

## A Note from the Director

Fiscal year 2006 was a watershed year for the Press. We completed our new strategic plan for 2006–2009, which calls for new editorial focus and goals, and major campaigns to improve our identity, finances, and information technology and systems. Among the highlights was the celebration of our 90th anniversary, 1916–2006, marked by an expanded national advertising campaign featuring our tagline “Champion of Great Ideas Since 1916.” We also produced a “Chronology of Great Books 1916–2006” catalog, featuring a list of all books published by NYU Press.

We had a terrific year in 2006 as sales grew by an impressive 9 percent to \$4,000,000. Our increased revenues put the Press in a strong position for new strategic initiatives.

We continue to be delighted by major national publicity in support of our trade books, improved media coverage of our flagship academic books, and more book awards for our authors. We launched a new comprehensive e-marketing program and improved the quality and distribution of our Press News e-newsletter. The Press also realized significant new author signings in our core publishing fields.

The staff of the Press is especially proud of two very recent awards: Shuly Rubin Schwartz, author of *The Rabbi's Wife: The Rebbetzin in American Jewish Life* (\$35.00 cloth), winner of the 2006 National Jewish Book Award for Modern Jewish Thought; and Henry Jenkins, author of *Convergence Culture: Where Old and New Media Collide* (\$29.95 cloth), winner of the 2007 Society for Cinema and Media Studies Katherine Singer Kovács Book Award. *Convergence Culture* is among the Press's all-time, first-year hardcover bestsellers, with almost 10,000 copies sold in fewer than six months.

NYU Press was honored to receive an endowment bequest from a private donor who was a lifelong champion of scholarly excellence and independence in publishing. To learn how you can join the community of NYU Press supporters, please see the back page.

—Steve Maikowski, Director  
(steve.maikowski@nyu.edu; 212-998-2573)

## Editorial Corner

Spring at NYU Press is shaping up to be a diverse and exciting season with a range of books covering the salient topics of the day. With candidates gearing up for the 2008 presidential election and Hillary Clinton's White House run, there is no better time to reflect on the first woman to run a full campaign for president, Belva Lockwood. Jill Norgren's stunning biography, *Belva Lockwood: The Woman Who Would be President* (\$35.00 cloth) brings the story of this feminist pioneer to life. Also of note is *Elizabeth Cady Stanton, Feminist as Thinker: A Reader in Documents and Essays* (\$23.00 paper), edited by Ellen Carol DuBois and Richard Cándida Smith, which moves beyond Stanton's feminist politics and presents her impressive contribution to modern thought.

The Press explores the state of our country's youth—from Howard P. Chudacoff's *Children at Play: An American History* (\$27.95 cloth), which traces the transformation of “child's play” over the past two centuries, to the alarming legal treatment of pregnant teens in Helena Silverstein's *Girls on the Stand: How Courts Fail Pregnant Minors* (\$32.00 cloth).

Our publishing program is defined by its range and diversity, with such titles as *The American Jesuits: A History* (\$29.95 cloth, coming fall 2007), by Raymond Schroth, a comprehensive engagement with the Jesuit experience in America; and Drew Whitelegg's *Working the Skies: The Fast Paced, Disorienting World of the Flight Attendant* (\$20.00 paper), which provides a compelling behind-the-scenes look at the freedoms and costs of the profession.

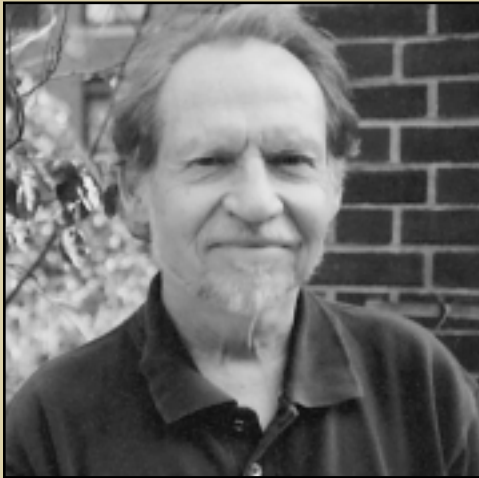
Locally, *Facing Fascism: New York and the Spanish Civil War* (\$27.95 paper) offers a lavishly illustrated look at the key involvement of New Yorkers in the Spanish Civil War. Taking the train to Brooklyn we find *Broken Land: Poems of Brooklyn* (\$19.95 paper), a collection of poetry celebrating the borough. Edited by Julia Spicher Kasdorf and Michael Tyrell, the book features poets from Walt Whitman to Martin Espada. The Press is also thrilled to announce the paperback release of *The Collected Writings of Walt Whitman* (\$22–\$30 paper), a seventeen-volume set featuring the correspondence, notebooks, and prose of the quintessential New York poet. These are but a few of the fascinating and timely books that round out 2007 for NYU Press.

