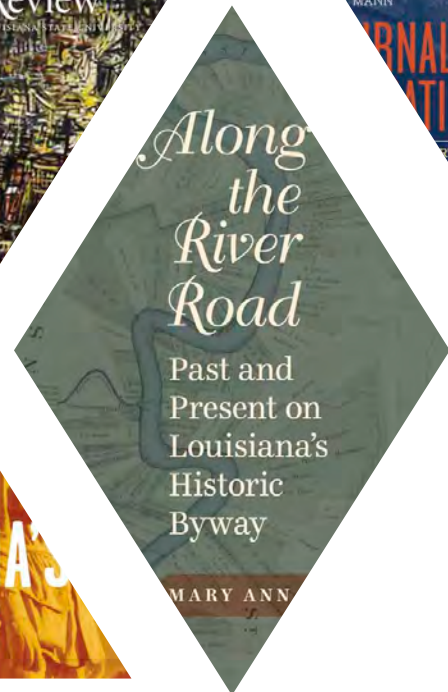
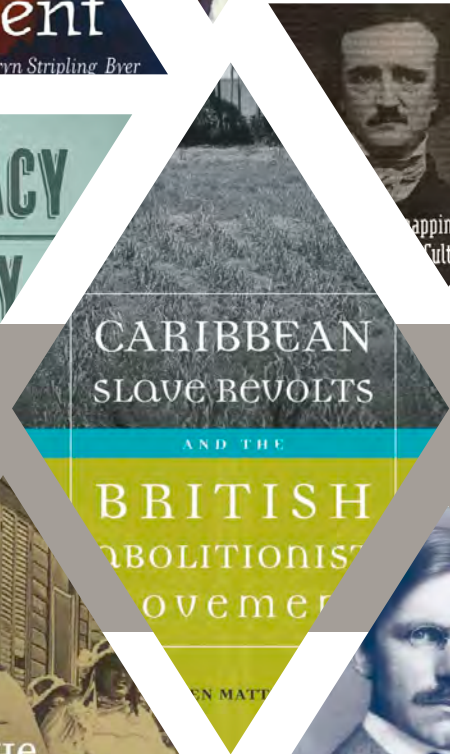


LSU PRESS  
ANNUAL REPORT  
2012-2013



## From the Director

It is my pleasure to present our 2012–2013 Annual Report. LSU Press and *The Southern Review* focus on great writing, both for readers now and for generations to come. We add value to the works we produce, whether in print or in a digital format, and we continue to enhance Louisiana State University's reputation for quality.

In fiscal year 2013, our revenues increased, and the largest percentage increase came from our ebook sales. We now offer almost 500 books—from history to poetry to literary studies and reference volumes—in digital editions. We continue to expand our partnerships, and our digital editions are available globally in research and public libraries, as well as on iPads, Kindles, Nooks, and other e-devices.

We are very pleased to report that *The Southern Review* is now available in a digital edition in libraries around the world through the online subscription database Project Muse, the leading provider of digital humanities and social science content to academic, public, special, and school libraries worldwide. In addition, this year *The Southern Review*'s website was thoroughly overhauled and upgraded, with many new features added. It's now possible to hear writers from its pages reading their own work, including James Lee Burke, Anna Journey, David Kirby, and M. Shahid Alam (reading in both Urdu and English).

We are proud of our many books and authors honored this year with awards, prizes, commendations, and citations. We congratulate them for their achievements and are pleased to be part of their success.

We could not do this work without the help of LSU and the community we serve, including our authors, series editors, faculty members, donors, readers, and our staff. We thank you all for your ongoing support of our efforts.



