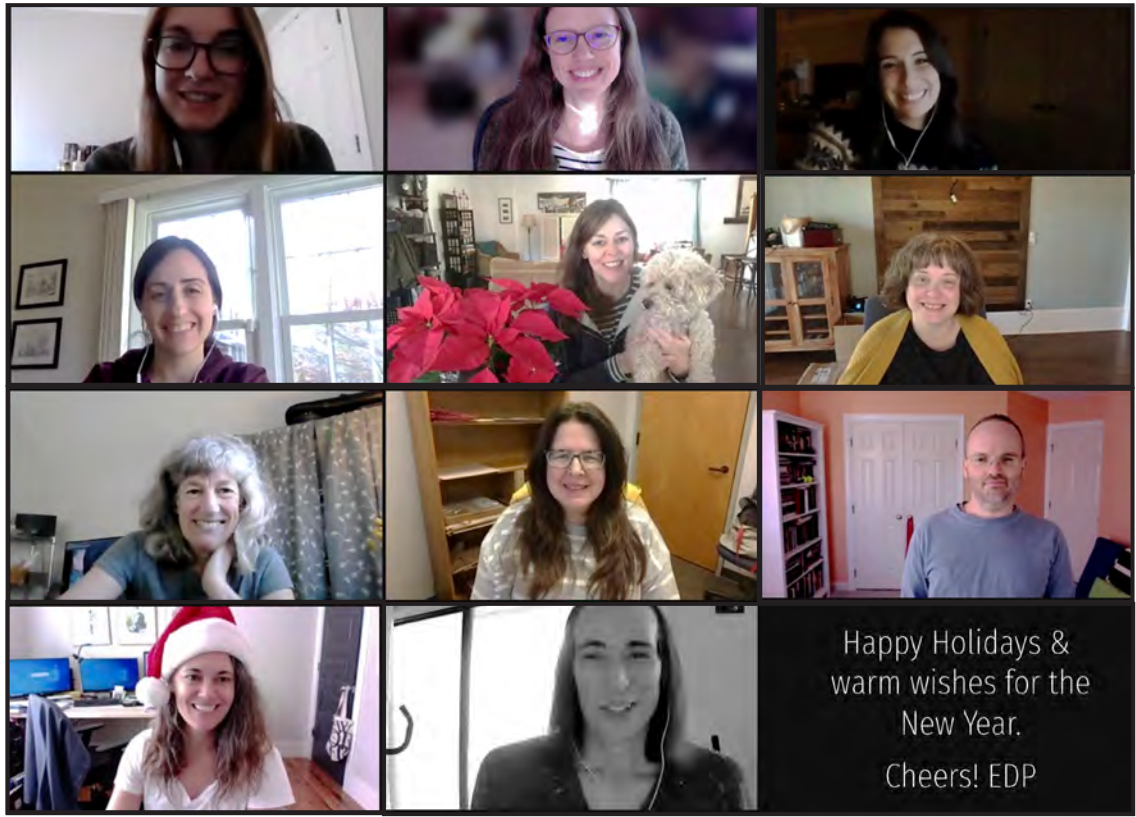
# The Departments of the Press

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

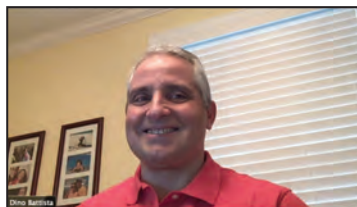


(top to bottom, left to right) Kylie Haggren, Michelle Wallen, Valerie Burton, Erin Granville, Madge Duffey, Lindsay Starr, Mary Caviness, Kate Stack, Jamison Cockerham, Kim Bryant, Iris Levesque



The Marketing department is responsible for advertising, direct mail, exhibits, publicity, promotion, and the sales of books and journals.

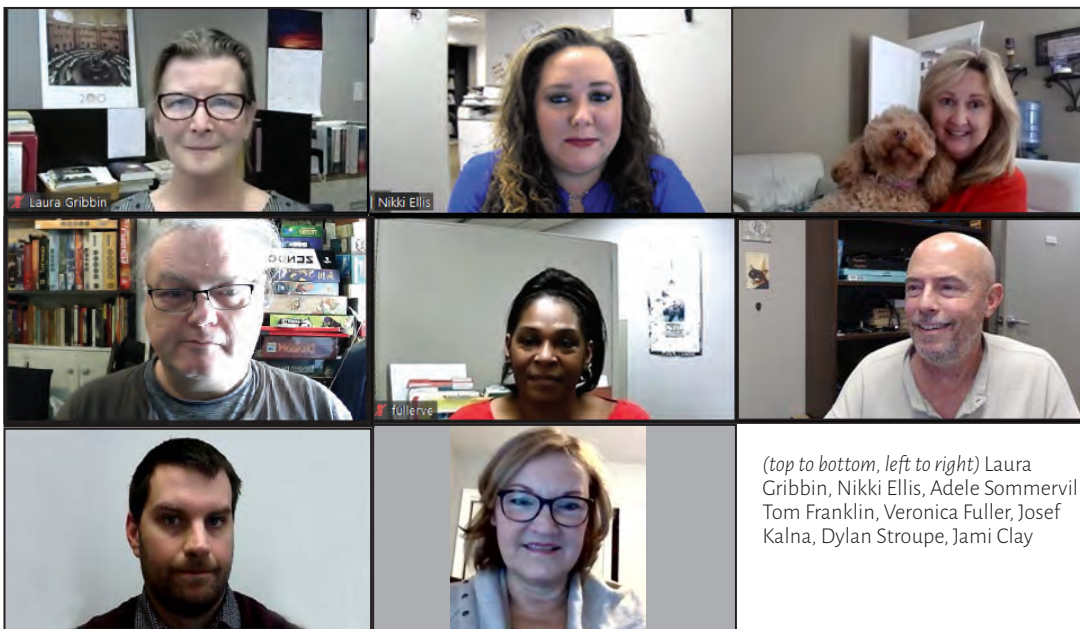
### Marketing Staff



(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



## Editorial Director's Letter

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 sub-field 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 Talitha 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

## Series Published by UNC Press (cont'd)



### 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.

## 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.

## 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 Eisenlolr  
Charity Frye  
Dylan Jackson  
Kayla Kuvin

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





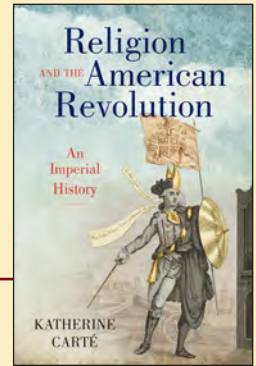
{Praise for Omohundro Institute Books}



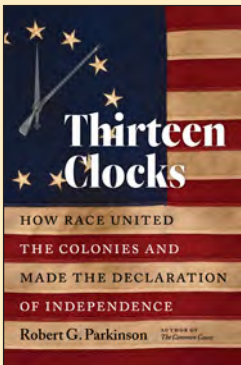
The Strange Genius of Mr. O  
Carolyn Eastman

