

## PRESS CLUB BENEFITS

YEARLY GIFTS OF ALL AMOUNTS support authors and extend our reach. Press Club members at all levels will receive notification of Press news as well as recognition in the annual report, unless anonymity is requested. Gifts at the following named levels receive additional appreciation:

### CENTENNIAL CIRCLE (\$100)

- A special introductory circle in celebration of the Press's 100th anniversary

### READER'S CIRCLE (\$200)

- Behind-the-scenes communications from Press staff and authors

### AUTHOR'S CIRCLE (\$500)

All benefits of the Reader's Circle, plus

- Personal invitation to private author event

### EDITOR'S CIRCLE (\$1,000)

All benefits of the Author's Circle, plus

- Recognition by one of the UNC campuses of your choice

### DIRECTOR'S CIRCLE (\$2,500)

All benefits of the Editor's Circle, plus

- Autographed gift book upon joining and renewing

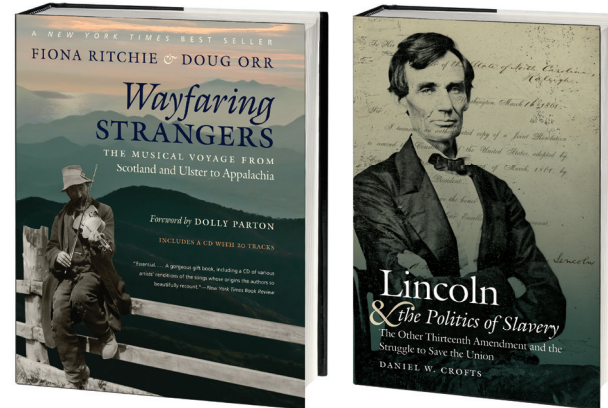
### PUBLISHER'S CIRCLE (\$5,000)

All benefits of the Director's Circle, plus

- Individual acknowledgment in a selected book



Joan Griswold and Press author Gwen Thompkins at a Press centennial donor event in New Orleans.



“Over the years UNC Press has distinguished itself as a pioneer and those of us who have benefited from its efforts are grateful for what it has done.”

—John Hope Franklin, late James B. Duke Professor of History Emeritus, Duke University, and UNC Press author

“University presses are the conscience of the academic community, identifying our best thoughts and making them accessible to all. The UNC Press has for decades been a leader in academic publishing, unwavering in its commitment to intellectual excellence and its dedication to the art of fine bookmaking.”

—Stan Katz, Professor of Public and International Affairs, Princeton University, and President Emeritus, American Council of Learned Societies

“From Southern fried cooking to intellectual banquets for the hungry mind, UNC Press presents a feast of memorable books annually. Through the UNC Press kaleidoscope, we are forever learning.”

—Rolfe Neill, Retired Publisher, *The Charlotte Observer*



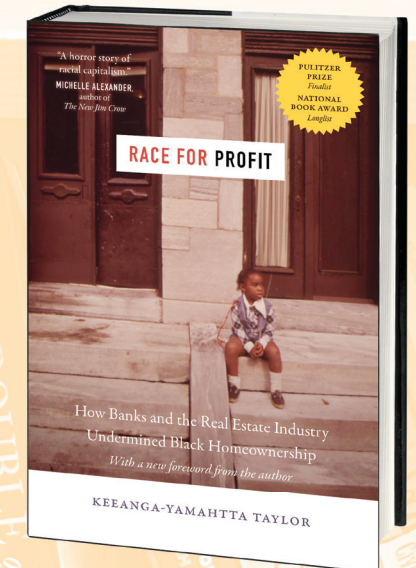
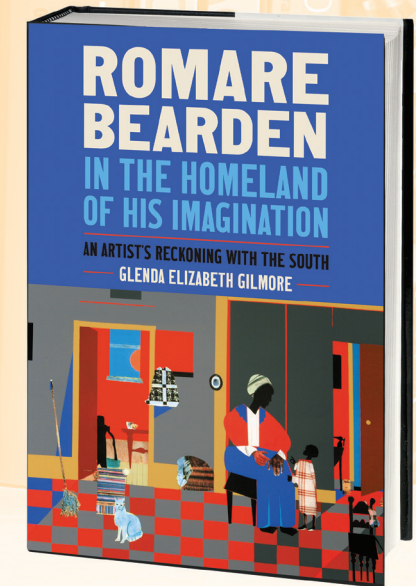
1922  
2022 **NC** A CENTURY OF PUBLISHING

AN AFFILIATE OF THE UNIVERSITY OF NORTH CAROLINA SYSTEM

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## THE UNC PRESS CLUB

Be a Part of Publishing Excellence



1922  
2022 **NC** A CENTURY OF PUBLISHING

THE UNIVERSITY OF NORTH CAROLINA PRESS



## HISTORY AND MISSION

THE FIRST UNIVERSITY PRESS IN THE SOUTH and one of the first in the nation, the University of North Carolina Press was founded in 1922 by a group of UNC-Chapel Hill professors and trustees, among them the luminaries Howard Odum, W. C. Coker, and Louis Wilson. To preserve autonomy in publishing decisions, these founders created the Press as an entity separate from the University.