MaryKatherine Callaway

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### Dean's Oversight Committee, 2012–2013

Gaines M. Foster, Dean, College of Humanities and Social Sciences, LSU, *chair*

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L. Robert Kuhn, Interim CFO, LSU

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# Grants Foster Exceptional Scholarship

We are grateful to the individuals and institutions whose grants and subsidies assist us as we publish the finest available work in scholarly and regional books, poetry, and fiction. Books supported by grants and subventions in FY13 include:

## Cane River National Heritage Area:

*Clementine Hunter: Her Life and Art*, by Art Shiver and Tom Whitehead



## University of Montana:

*The Motherless Child in the Novels of Pauline Hopkins*, by Jill Bergman

## University of Texas at Austin:

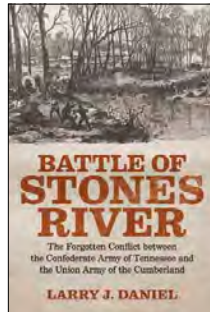
*Writing beyond Prophecy: Emerson, Hawthorne, and Melville after the American Renaissance*, by Martin Kevorkian

## Texas Tech University:

*Words before Dawn: Poems*, by William Wenthe

## V. Ray Cardozier Fund:

*Battle of Stones River: The Forgotten Conflict between the Confederate Army of Tennessee and the Union Army of the Cumberland*, by Larry J. Daniel



*Transition to an Industrial South: Athens, Georgia, 1830-1870*, by Michael J. Gagnon

*The Ongoing Burden of Southern History: Politics and Identity in the Twenty-First-Century South*, edited by Angie Maxwell, Todd Shields, and Jeannie Whyne



*Generals in Blue and Generals in Gray, Civil War Sesquicentennial Boxed Edition*, by Ezra J. Warner



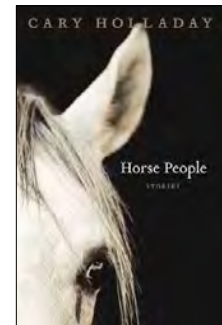
## Borne Fund:

*The Fresh Table: Cooking in Louisiana All Year Round*, by Helana Brigman

*The Tree of Forgetfulness: A Novel*, by Pam Durban

*Horse People: Stories*, by Cary Holladay

*River Road Rambler: A Curious Traveler along Louisiana's Historic Byway*, by Mary Ann Sternberg



## Sea Cliff Fund for Poetry:

Provides for promotional support of the LSU Press poetry publishing program





## Notable New Titles

***The Maid Narratives: Black Domestic and White Families in the Jim Crow South***, by Katherine van Wormer, David W. Jackson III, and Charletta Sudduth

“Understanding our past is essential if we are to effectively deal with the challenges we still face as an increasingly diverse and conflicted society. The cultural differences so exquisitely articulated in this excellent volume continue to be a part of who we are as a society. So if you saw *The Help* and thought you had a clue about what the Jim Crow South was really like, think again. Pick up a copy of *The Maid Narratives*. It is one of those rare books with the potential to change your worldview.”

—*Bowling Green Daily News*

***Horse People: Stories***, by Cary Holladay

“If success in fiction depends on creating characters who seem not just believable but actual, then Cary Holladay succeeds wildly.”

—*InRegister*



***Dixie Bohemia: A French Quarter Circle in the 1920s***, by John Shelton Reed

“Jazz Age New Orleans comes to life in this account of the bohemian scene surrounding authors William Faulkner and Sherwood Anderson.”

—*New Orleans Times Picayune*

“Reed’s academic prose bubbles like freshly uncorked champagne and leaves no hangover.”

—*Wilmington Star News*

***The Tree of Forgetfulness: A Novel***, by Pam Durban

“Durban’s expertly paced, concise, and compelling read packs a mighty literary punch.”

—*Booklist*

***The Delta Queen Cookbook: The History and Recipes of the Legendary Steamboat***, by Cynthia LeJeune Nobles

“With Nobles’ book, history lovers, steamboat fans, and home cooks are able to cruise along with the beloved boat from California through the lean times of the Depression and World War II, to the Panama Canal and up the Mississippi River.”

—*Baton Rouge Advocate*

“Cynthia LeJeune Nobles details the ship’s delicious journey.”

—*Epicurious.com*



***Clementine Hunter: Her Life and Art***, by Art Shiver and Tom Whitehead

“Art books have been published featuring Hunter’s work. There’s even a children’s book that tells her story. But Shiver and Whitehead’s book is more than that. It’s almost like Hunter’s paintings, documenting not only the artist’s life but the people and events surrounding her.”