“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



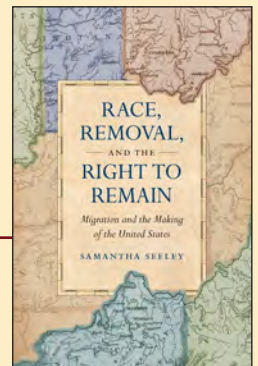
Religion and the American  
Revolution  
Katherine Carté



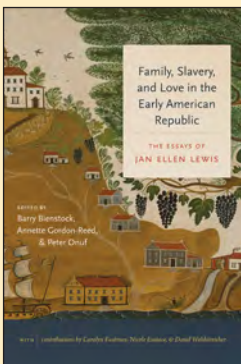
Thirteen Clocks  
Robert G. Parkinson

“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



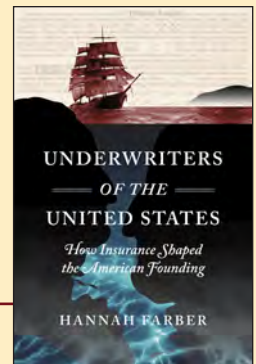
Race, Removal, and the  
Right to Remain  
Samantha Seeley



Family, Slavery, and Love  
in the Early American  
Republic: The Essays of Jan  
Ellen Lewis

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—**David J. Hancock**, University of Michigan

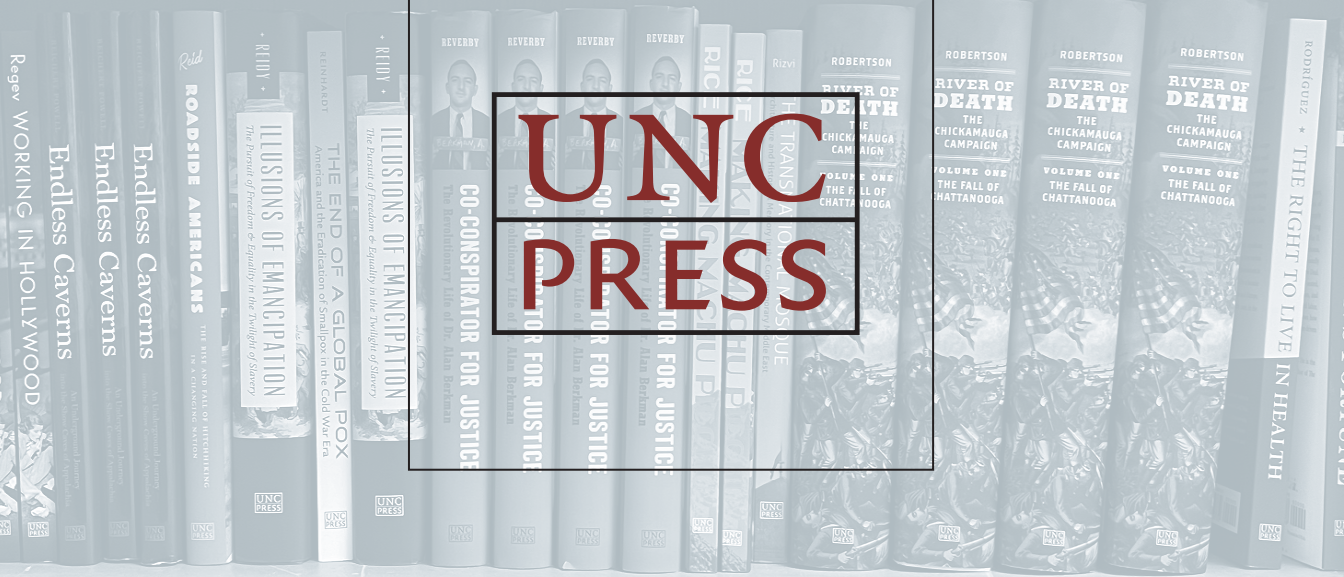


Underwriters of the United  
States  
Hannah Farber

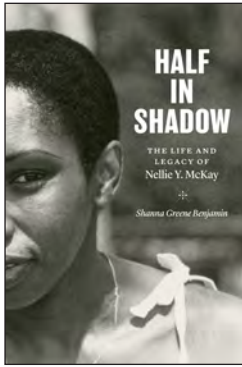


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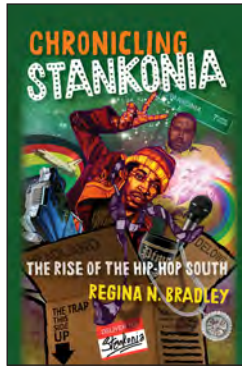
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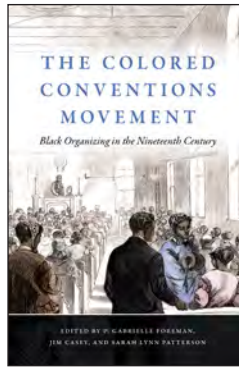
{Subject} AFRICAN AMERICAN STUDIES



Half in Shadow  
Shanna Greene Benjamin  
Greensboro Women's Fund



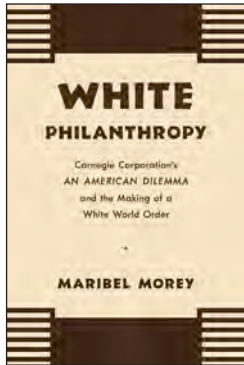
Chronicling Stankonia  
Regina N. Bradley  
Fred W. Morrison Fund



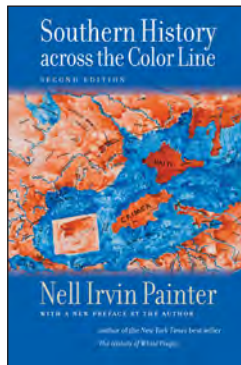
The Colored Conventions Movement  
Edited by P. Gabrielle Foreman,  
Jim Casey, and Sarah Lynn  
Patterson

{Praise}

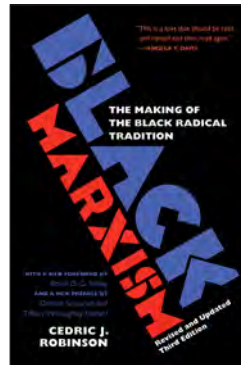
“Chronicling Stankonia is a revelatory collection of essays — part literary criticism, part sonic analysis, part personal memoir — that serves as an overdue and thrilling intervention on the NYC/L.A.-centric canon of hip-hop criticism.”  
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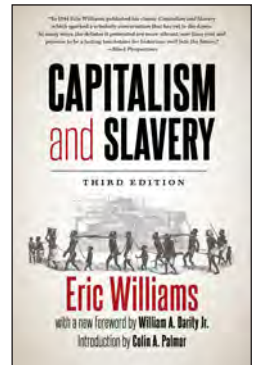
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Maribel Morey  
Authors Fund