—Eric Zinner, Editorial Director



## NYU Author Feature

In January NYU Press released the paperback edition of **Law, Culture, and Ritual: Disputing Systems in Cross-Cultural Context** (\$20.00 paper) by **Oscar Chase**, Russell D. Niles Professor of Law and Co-Director of the Institute of Judicial Administration at NYU. Professor Chase looks at the legal systems of a variety of societies, from the Azande tribe of Africa to America's civil litigation, and examines what these systems reveal about the beliefs, values, and symbols of the cultures that produced them. Professor Chase has been at NYU for more than twenty years and previously served as Vice Dean of the School of Law.



## Rights Update

We're pleased to announce that Gerard J. DeGroot's **Dark Side of the Moon: The Magnificent Madness of the American Lunar Quest** (\$29.95 cloth) was chosen as an alternate selection for three book clubs: the History Book Club, the Quality Paperback Book Club, and the Science Fiction Book Club.

## Translation News

Interest in **Convergence Culture** by Henry Jenkins is spreading throughout the world, with two translations already under contract and inquiries from publishers in five additional countries. Apogeo s. r. l. di Giangiacomo Feltrinelli Editore s. r. l. will publish the Italian edition and Wydawnictwa Akademickie i Profesjonalne in Warsaw will publish the Polish translation. Many of this year's translation licenses were for backlist titles, including Nicholas Goodrick-Clarke's **Black Sun: Aryan Cults, Esoteric Nazism, and the Politics of Identity** (\$21.00 paper) (French, Camion Blanc), **The Law as It Could Be** (\$22.00 paper) by Owen Fiss (Chinese, China University of Political Science and Law Press), and **Sergei Rachmaninoff: A Lifetime in Music** by Sergei Bertensson and Jay Leyda (Chinese, Tu & Du International Co. Ltd.), first published by NYU Press in 1956.

## Books in the News

**Dark Side of the Moon**, by Gerard J. DeGroot, received a starred review in *Kirkus Reviews* and favorable write-ups in *Publishers Weekly* and *Booklist*. DeGroot has also received attention in *The Washington Post*, *The Atlantic Monthly*, *Air & Space Smithsonian*, *The New Scientist*, *Issues in Science and Technology*, *The San Diego Union-Tribune*, *The Santa Fe New Mexican*, and *The St. Petersburg Times*. He has also been interviewed on WILL-AM Radio, an NPR affiliate outside of Chicago.

Named one of the twenty-five best books of the year by the *Village Voice*, **Up Is Up, But So Is Down: New York's Downtown Literary Scene, 1974-1992** (\$29.95 paper), edited by Brandon Stosuy, took NYC by storm. The compendium of downtown literature was reviewed in *The New York Times Book Review*, *The New York Times'* city section, *Time Out New York*, and *The New York Press*, as well as national magazines *Vanity Fair*, *Poets & Writers*, *Bookforum*, and *Art on Paper*.

"A perfect walking-tour accompaniment to help New Yorkers and visitors find, identify, and better appreciate statues famous and obscure" (*The New York Times*), **Outdoor Monuments of Manhattan** (\$18.95 paper), by Dianne L. Durante, has been reviewed in *Sculpture*. For more information, please check out [www.forgottendelights.com](http://www.forgottendelights.com).

The **Clay Sanskrit Library** (\$22.00 cloth) continues to attract notice from the press with recent pieces in *The Chronicle of Higher Education*, *The New Criterion*, and *The Times Higher Education Supplement*. NYU Press Director Steve Maikowski was interviewed for pieces in *Bookforum* and *Library Journal*.



## Signings and Parties

In October NYU Press and the Fales Library at NYU co-sponsored a reading and reception for Brandon Stosuy's **Up Is Up, But So Is Down**, which is based in large part on the Fales Downtown Collection. Several well-known contributors to the book read, including Maggie Dubris, Nick Zedd, Max Blagg, Thurston Moore, and Eileen Myles. Subsequent **Up Is Up** readings took place at such venues as the Lower East Side Tenement Museum and the Bowery Poetry Club. In March, the Museum of the City of New York held a launch for the exhibit and book titled **Facing Fascism: New York and the Spanish Civil War**, co-published by NYU Press. The exhibit runs through August 12, 2007. NYU's King Juan Carlos I of Spain Center also hosted several events based on the book, including a lecture in March featuring volume editors Peter Carroll and James Fernandez (NYU).