—*Baton Rouge Advocate*

***Designing in Ivory and White: Suzanne Perron Gowns from the Inside Out***, by Suzanne Perron

“Perron, a New Orleans-based designer for weddings and Mardi Gras royalty, formerly worked at Vera Wang in New York, and now designs for traditional brides and krewes in her hometown, among the latter the Olympians, the Achaeans and the storied Rex. In [her book she writes] about the frocks of 15 of her clients, in the Wang tradition.”

—*Women’s Wear Daily*



***New Roads and Old Rivers: Louisiana’s Historic Pointe Coupee Parish***. Photographs by Richard Sexton, Text by Randy Harelson, with Brian Costello

“This is a must-read for appreciating how the great Mississippi and Atchafalaya rivers continue to shape and define Louisiana’s distinct history, culture, and sense of place.”

—*Southern Living*

***Louisiana Place Names: Popular, Unusual, and Forgotten Stories of Towns, Cities, Plantations, Bayous, and Even Some Cemeteries***, by Clare D’Artois Leeper

“A great resource to keep in the car as you and others travel the state. A nice book to have in your home library when someone asks, ‘How did Aloha, La., get its name?’ (This could happen.)”

—*Lake Charles American Press*

***The Visible: Poems***, by Bruce Bond

“*The Visible* is replete with beauty . . . as it is with Stevens, Ashbery, and Merwin. Bruce Bond is a general in the army of swirling images, marching into inimitable literary posterity.”

—*Rain Taxi*

***Knights of the Golden Circle: Secret Empire, Southern Secession, Civil War***, by David C. Keehn

“It’s an authoritative study of a group that is the subject of many myths and legends.”

—*Morning Call*

## Selected Awards and Prizes for LSU Press

In 2012 and 2013 LSU Press received about **30 awards** and finalist honors, representing an annual increase of more than **50 percent** over the previous two years in the number of such recognitions garnered by LSU Press titles.



**Evelyn Jaffe Schreiber, *Race, Trauma, and Home in the Novels of Toni Morrison***

Toni Morrison Society Book Prize, awarded by the Toni Morrison Society

**Alice Friman, *Vinculum: Poems***

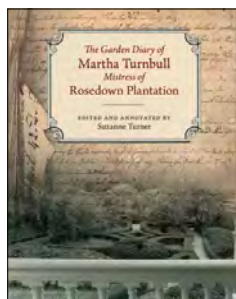
Georgia Author of the Year Award for poetry, awarded by the Georgia Writers Association

**Lake Douglas, *Public Spaces, Private Gardens: A History of Designed Landscapes in New Orleans***

Honor Award, Communications Category, Louisiana Chapter ASLA

**Suzanne Turner, ed., *The Garden Diary of Martha Turnbull, Mistress of Rose-down Plantation***

Merit Award, Communications Category, Louisiana Chapter ASLA



**Richard Sexton (photographs) and Randy Harelson (text), *New Roads and Old Rivers: Louisiana's Historic Pointe Coupee Parish***

Honorable Mention, Louisiana Library Association Literary Award

**David Huddle, *Blacksnake at the Family Reunion: Poems***

PEN New England Poetry Award, given by PEN New England

**Michael Downs, *The Greatest Show: Stories***

Paterson Fiction Prize (finalist), nominated by The Poetry Center at Passaic County Community College, Paterson, NJ



## Honors for *The Southern Review*

*Pushcart XXXVIII* (2014 edition)  
David Hernandez, "All-American"

*The Best American Poetry 2013*, David Lehman editor,  
Denise Duhamel guest editor

Wendy Barker, "Books, Bath Towels, and Beyond"

David Hernandez, "All-American"

Anna Journey, "Wedding Night: We Share an Heirloom"

Tomato on Our Hotel Balcony Overlooking the Ocean in Which Natalie Wood Drowned"

**Poetry Daily**

Fleda Brown, "Felled Tree"

David Hernandez, "All-American"

Philip Schultz, "A Moment"

Carol Ann Davis, "All You Know"



**Verse Daily**

Beth Bachmann, "Feeder"

Mary Jo Firth Gillett, "Zombie Preparedness Plan"

Kimberly Grey, "Somehow we are a we"

Sarah Kain Gutowski, "Why Our Mothers Panic"