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Nell Irvin Painter

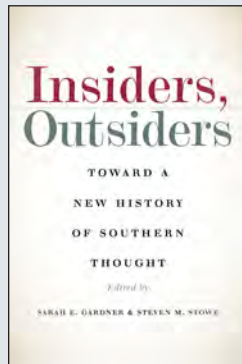


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Cedric J. Robinson

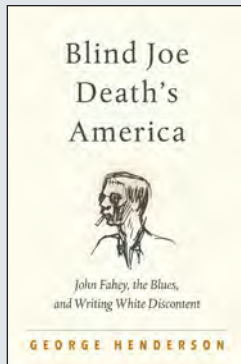


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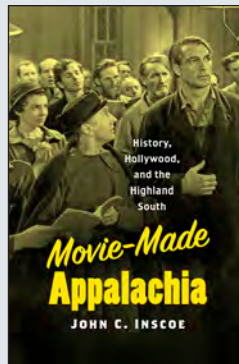
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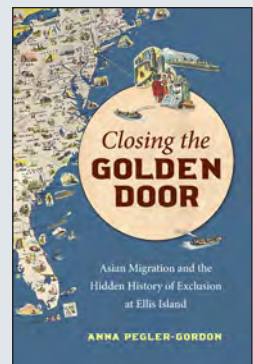
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Edited by Sarah E. Gardner and  
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Blind Joe Death's America  
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{Series}

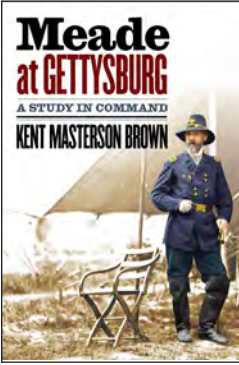
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{★ Awards}

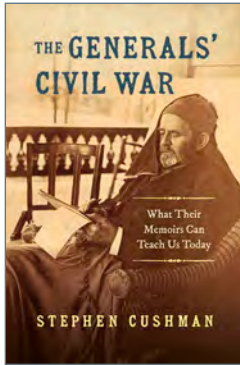
Listing, pages 30–32  
{More information}

Series, pages 14–16  
Funds, pages 40–49

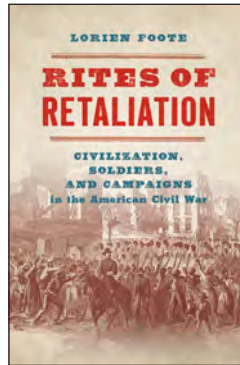
{Subject} CIVIL WAR



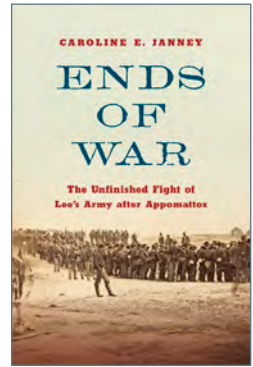
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Kent Masterson Brown



■ The Generals' Civil War  
Stephen Cushman

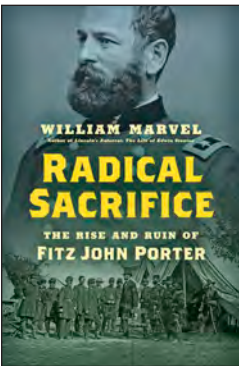


■ Rites of Retaliation  
Lorien Foote

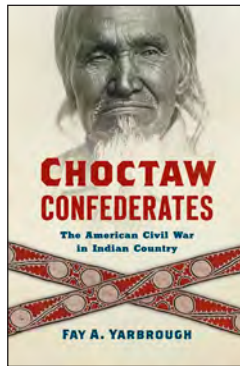


Ends of War  
Caroline E. Janney  
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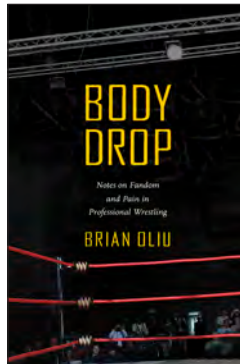
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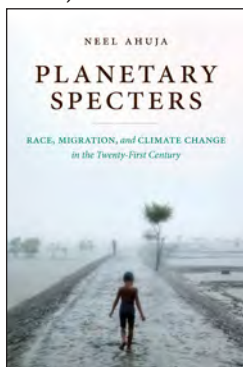


{Praise}

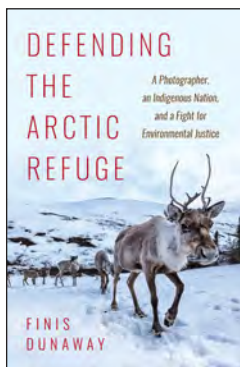
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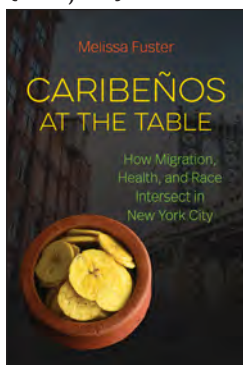


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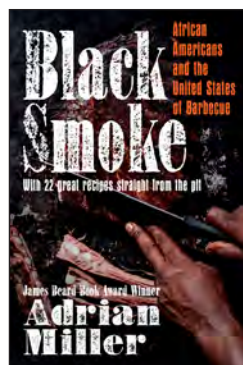


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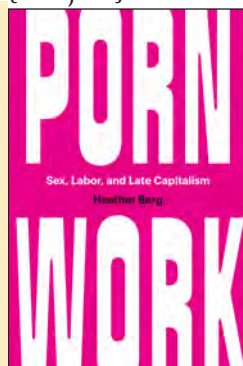
—*New York Times*

{Subject} GENDER & SEXUALITY

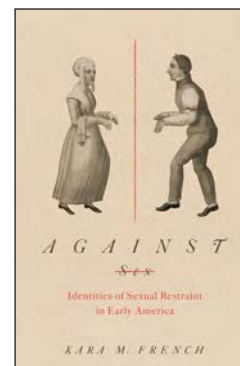
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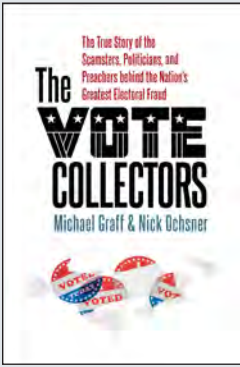
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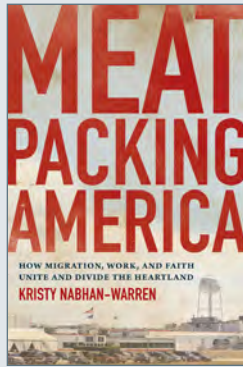
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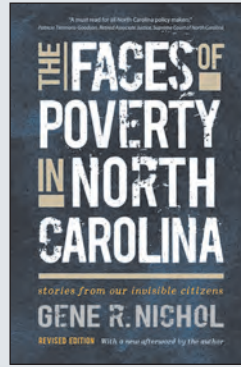
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Meatpacking America  
Kristy Nabhan-Warren