Press Club members Cissie Stevens, Dershie McDevitt, and Elizabeth Kostova at a Press author event in Asheville.

From the Press's inception, this independence allowed it to publish groundbreaking works on race and the South, including John Hope Franklin's first book, *The Free Negro in North Carolina, 1790-1860*, in 1943. Over the years, the Press has continued this tradition of publishing leading scholars from across the nation and around the world.

As an affiliate of the 16-campus UNC System, the Press advances scholarship by publishing distinguished academic work and serves the people of the state and region by publishing superb general interest books.



Press Club members Dick Parker, Charles and Becky Evans, and Peggy Parker, along with friend John Bennett, enjoy a Press Club event in Manteo at the home of Bill Massey.

## ECONOMICS OF PUBLISHING

THIS IS AN UNPRECEDENTED MOMENT IN PUBLISHING. The proliferation of publishing formats and the contraction of retail outlets is dramatically changing book publishing, creating both serious challenges and exciting opportunities. One thing is clear—private support is needed now more than ever.

Book sales, subsidiary rights, and journals account for 76% of the Press's expenses. The remaining amount is divided between public support through the UNC System (7%) and private support from the Press's endowment as well as annual gifts from individuals, corporations, and foundations (17%, or over \$1,200,000).

With 120 new titles a year, UNC Press publishes a distinguished work every three to four days. The numerous awards received, including the National Book Award, the Pulitzer Prize in History, and many Frederick Douglass Prizes and Bancroft Prizes, confirm that UNC Press is one of the top presses in the nation with an international reputation for excellence.

This record of industry and excellence requires significant investment. These resources enhance UNC 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 non-fiction.

**Private support provides the critical margin of excellence for the Press.**

## YOUR SUPPORT AT WORK

UNC PRESS CREATED THE PRESS CLUB to provide invaluable annual funds to support every step of the publishing process, from pursuing the best work to providing that work in desirable formats for a variety of readers.



UNC Press authors Loren Schweninger and Tom Eamon with Press Club member Sally B. Cone at a Press book event at Scuppernon Books in Greensboro.

### The Press Club supports:

- Grants to recruit and retain leading authors of great scholarship. UNC Press regularly competes with much larger, private university presses such as Yale, Harvard, Oxford, and Chicago, as well as large commercial publishers, all of whom have much deeper pockets.
- Resources to make titles available in multiple digital formats as well as traditional bound books. Technological advances are rapidly changing the ways in which teachers teach, students learn, and all readers discover, search, and read. To remain influential, and to reach new audiences, we must be responsive to the changing world around us.

**You can provide this margin of excellence.**

## THANK YOU!



Press Club member Anna Hayes with fellow Press author Bill Smith.

## JOIN THE UNC PRESS CLUB

Yes I want to join. Enclosed is my annual gift to the Press Club of:

\_\_\_ \$5,000     \_\_\_ \$1,000     \_\_\_ \$200  
 \_\_\_ \$2,500     \_\_\_ \$500     \_\_\_ Other  
 \_\_\_ \$100 introductory centennial gift

## YOUR INFORMATION

Name (as it should appear for donor recognition): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

UNC Press will not share your email address with others.

\_\_\_ I would like my gift to be anonymous.

## PAYMENT INFORMATION

\_\_\_ Check, made payable to "UNC Press".

\_\_\_ Credit card, by calling the Press at 919-962-0530.

\_\_\_ Online, (one time or sustainer) at [www.uncpress.org](http://www.uncpress.org), click on "Give Now."

\_\_\_ Stock, please contact me with instructions.

\_\_\_ IRA Charitable Rollover provision, please contact me with instructions.

\_\_\_ Planned gift, please contact me.

\_\_\_ My company will match this gift (form enclosed)

## MAIL TO

Attn: The UNC Press Club  
 The University of North Carolina Press  
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