Michael McCarthy, "Mothering"

Michael McFee, "Straw Poll"

John A. Nieves, "Daily"

**Others**

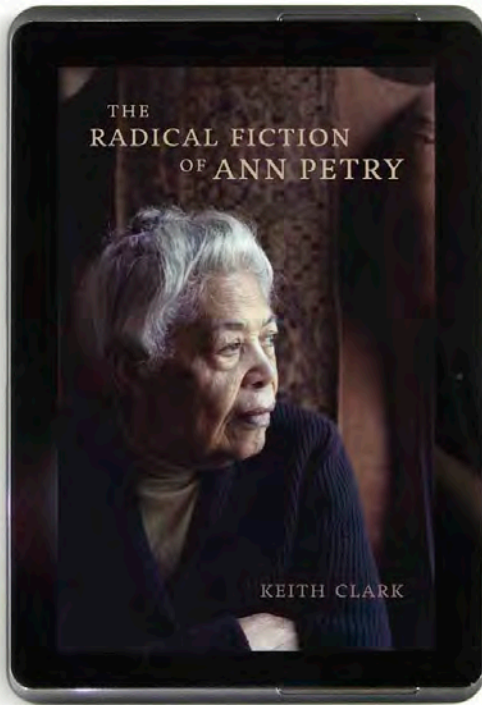
John Nieves's book *Curio* featuring "Daily" from *TSR* won Elixir Press Annual Poetry Award.

Ariana Sophia Kartsonis's book *The Rub* with title poem from *TSR* won 13<sup>th</sup> Annual Poetry Award (Editors' Prize).

2014 Walt McDonald First-Book Competition in Poetry out of Texas Tech invited 5 *TSR* poets to submit: Anemone Beaulier, Alan Feldman, Richie Hofmann, Steve Myers, Eric Weinstein.

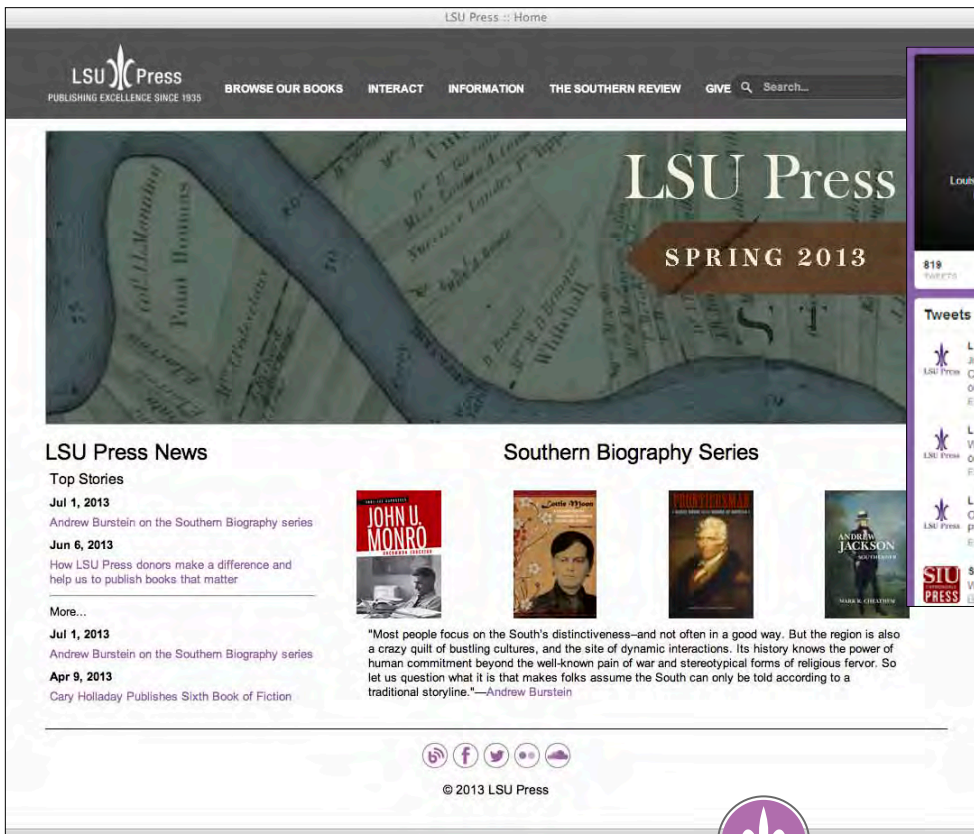
Thomas Reiter, "Releasing a Tree," was selected by Ted Kooser for his American Life in Poetry column out of University of Nebraska.