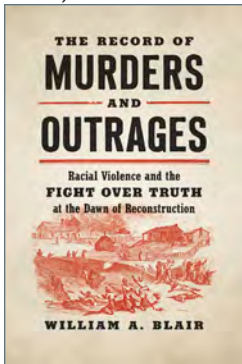
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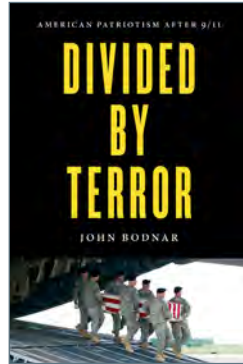
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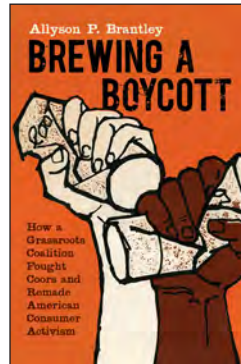
{Subject} HISTORY



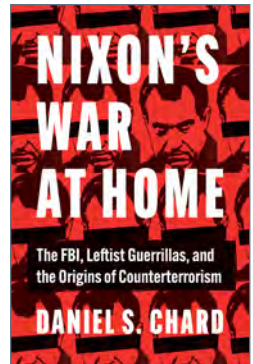
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William A. Blair



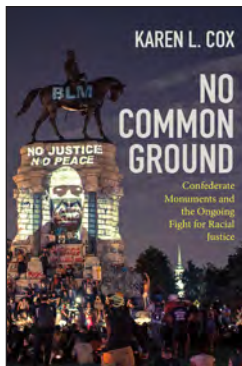
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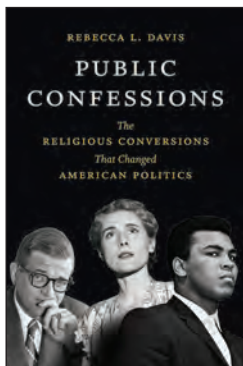
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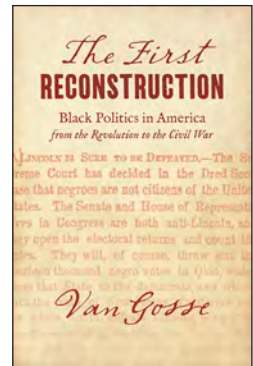
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Yunxiang Gao

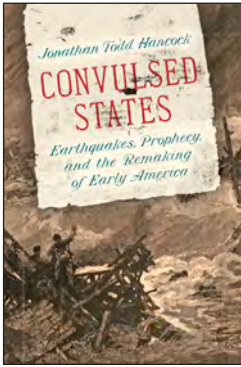


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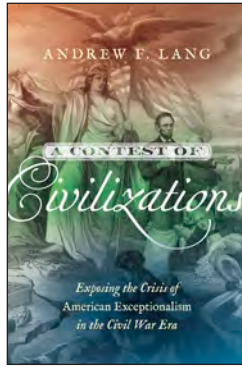
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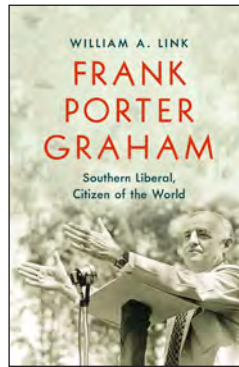
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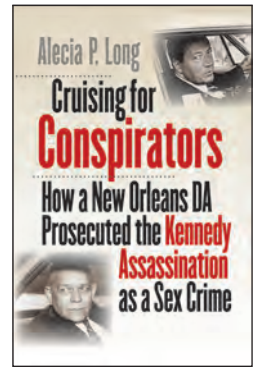
Convulsed States  
Jonathan Todd Hancock



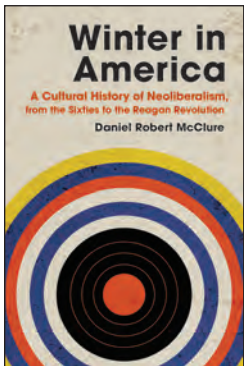
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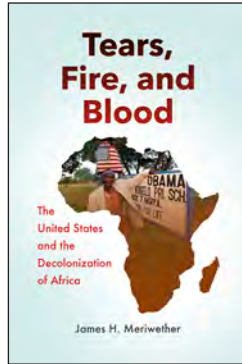
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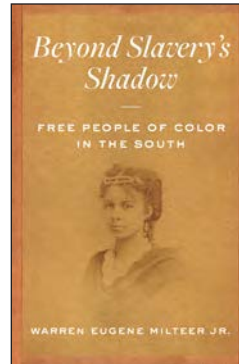
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Alecia P. Long  
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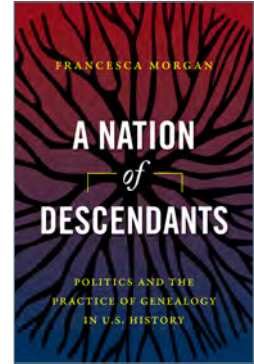
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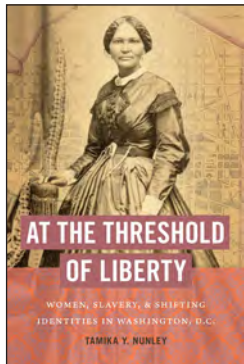
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James H. Meriwether



