The Georgetown University Press Advisory Board oversees the activities of the press. Composed of eight distinguished members from the Georgetown University community, the board meets twice a year to review financial performance and discuss strategic initiatives.

**Series Editors and Editorial Advisory Boards**

For a complete list of members of Georgetown University Press’s series editors and editorial advisory boards, please visit press.georgetown.edu/georgetown/about-press/advisory-boards.

Cover design by Ana Illieva Foreman, Art Director & Designer.
FROM THE DIRECTOR

Welcome to the Georgetown University Press FY14 annual report. We hope it offers you a glimpse into our publishing activities during the year that ended June 30, 2014.

During FY14 the press celebrated its 50th anniversary—a time not only to reflect on our heritage and history, of course, but also to anticipate the future and map out how the press can contribute to the academy and society during our next fifty years.

There is no doubt that scholarly publishing continues to be in a state of perpetual transition. What has not changed, however, is our fundamental commitment to acquiring, producing, and disseminating outstanding scholarship in our core fields.

The international scope and reach of our publishing program expanded dramatically during the past year:

- Our International Affairs line continued to grow, reflecting the expanding global interest in our content. One of our best sellers, Matthew Levitt’s *Hezbollah: The Global Footprint of Lebanon’s Party of God*, received a great deal of media attention and wide critical acclaim.
- The press also began a partnership with three new sales rep groups—in the Middle East, India and Pakistan, and Asia—to give our titles more visibility.
- International sales now represent 14 percent of overall sales, a significant increase from recent years.
- We assumed publication of the *Georgetown Journal of International Affairs*, building another bridge with Georgetown University’s renowned School of Foreign Service.
- Our languages division, led by our *Al-Kitaab* Arabic language instruction program, found new markets both domestically and abroad.
- Our volumes on Islam and Christian-Muslim dialogue continued to inform global discussions on the role of religion in the public sphere.
- Two of our titles were translated into Chinese; several others were copublished in the United Kingdom, Europe, and India.
- The press donated five hundred books to the Theological Book Network, a nonprofit organization that provides scholarly resources to research libraries and schools throughout the developing world.

Closer to home, we continued to add titles to DigitalGeorgetown, Georgetown University Library’s open access digital repository. And we published yet another volume resulting from the annual Georgetown University Round Table on Languages and Linguistics—a collaboration that dates back to the late 1960s.

All of that said, what truly defines Georgetown University Press is not these myriad publishing initiatives, but the dedicated staff that makes them happen. And it was with a note of sadness that during FY14 we said good-bye to our longtime editorial, design, and production manager, Deborah Weiner, who retired after a remarkable fifteen-year run at the press. It is to her that we dedicate this annual report.

I hope you enjoy the pages ahead, and I encourage you to contact me at reb7@georgetown.edu or 202-687-5912. I would be happy to speak with you.

Richard Brown, PhD
One of our most important benchmarks of success is the impact of our publications on student learning. Course adoptions at the undergraduate and graduate level are our primary sources of revenue in all our core subject areas, and while several of our FY14 crossover titles had a significant impact on a broader readership—such as Matthew Levitt’s *Hezbollah: The Global Footprint of Lebanon’s Party of God*, Charles Curran’s *The Development of Moral Theology: Five Strands*, and Michael Sulick’s *American Spies: Espionage against the United States from the Cold War to the Present*—sales in the classroom reflect a far more stable and consistent market.

Within our Georgetown Languages division, our best-selling *Al-Kitaab Arabic language textbook series*, now in its third edition, has had an exceptional effect on Arabic language learning in the United States and around the world. The web component at alkitaabtextbook.com provides a variety of multimedia, interactive exercises, and course management tools for teachers. In higher education, *Al-Kitaab* titles were adopted in more than 410 US schools, in roughly 5,000 courses, and approximately 105,500 total enrollments in academic year 2013. *Al-Kitaab* is also being used at a growing number of high schools across the country.

The release of the *Georgetown Dictionary of Iraqi Arabic* marks the press’s first updated edition of one of its first publications. With the help of our partners at the Linguistic Data Consortium at the University of Pennsylvania and a multiyear Department of Education grant, this dictionary was radically revised, bringing it up-to-date with current scholarship and changes in language use.

In the International Affairs area, our books on security studies were adopted at several institutions, including the Naval War College, the US Military Academy, the US Naval Academy, the Naval Postgraduate School, and National War College. During FY14 we published a second edition of *Analyzing Intelligence*, a volume that has sold more than 20,000 copies and is used widely in the classroom as well as by the Departments of State and Defense.