# Digital Presence



Whether you're building your ebook collection through Amazon, Google, B&N.com, or KOBO, or borrowing ebooks online through your local library via Overdrive, LSU Press digital editions are available, plentiful, and easy to find. In fiscal year 2013 LSU Press's ebook program comprised over 5% of its annual revenue. Through strategic planning the Press was able to convert over 200 backlist titles, which extended the reach and longevity of decades of prized scholarship.

But ebook conversion and availability are only one part of LSU Press's robust ebook program. Through aggressive social and mobile marketing we're ensuring that readers, libraries, and academics are aware of the vast resource of knowledge inherent in LSU Press's list. Effective online campaigns have resulted in over 1,000 new email subscribers for the Press and 1,000 new Twitter followers in FY13. Using Facebook campaigns, QR codes, coordinated email blasts, and segmented marketing through Twitter, our blog, and other online venues, we were able to drive record sales of our fiction, history, and biography ebook titles.



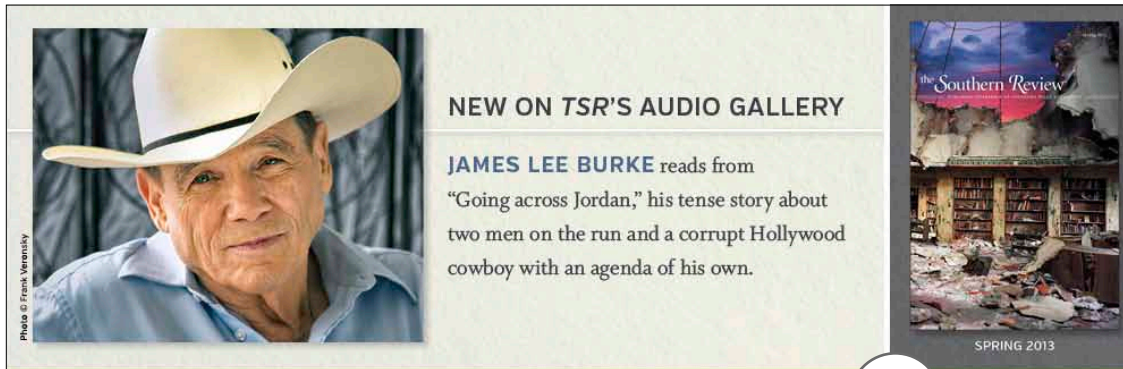
LSU Press's Twitter feed buzzes with author events and prizes, publishing news, and pictures of the staff's involvement in the local and scholarly community.





This year saw the successful redesign of *The Southern Review's* website. The site now features more user-friendly navigation, an art gallery, an author audio gallery, and a complete archive of all the contributors, written works, and art featured in *TSR* since its inception in 1935.

Value-added content like podcasts of author readings, author blogs, and bonus images relating to our books have boosted website traffic for both LSU Press and *The Southern Review* by an average monthly increase of 50% in total visitors from August of 2012 to January of 2013.