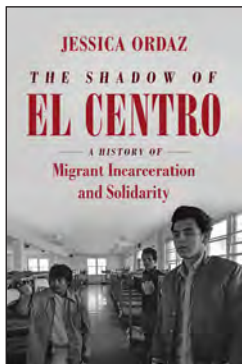
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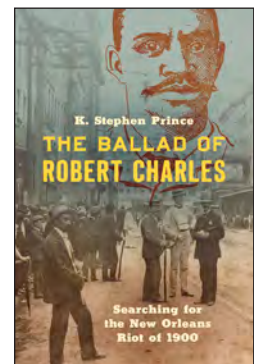
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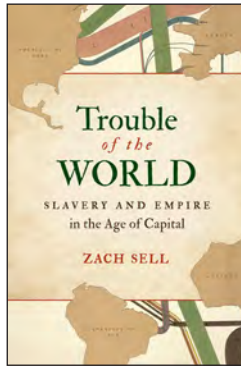
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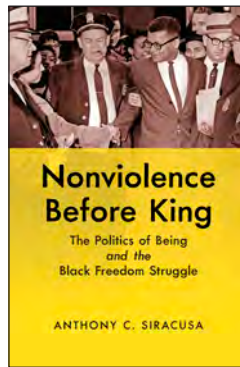
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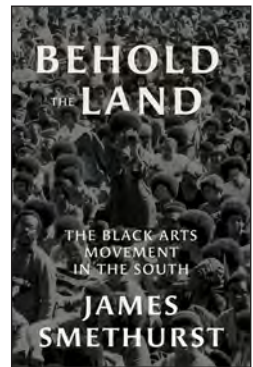
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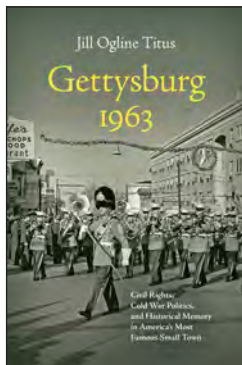
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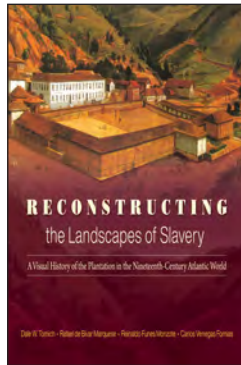
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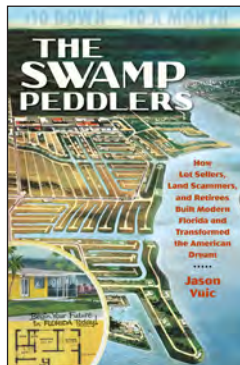
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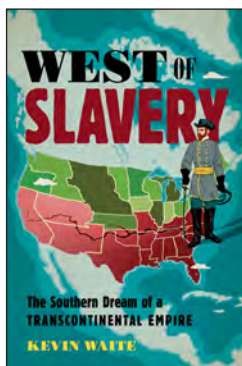


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Jason Vuic  
Wells Fargo Fund for Excellence

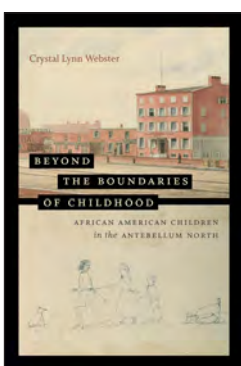
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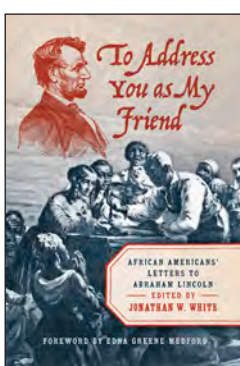
—*The Nation*



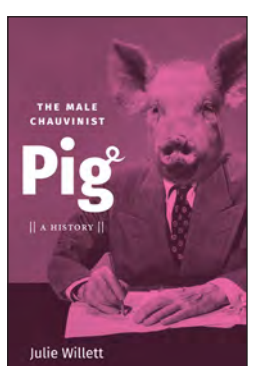
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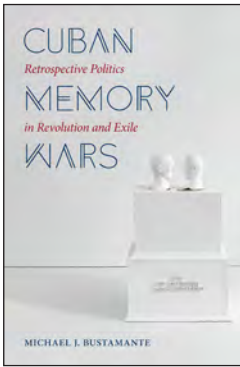
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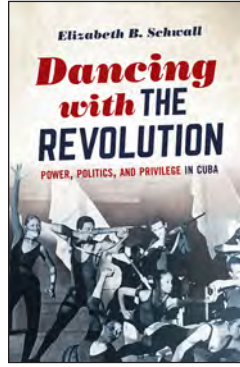
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Mario Filho



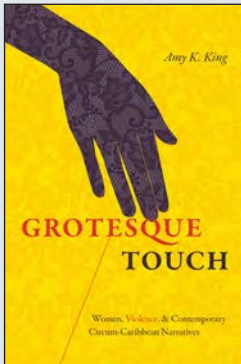
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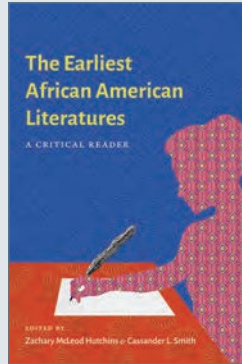
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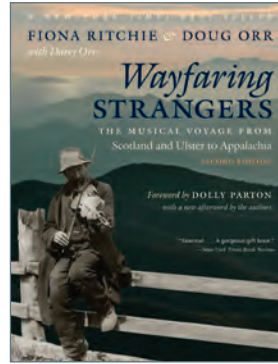


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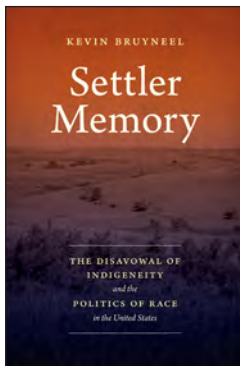
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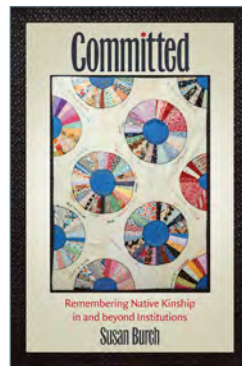


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Fiona Ritchie and Doug Orr

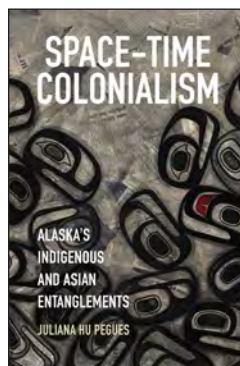
{Subject} NATIVE AMERICAN & INDIGENOUS STUDIES



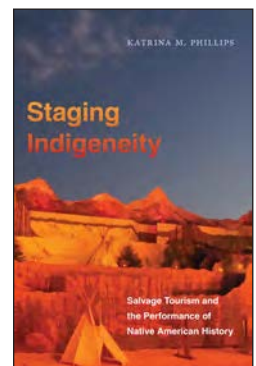
■ Settler Memory  
Kevin Bruyneel  
Anniversary Fund