In addition, we deposited numerous titles into Georgetown University’s digital repository, DigitalGeorgetown, allowing the Georgetown community and beyond free access to dozens of books in such subjects as religion, ethics, theology, linguistics, and Georgetown identity.
In FY14 Georgetown University Press took two important steps forward with our digital publishing program. First, we kicked off our new Digital Shorts series with the release of Catholic Social Teaching and Pope Benedict XVI by Charles E. Curran and Talking Politics? What You Need to Know before Opening Your Mouth by Sheila Suess Kennedy. Georgetown Digital Shorts are peer-reviewed, original texts that are easily and widely available to students, scholars, libraries, and other readers on a variety of platforms domestically and abroad, such as Amazon’s Kindle, Apple’s iBookstore, Barnes & Noble’s Nook, Books at JSTOR, Google Play, and many others. These texts expand the spectrum of scholarly output while being ideally suited for today’s reading devices. This new format also offers authors greater flexibility since they are no longer bound by traditional lengths of journal articles and books. Digital Shorts provide the additional benefit of quicker visibility on topical issues with a speedy twelve-week production schedule from acceptance of final manuscript to publication.

In addition, we released our first enhanced ebook, Brave New Digital Classroom: Technology and Foreign Language Learning, Second Edition by Robert J. Blake. This text is already highly valued as an introduction to the most effective ways to utilize technology in language learning, and its new enhanced ebook edition features the full text plus eight videos that cover cutting-edge pedagogical topics such as using the internet to teach culture, criteria for evaluating CALL software, telecollaboration and CMC exchanges, tandem learning and social networks, and games and gaming.
Several Georgetown University Press titles won prestigious book awards, including:

**Collaborative Public Management: New Strategies for Local Governments**
Robert Agranoff and Michael McGuire
Winner of the 2014 American Political Science Association’s Martha Derthick Book Award

**Moral Evil**
Andrew Michael Flescher
Winner of the 2013 Association of American Publishers’ PROSE Award for Theology & Religious Studies

**The Ethics of Interrogation: Professional Responsibility in an Age of Terror**
Paul Lauritzen
Winner of the 2014 Alpha Sigma Nu Book Award for Philosophy/Ethics

**Public Values and Public Interest: Counterbalancing Economic Individualism**
Barry Bozeman
Winner of the Public Administration Section, 2013 American Political Science Association’s Herbert Simon Book Award

**Handbook of Roman Catholic Moral Terms**
James T. Bretzke, SJ
Second Place for Reference Books, 2014 Catholic Press Association Book Awards

**Using Numbers in Arabic**
Jamal Ali
First Place for Typographic Text, Commercial and Large Non-Profit, 2014 Washington Book Publishers Book Design & Effectiveness Awards
Georgetown University Press was founded in 1964 as the Publications Department of the School of Languages and Linguistics, and initially the press published books exclusively in that field. Our first official publication was *Dissonant Chords in “The Love Song of J. Alfred Prufrock”: Existentialism and the Loss of Meaning in Modern British Poetry*. Over time the press incorporated other scholarly subjects into its publishing program—though one of the press’s best-selling titles in the early 1980s was *Chow for Now: Quick Cuisine for the Collegiate Crowd*. Today, fifty years after our founding, in a publishing industry vastly changed from that of our forebears, we have grown into a press with fifteen full-time employees and eight student interns. We now publish in five subject areas that draw on the intellectual strengths of Georgetown University: languages and linguistics, of course, as well as international affairs, religion and ethics, public management and public policy, and bioethics. Publishing forty new books annually and three journals, as well as a variety of digital resources and textbook websites, the press continues to honor our heritage while charting a course of innovation to meet the challenges of our next fifty years.
This financial summary shows the past three years of operations at the press.

Net Sales includes sales of print books and ebooks; Other Publishing Income includes website access fees, permissions, licensing, and other sources of revenue. The Net Surplus/Loss figure provides our bottom line of the Operating Statement: how much money came in minus how much money we spent. Our Net Loss of $16,307 was the first negative bottom line at the press in the past nine years. Total revenue simply calculates Net Sales and Other Income.