**Up Is Up** launch party, left to right: Thurston Moore, Fales Library Director Marvin Taylor, Eileen Myles, Maggie Dubris, Max Blagg, Nick Zedd, Brandon Stosuy.



## The Rabbi's Wife

The Rebbelein in  
American Jewish Life



## Kudos to Recent Award Winners

NYU Press is proud to announce the following recent awards:

**2006 National Jewish Book Award** in the Modern Jewish Thought category, given each year by the Jewish Book Council:

- Shuly Rubin Schwartz, *The Rabbi's Wife*

**2007 Katherine Singer Kovács Book Award** from the Society for Cinema and Media Studies for the best and most cutting-edge book in film and media studies:

- Henry Jenkins, *Convergence Culture*

**2005 Noteworthy Book in Industrial Relations and Labor Economics**, compiled each year by the Industrial Relations Section of the Firestone Library of Princeton University:

- Robert D. Parmet, *The Master of Seventh Avenue: David Dubinsky and the American Labor Movement* (\$45.00 cloth)

**2006 Outstanding Academic Title**, given by *Choice Magazine*:

- Nancy Foner, *In a New Land: A Comparative View of Immigration* (\$22.00 paper)

**2006 Honorable Mention for MLA Prize in U.S. Latina and Latino and Chicana and Chicano Literary and Cultural Studies**, given annually by the Modern Language Association:

- Michelle Habell-Pallán, *Loca Motion: The Travels of Chicana and Latina Popular Culture* (\$21.00 paper)

**2006 Runner-up for The Julian Steward Award**, given each year by the Anthropology and the Environment Section of the American Anthropological Association to honor anthropological research in ecological and environmental topics:

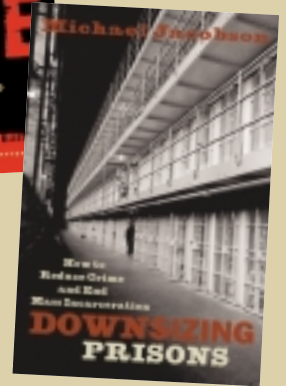
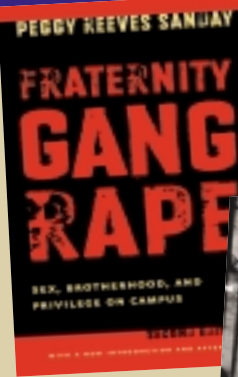
- Melissa Checker, *Polluted Promises: Environmental Racism and the Search for Justice in a Southern Town* (\$22.00 paper)

**2006 American Book Award**, given by the Before Columbus Foundation. The purpose of this annual award is to acknowledge the excellence and multicultural diversity of American literature, and is given to the book that best upholds this purpose:

- Thomas J. Ferraro, *Feeling Italian: The Art of Ethnicity in America* (\$21.00 paper)

**2007 AAUP Book, Jacket, and Journal Show**, in the category of Trade Illustrated book design:

- Brandon Stosuy, ed., *Up Is Up, But So Is Down*



## Criminology at NYU Press

Books about crime, law, and society have long been an important focus for the Press. One of the most acclaimed titles the Press has ever published is distinguished anthropologist Peggy Reeves Sanday's *Fraternity Gang Rape: Sex, Brotherhood, and Privilege on Campus* (\$19.95 paper), first published in 1990. More than fifteen years later, with 20,000 copies sold, it is still the definitive book on this disturbing topic. The Press is proud to have published a second edition of the book with a substantive new introduction and afterword.

This past fall, the Press published Michael Jacobson's *Downsizing Prisons: How to Reduce Crime and End Mass Incarceration* (\$18.95) in paperback, which details the alarming rise in American incarceration rates. Available in paperback in May is James B. Jacobs's *Mobsters, Unions, and Feds: The Mafia and the American Labor Movement* (\$18.95), which the *Industrial and Labor Relations Review* called, "a model of policy analysis."

The Press has two very active book series in criminology: *New Perspectives in Crime, Law, and Deviance*, edited by John Hagan, and *Alternative Criminology*, edited by Jeff Ferrell. Just published in the former series is Aaron Kupchik's *Judging Juveniles: Prosecuting Adolescents in Adult and Juvenile Courts* (\$22.00 paper) and most recent in the latter series is Mark Hamm's *Terrorism as Crime: From Oklahoma City to Al-Qaeda and Beyond* (\$23.00 paper).