★ ■ Committed  
Susan Burch



■ Space-Time Colonialism  
Juliana Hu Pegues



Staging Indigeneity  
Katrina M. Phillips  
Authors Fund

{Series}

- ENVISIONING CUBA
- LATIN AMERICA IN TRANSLATION
- CRITICAL INDIGENEITIES

{★ Awards}

Listing, pages 30–32

{More information}

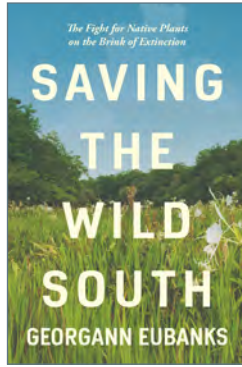
Series, pages 14–16

Funds, pages 40–49

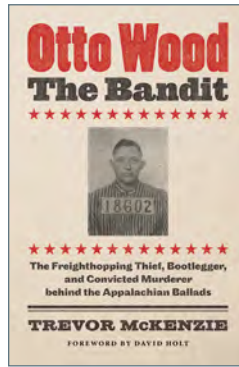
{Subject} REGIONAL TRADE



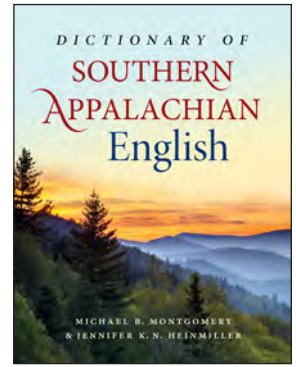
Pollinator Gardening for the South  
Danesha Seth Carley and Anne M. Spafford



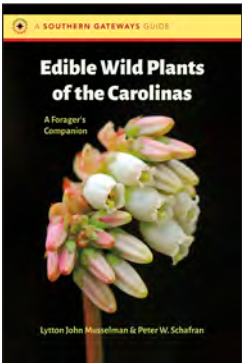
Saving the Wild South  
Georgann Eubanks  
*Blythe Family Fund*



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



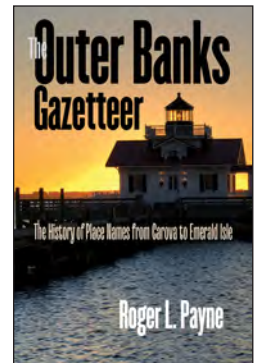
■ Edible Wild Plants of the Carolinas  
Lytton John Musselman and Peter W. Schafran



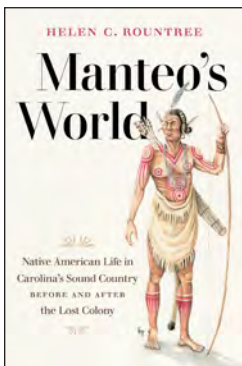
Good Walks  
Lee Pace



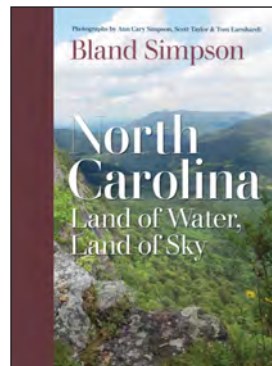
Attracting Birds in the Carolinas  
James F. Parnell, William C. Alexander, and Frances B. Parnell



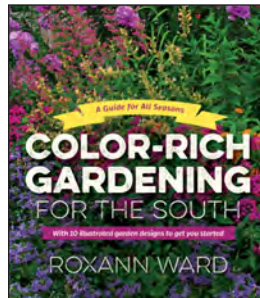
The Outer Banks Gazetteer  
Roger L. Payne  
*Blythe Family Fund*



Manteo's World  
Helen C. Rountree



North Carolina  
Bland Simpson  
*William R. Kenan Jr. Fund*



Color-Rich Gardening for the South  
Roxann Ward

{Series}

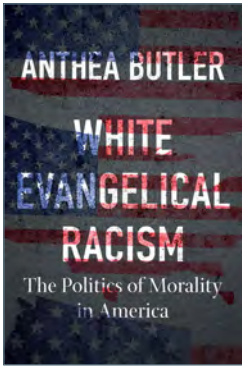
- SOUTHERN GATEWAYS GUIDES

{Praise}

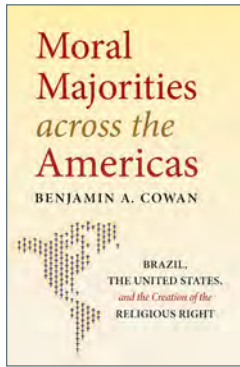
“Bland Simpson’s *North Carolina* is an ideal travel companion to explore and understand the complexity and diversity of North Carolina. . . the author and musician’s rich narrative voice paints a rich triptych of the breadth of our state, from Down East to the ‘short hills and sand hills’ of central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

—*Our State*

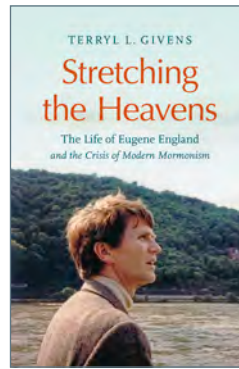
{Subject} RELIGION



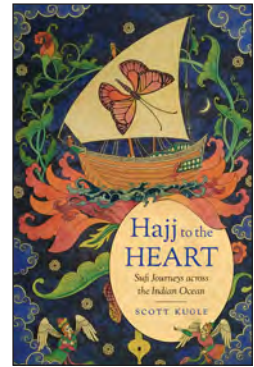
★ ■ White Evangelical Racism  
Anthea Butler



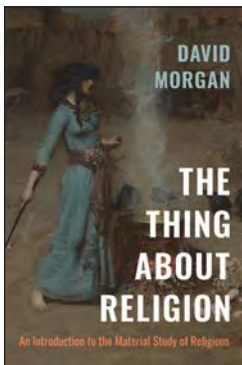
Moral Majorities across the Americas  
Benjamin A. Cowan  
Anniversary Fund



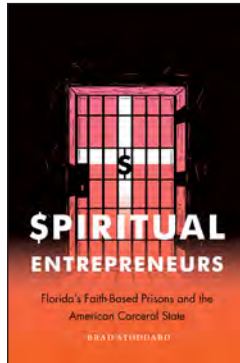
Stretching the Heavens  
Terry L. Givens  
Anniversary Fund



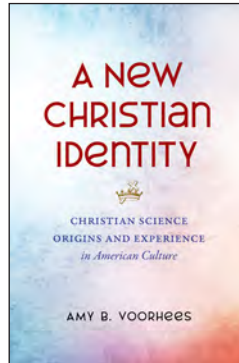
■ Hajj to the Heart  
Scott Kugle



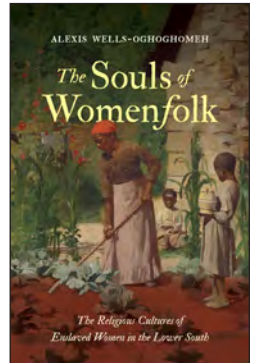
The Thing about Religion  
David Morgan



■ Spiritual Entrepreneurs  
Brad Stoddard  
Anniversary Fund



A New Christian Identity  
Amy B. Voorhees  
Authors Fund

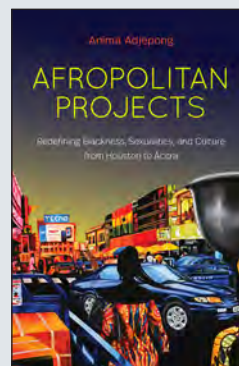


The Souls of Womenfolk  
Alexis Wells-Oghoghomeh

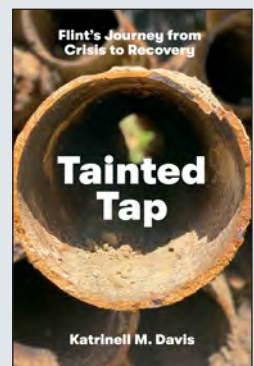
{Subject} SOCIAL MEDICINE



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



Afropolitan Projects  
Anima Adjepong  
Authors Fund



Tainted Tap  
Katrinnell M. Davis  
John Hope Franklin Fund

{Subject} SOCIOLOGY

{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}

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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