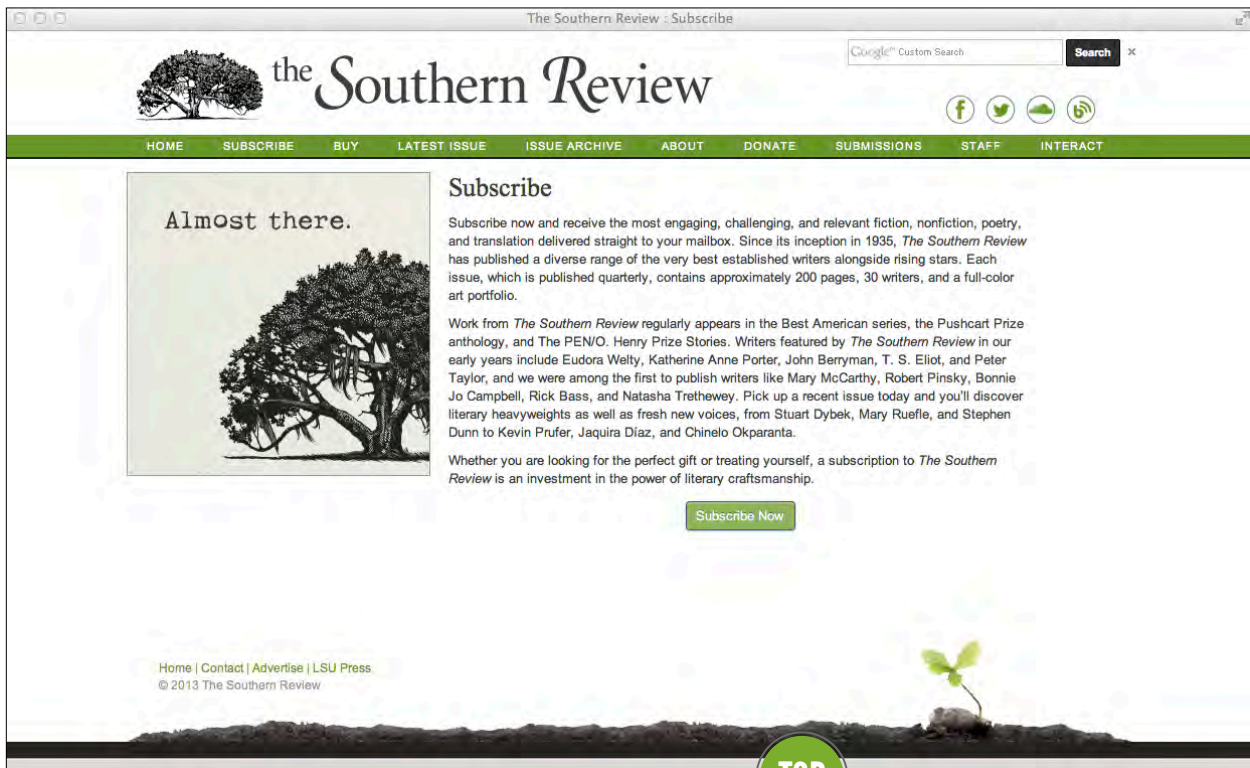
**NEW ON TSR'S AUDIO GALLERY**

**JAMES LEE BURKE** reads from "Going across Jordan," his tense story about two men on the run and a corrupt Hollywood cowboy with an agenda of his own.

Photo © Frank Verducci

the Southern Review  
SPRING 2013

James Lee Burke introduced the release of the Spring 2013 issue of *TSR* with a podcast in which he read an excerpt from his work featured in the journal.



The Southern Review : Subscribe

the Southern Review

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Subscribe now and receive the most engaging, challenging, and relevant fiction, nonfiction, poetry, and translation delivered straight to your mailbox. Since its inception in 1935, *The Southern Review* has published a diverse range of the very best established writers alongside rising stars. Each issue, which is published quarterly, contains approximately 200 pages, 30 writers, and a full-color art portfolio.

Work from *The Southern Review* regularly appears in the Best American series, the Pushcart Prize anthology, and The PEN/O. Henry Prize Stories. Writers featured by *The Southern Review* in our early years include Eudora Welty, Katherine Anne Porter, John Berryman, T. S. Eliot, and Peter Taylor, and we were among the first to publish writers like Mary McCarthy, Robert Pinsky, Bonnie Jo Campbell, Rick Bass, and Natasha Trethewey. Pick up a recent issue today and you'll discover literary heavyweights as well as fresh new voices, from Stuart Dybek, Mary Ruefle, and Stephen Dunn to Kevin Prufer, Jaquira Diaz, and Chinelo Okparanta.

Whether you are looking for the perfect gift or treating yourself, a subscription to *The Southern Review* is an investment in the power of literary craftsmanship.