Scholars can continue to look to the Press for exciting work in criminology. Looking ahead to the fall of 2007, we will offer new titles on wrongful convictions, new police policies, innocence commissions, and domestic violence.

—Ilene Kalish, Executive Editor

  
Champion of Great Ideas since 1916

## Become a Friend and Supporter of the Press

New York University Press is a department of New York University Division of the Libraries. NYU Press is committed to publishing, in both electronic and print formats, important and distinctive authors and voices—academics, journalists, and writers. Our publishing program includes general interest or trade books, scholarly monographs, regional books, reference books, college texts, paperback reprints, and e-texts. We publish 100 new books each year and have a strong backlist of over 1,750 books in print. Our core publishing disciplines are sociology, law, cultural and American studies, religion, American history, anthropology, politics, criminology, media and film, and psychology.

We are committed to scholarly excellence. But such excellence is expensive, and few academic books are able to recover in sales the direct costs of copyediting, design, and manufacturing. Please become a Friend of the Press by making a donation to support the direct costs of publishing.

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## Mission Statement

Making common cause with the best and the brightest, the great and the good, NYU Press aspires to nothing less than the transformation of the intellectual and cultural landscape. Infused with the conviction that the ideas of the academy matter, we foster knowledge that resonates within and beyond the walls of the university.

If the university is the public square for intellectual debate, NYU Press is its soapbox, offering original thinkers a forum for the written word. Our authors think, teach, and contend; NYU Press crafts, publishes, and disseminates. Step up, hold forth, and we will champion your books to readers everywhere.

## 20% Discount Offer on All Books for Friends of NYU Press and NYU Libraries

### Hip Hop at NYU Press

Hip Hop Studies has broken out in a whole new way at NYU Press this year. Following the publication of Todd Boyd's *The New H.N.I.C.: The Death of Civil Rights and the Reign of Hip Hop* (\$19.00 paper) in 2002, two new projects take the field to the next level.

*To the Break of Dawn: A Freestyle on the Hip Hop Aesthetic* (\$22.95 cloth), by William Jelani Cobb, explores a little-discussed connection between hip hop and the blues. Cobb investigates the artistic evolution of the music from the South Bronx to Eminem; he takes readers to the rhyme over the break beat and beyond.

A starred review in *Publishers Weekly* calls the book a "groundbreaking work" that is "artfully constructed and vividly written," going on to say that, "much of the book's pleasure also comes from Cobb's ability to 'freestyle' serious and humorous insights."

*The Washington Post Book World* says, "Eschewing the common practice of treating rap lyrics as just another way to talk about race, politics, or the self, Cobb treats them as art. . . . *To the Break of Dawn* celebrates lyrical invention, the artists, and even the particular rhymes that make hip hop great."

And the hip hop Bible, *The Source*, reports, "*To the Break of Dawn* dissects the evolution of hip hop lyricism from its most primitive beginnings to its current manifestation as a global phenomenon. . . . Covering words from B.I.G., Cube, Obie Trice, and Pimp C, Cobb offers an intellectual and up-to-date report on hip hop's most powerful element."

T. Denean Sharpley-Whiting's *Pimps Up, Ho's Down: Hip Hop's Hold on Young Black Women* (\$22.95 paper) examines the complex relationship between hip hop culture and its young black female fans. Sharpley-Whiting will participate throughout the spring in a traveling panel discussion called Rap Sessions with authors Bakari Kitwana, Mark Anthony Neal, and Joan Morgan. They will speak at colleges as various as Vanderbilt, Chicago, Rochester, Purdue, UCLA, and Spelman, among others.

Michael Eric Dyson says *Pimps Up, Ho's Down* "offers a bracing, brilliant, and provocative take on how hip hop has affected young black women. Sharpley-Whiting manages the difficult task of being critical of destructive elements of hip hop culture without being dismissive of its edifying dimensions. This lucidly penned manifesto in defense of the intellectual spaces between hip hop and feminism will undoubtedly inspire heated debate and fruitful conversation about gender, black identity, and conflict between the generations."

—Sarah Rosenbloom, Publicity Manager

### Staff Announcements

NYU Press welcomes three full-time employees who have joined us since last spring. Mike Richards, formerly of Penn State University Press, is the new Assistant to the Director and Subsidiary Rights Coordinator. Erica Wetter joins us from Routledge as our Production Assistant and Permissions Coordinator. And former NYU Press intern Stephanie O'Cain has come on as our Exhibits and Awards Coordinator. Stephanie previously worked at Palgrave Macmillan.

### Stay Current with NYU Press

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Newsletter General Editor: Mike Richards