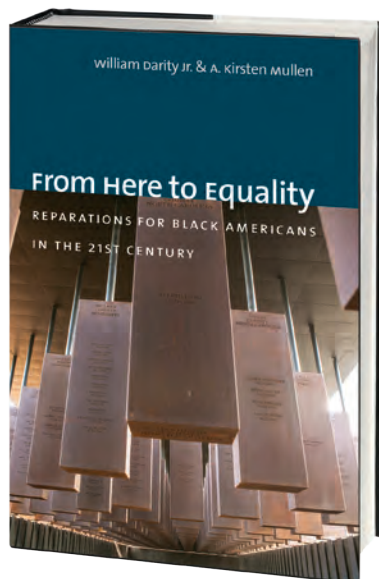
Billy Coleman: *Harnessing Harmony*  
2021 H. Robert Cohen Award/RIPM Award, American  
Musicological Society

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*

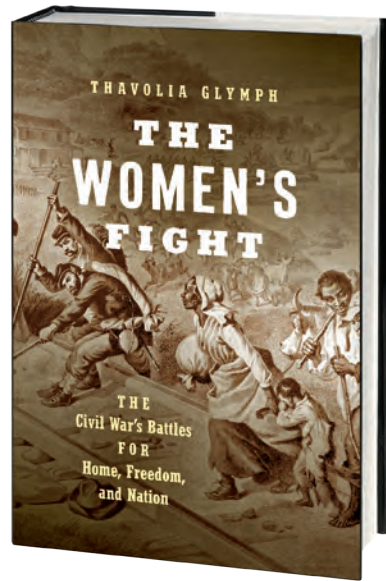
- 2021 Littleton-Griswold Prize, American Historical Association

John D. French: *Lula and His Politics of Cunning*

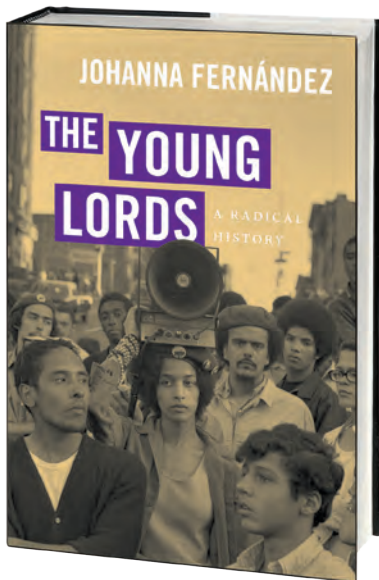
- 2021 Warren Dean Memorial Prize, Conference on Latin American History
- 2021 Sergio Buarque de Holanda Prize for Best Book in Social Sciences, Brazil Section of the Latin American Studies Association

Simon Wolfgang Fuchs: *In a Pure Muslim Land*

- South Asian Muslim Studies Association Book Award



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.



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

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

## 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. Athearn 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 Carolina 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

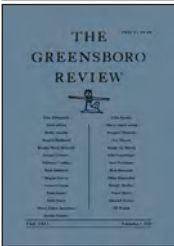
Michael E. Woods: *Arguing until Doomsday*

2021 Superior Achievement Award, Illinois State Historical Society

## UNC Press Journals



*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.aprionline.org](http://www.aprionline.org).



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

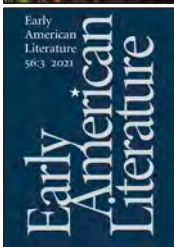
For more than fifty years the MFA Writing Program at UNC Greensboro has published *The Greensboro Review* to showcase the work of emerging or overlooked creative writers.

*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.



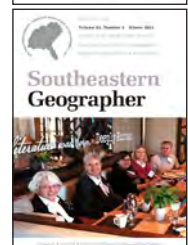
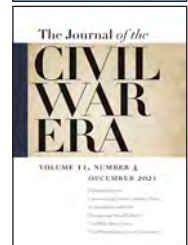
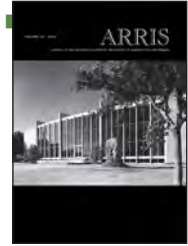
Produced by East Carolina University, the *North Carolina Literary Review* publishes poetry, fiction, and nonfiction by North Carolina writers, as well as interviews, articles, and essays about the state's authors, literary history, and writing culture.

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.





LONGLEAFSERVICES.ORG

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.

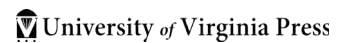
We negotiate reduced group rates, facilitate three-way agreements to help reduce the bureaucracy of getting started with new business partners, and offer in-depth, personalized training and best-practice user forums to facilitate optimization of leading-edge and industry-standard technology. From custom 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.







## {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



ECU Joyner Library, *Freedom of Expression Across the Borders: Communication, Culture, and Language*, a collection of essays edited by Sachivio Shearman and Mary Tucker-McLaughlin









## {The UNC Asheville Humanities Program}

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.

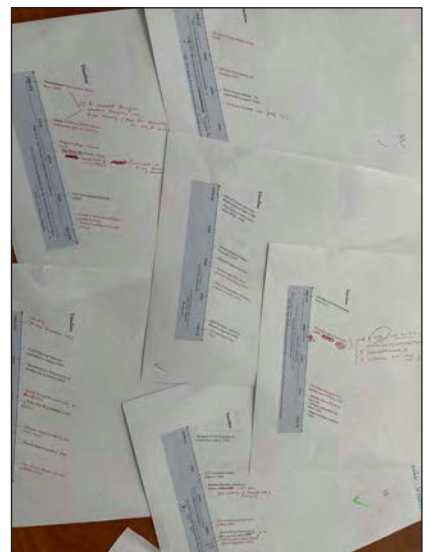
“The texts that have been in use, and revised a few times over the nearly 60-years of the program, have traditionally been called the *Asheville Readers*,” said Katherine C. Zubko, Ph.D., Professor of Religious Studies, NEH Distinguished Professor in the Humanities. “Since our last revision in 2003, 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.