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*TSR's* redesigned website has a new interface, art galleries, and a sophisticated archiving structure that allows visitors to roam the site by author, published work, or issue.

## Campus and Community

LSU Press and *The Southern Review* are not only active members in the wider literary and scholarly communities but are also energetically involved in cultural events on campus, in Baton Rouge, and in the region. By hosting book launch events, attending professional meetings for literature, history, and culture, and taking a leading role at the Louisiana Book Festival, the Southern Festival of Books, and the Tennessee Williams/New Orleans Literary Festival, LSU Press and *The Southern Review* demonstrate their local, regional, and national prominence.

Once a year, LSU Press and *TSR* host Season's Readings, a popular multiauthor signing event with food, music, and great atmosphere—just in time for holiday shopping. Here the crowd browses at Season's Readings in the Yvette Marie's courtyard at Circa 1857.



Attendees at the book launch for *Clementine Hunter: Her Life and Art*, by Art Shiver and Tom Whitehead, enjoy their copy of the book at the LSU Museum of Art.



Books and journals abound at the LSU Press/*TSR* booth at the annual conference of the Association of Writers & Writing Programs in Boston.



LSU Press took home the gold for the second time in a row at the BREADA Tailgate Throw Down, whipping up a recipe from *The Delta Queen Cookbook*, an LSUP title by Cindy Nobles.



Author of *River Road Rambler* and *Along the River Road*, Mary Ann Sternberg signs copies at the Cottonwood Bookstore.



# LSU Press Development in Review

Building on the Press's momentum and success, the 2012–2013 fiscal year has been one of growth for development efforts at LSU Press and *The Southern Review*. As we continue to raise both endowed and unrestricted funds, we thank our wonderful advisory council members and generous donors for their advice, support, and underwriting.

A few figures to highlight successes in the past fiscal year include:

- **1** donor established a planned gift to benefit LSU Press
- **2** gift commitments were received to establish new endowed funds
- **8** books received underwriting support from generous donors
- **13** grant proposals were submitted to foundations nationwide
- **50** donors gave their first gift to LSU Press or *The Southern Review* this year
- **109** gifts were received to underwrite publishing at LSU Press and *The Southern Review*

We owe all this growth and advancement to our generous supporters. Thank you for helping publish award-winning works of scholarly and creative excellence that educate readers about the rich cultural assets and traditions of Louisiana, the South, and beyond.

For more information about establishing a named endowment or giving an unrestricted gift to LSU Press or *The Southern Review*, please contact Kris Elmore, Associate Director of Development, at (225) 578-6416 or [kelmor1@lsu.edu](mailto:kelmor1@lsu.edu).

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## DONOR HONOR ROLL

LSU Press is grateful to the following individuals and organizations that have given to the Press or *The Southern Review*.

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This Annual Report listing is composed of donors whose gifts for LSU Press or *The Southern Review* were received from July 1, 2012, through May 28, 2013. Although we strive for accuracy, an occasional oversight might occur. If your name has been omitted or there is an error in the listing, we apologize and ask that you notify us at (225) 578-6416. We are grateful for your support.

## LSU Press ↔ LSU Students

LSU Press has a strong tradition of connection with the student body of LSU. Over the years the Press has depended on the many LSU undergraduates and graduates who have joined our staff as part-time student workers, interns, and assistants. The Press has benefited immeasurably from the hard work and energy of these students. And the students themselves have learned new skills, gained hands-on professional experience—and had a rare insider’s look at the operations of a busy publishing house. For some of them the experience has also been a career path.

**Student workers for FY13:** Our student workers for this year were Morgan Matchett, Christian Connell, Benton Troxclair, and Leigh Phillips.



Leigh Phillips



Christian Connell

Leigh, a senior in mass communication, was one of 23 LSU student workers (out of 500) nominated for Student Worker of the Year

and honored in a special ceremony. She will be taking a teaching job with Teach for America this fall in Baton Rouge.