Katherine C. Zubko and Keya Maitra (photo courtesy of UNC Asheville).



Working drafts of timelines in reading introductions (photo courtesy of UNC Asheville)

# UNC Press Annual Donor Report

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

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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# UNC Press Annual Donor Report (cont'd)



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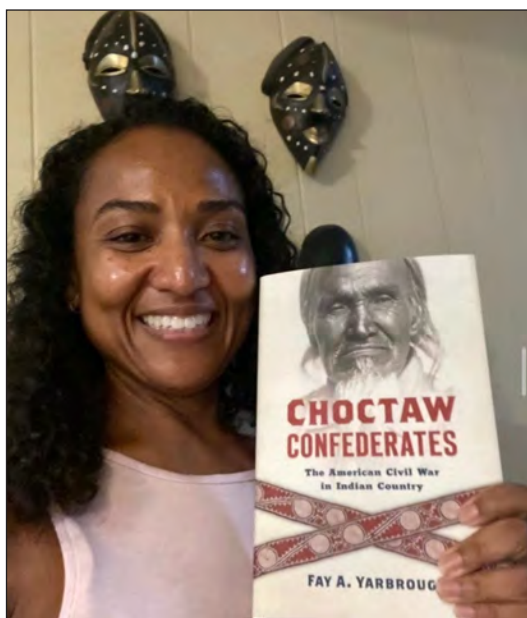
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Author Fay Yarbrough with her title, *Choctaw Confederates: The American Civil War in Indian Country*, supported by the Fred W. Morrison Fund



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





## 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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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



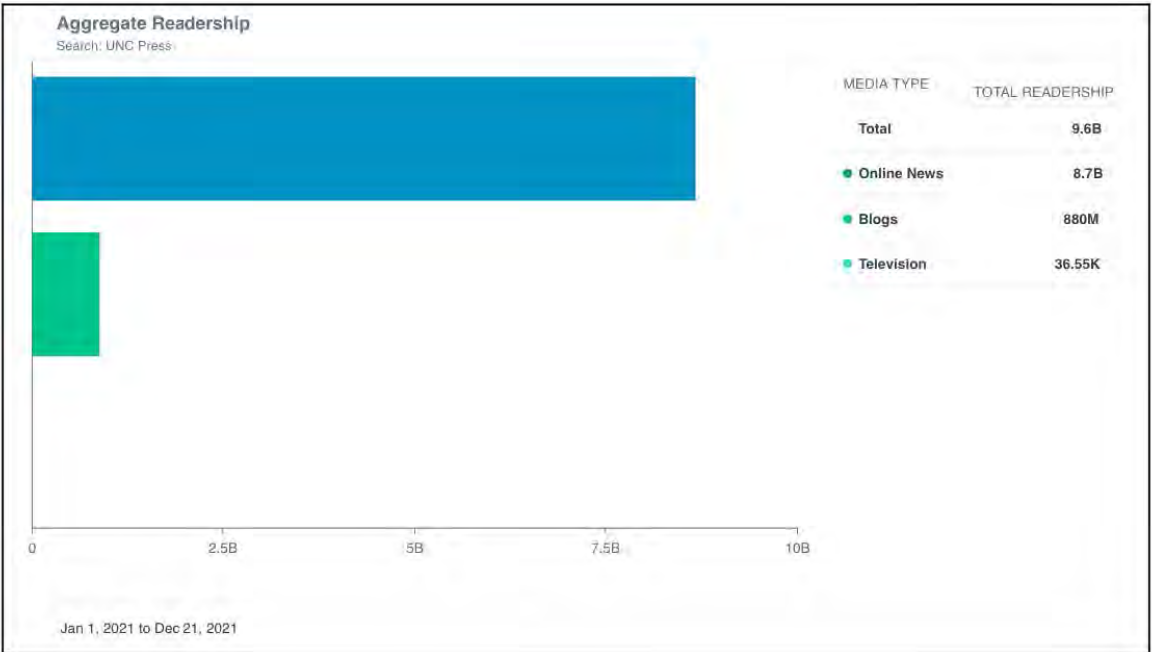
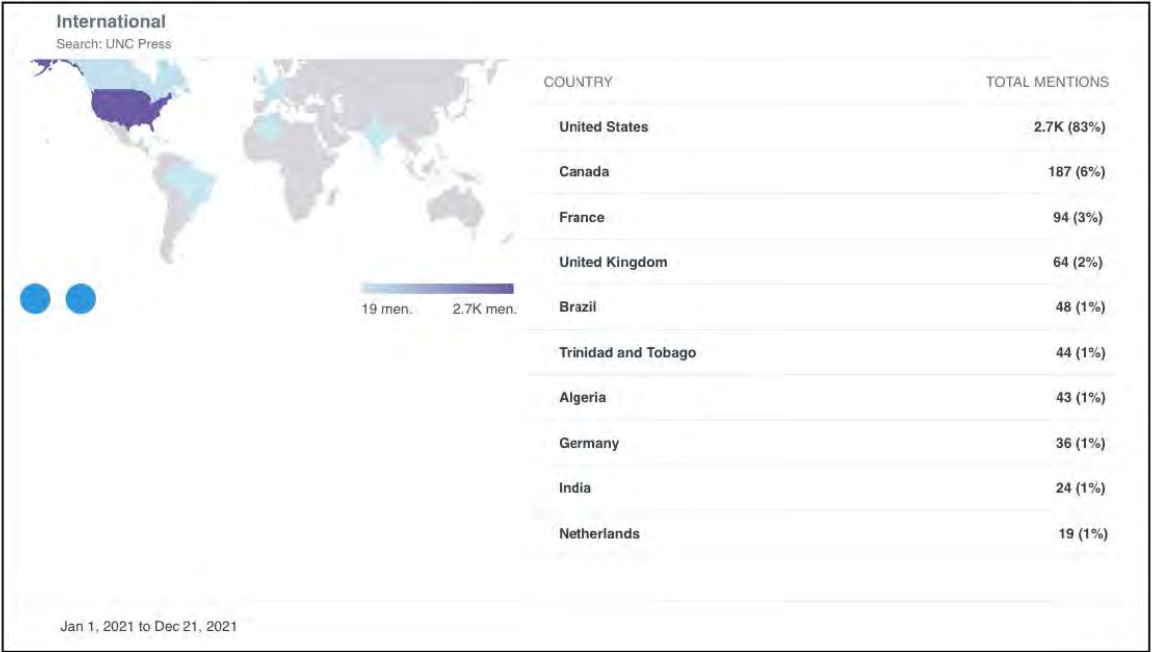
Jason Berry, *City of a Million Dreams* event in New Orleans

# Publicity Media Results



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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Cover illustration:

From "*North Carolina: Land of Water, Land of Sky*"  
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