Emily Manuel

**Interns:** The Design department had three interns this fiscal year: Samuel Gasc, a graphic design major at LSU, primarily designed LSU Press ads and posters—and one book jacket. Emily Manuel, a printmaking major, helped with estimating books and designed Season’s Readings materials, a book cover illustration, and one poetry book. Hannah McClure, also from LSU’s graphic design department, designed ads, worked on the LSU Press newsletter, and estimated, designed, and typeset a book. Marketing interns for FY13 were Sarah Maxwell, MFA, creative writing; Chelsea Rennhoff, English undergrad; and Hannah Adams, BA, mass communication. Hannah is now working as a publicist for a publisher in

New Orleans. *TSR* interns this year were James Long and Laura Smith. James Long also interned with the Acquisitions department. Other Press interns in 2013 have been Hannah Hebert (Acquisitions), a senior double-majoring in psychology and English, and Melissa Rushing (Manuscript Editing), a senior double-majoring in mass communication and English.



Hannah Hebert

**Assistants:** Emily Nemens, a graduate assistant in the Department of English–Creative Writing, finished up a two-year appointment working for *The Southern Review*.

**James Ayers** was an intern for the Manuscript Editing department while he was a graduate student in English at LSU. Upon receiving his PhD, James decided he wanted a career in scholarly publishing, and he returned to the Press as an editorial assistant for 2012–13. In March 2013 he was hired as a production editor by the University of New Mexico Press.

James writes us from Albuquerque: “I am immeasurably grateful for my experience at LSU Press. Everything is run just a little differently here, but I am not ‘lost’ because I am already familiar with the important concepts. I am very appreciative of my introduction to an academic press—and incredibly happy to have landed this position.”



James Ayers



# LSU Press and *The Southern Review*

## Financial Summary

Even in the current tumultuous publishing environment, LSU Press and *The Southern Review* maintained strong sales while reducing operating expenses this fiscal year. This commitment to improving our revenues while also cutting our costs aids us in our basic mission: offering a range of quality writing in several genres and in diverse formats.

	<b>FY 12-13</b>	<b>FY 11-12</b>
	<b>\$000</b>	<b>\$000</b>
<hr/>		
<b>Earned Revenue</b>		
Book Sales	1,693	1,688
Other Publishing Income	144	161
Journal Income	56	69
<b>Total</b>	<b>1,893</b>	<b>1,918</b>
<hr/>		
<b>Expenses</b>		
Cost of Sales	555	528
Operating Expenses	1,792	1,839
<b>Total</b>	<b>2,347</b>	<b>2,367</b>
<hr/>		
<b>Operating Loss</b>	<b>(454)</b>	<b>(449)</b>
<hr/>		
<b>Contributed Revenue</b>		
Additional Support	813	813
<b>Net Income/(Loss)</b>	<b>\$359</b>	<b>\$364</b>
<hr/>		

This statement does not account for all contributions raised for the LSU Press or *The Southern Review* Foundation Accounts. Foundation funds are applied to specific projects as they are completed, and some funds are designated for future use. Additionally, some funds are applied to manufacturing expenses and are therefore reflected in the Cost of Sales figures. For fiscal year 2012-2013, the Press received \$57,226 in manufacturing subsidies. For the previous fiscal year, \$57,000 in manufacturing subsidies was applied.

LSU Press operates on a break-even basis on a fiscal year that runs from July 1 to June 30.



LSU Press  
3990 W. Lakeshore Drive, Baton Rouge, LA 70808

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### About LSU Press and *The Southern Review*

Founded in 1935, LSU Press and *The Southern Review* quickly established themselves through their publications, and we continue to garner national and international accolades, including the Press's four Pulitzer Prizes. We perform a service of inestimable value to the scholarly community as well as to our state and even to society itself. By attracting outstanding authors and publishing the best writing, we contribute to LSU's academic prominence through scholarly inquiry and ensure LSU's ongoing contribution to the world of scholarly endeavor.

### Publishing Fields

Southern History | Poetry | Southern Literary Studies  
Foodways | Music | Louisiana History and Culture  
Environmental Studies | Gulf South Studies  
Media Studies | French and Spanish History

### Annual Report Design

Cover: Blair Thompson

Interior layout: Laura Roubique Gleason

[www.lsupress.org](http://www.lsupress.org)

[www.lsu.edu/thesouthernreview](http://www.lsu.edu/thesouthernreview)