### Operating Statement

<table>
<thead>
<tr>
<th>Operating Revenue</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$3,830,472</td>
<td>$3,469,183</td>
<td>$3,464,055</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>$(1,286,472)</td>
<td>$(1,274,263)</td>
<td>$(1,422,020)</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>$2,544,000</td>
<td>$2,194,921</td>
<td>$2,042,035</td>
</tr>
<tr>
<td>Gross Margin Percentage</td>
<td>67%</td>
<td>63%</td>
<td>59%</td>
</tr>
<tr>
<td>Other Publishing Income</td>
<td>$184,978</td>
<td>$263,760</td>
<td>$309,597</td>
</tr>
<tr>
<td>Gross Surplus</td>
<td>$2,728,978</td>
<td>$2,458,681</td>
<td>$2,351,632</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$(2,209,112)</td>
<td>$(2,294,980)</td>
<td>$(2,297,222)</td>
</tr>
<tr>
<td>Operating Surplus</td>
<td>$519,866</td>
<td>$163,701</td>
<td>$54,410</td>
</tr>
<tr>
<td>Adjustments$^1$</td>
<td>$(116,321)</td>
<td>$(88,631)</td>
<td>$(70,717)</td>
</tr>
<tr>
<td><strong>Net Surplus</strong></td>
<td><strong>$403,545</strong></td>
<td><strong>$75,070</strong></td>
<td><strong>$(16,307)</strong></td>
</tr>
</tbody>
</table>

### Total Revenue

<table>
<thead>
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<tr>
<td><strong>Net Revenue</strong></td>
<td><strong>$4,015,450</strong></td>
<td><strong>$3,732,943</strong></td>
<td><strong>$3,773,652</strong></td>
</tr>
</tbody>
</table>

Fiscal year runs July 1–June 30.

Net surpluses are transferred to a university reserve fund for the press; net losses draw on this reserve fund to balance the operating statement to $0.

$^1$Deduction for direct vendor payments to the press (which are included in Net Sales).
Net Revenue FY2005–FY2014

Net revenue at Georgetown University Press has increased by 37 percent from FY05–FY14, with an annual compound growth rate of 4 percent.
Jacqueline Beilhart defended her master’s thesis and graduated from Georgetown University’s Communication, Culture & Technology Master of Arts Program.


Maritza Herrera-Diaz joined the press in October 2014 as Website Administrator and Exhibits Coordinator.

Donald Jacobs spoke on “Getting Published: A Masterclass for Early Career Researchers in the Humanities and Social Sciences” at the University of Warwick (UK) and the British Academy of Humanities and Social Sciences.

Hope LeGro was appointed to the Digital Committee of the Association of American University Presses.

David Nicholls was appointed to the Professional Development Committee of the Association of American University Presses.

Laura Leichum was promoted to Digital Publishing and Rights Manager.

Kathryn Owens joined the press in September 2014 as Editorial and Production Coordinator.

Glenn Lisa Saltzman joined the press in May 2014 as Editorial, Design, and Production Manager.

Ioan Suciu was appointed an Adjunct Professor of Finance and Accounting for Publishers in the Master of Professional Studies in Publishing at George Washington University.

Clara Totten joined the press in May 2014 as the Digital Editor in Georgetown Languages.
OUR STAFF

Photo at right, front row, left to right:
Maritza Herrera-Diaz
Website Administrator and Exhibits Coordinator

Laura Leichum
Digital Publishing and Rights Manager

Hope LeGro
Director, Georgetown Languages

Sulah Kim
Accountant

Middle row, left to right:
Glenn Lisa Saltzman
Editorial, Design, and Production Manager

David Nicholls
Acquisitions Editor, Languages

Ioan Suciu
Business Manager

Jacqueline Beilhart
Publicist and Events Coordinator

Back row, left to right:
Donald Jacobs
Senior Acquisitions Editor, International Affairs and Political Science

Clara Totten
Digital Editor

Kathryn Owens
Editorial and Production Coordinator

Richard Brown, PhD
Director

Not pictured:
Maureen Mills
Marketing Coordinator

Jessica Pellien
Marketing and Sales Director

Student Interns, left to right:
Anna Shuster
Production Intern

Emily Coccia
Acquisitions Intern

Harry Burson
Rights Intern

Kristin Oberlander
Publicity Intern

Keegan Terek
Acquisitions Intern, Languages

Not pictured:
Katelyn R. Shahbazian
Business Intern
MISSION STATEMENT

Georgetown University Press supports the academic mission of Georgetown University by publishing scholarly books and journals for a diverse, worldwide readership. These publications, written by an international group of authors representing a broad range of intellectual perspectives, reflect the academic and institutional strengths of the university. In fulfilling its mission the press will be guided by the following principles:

To publish peer-reviewed works of academic distinction, with exceptional editorial and production quality, in five subjects: bioethics; international affairs & human rights; languages & linguistics; political science & public policy; and religion & ethics.

To establish a culture of meaningful employment and professional development, one that emphasizes clear communication as well as respect for the ideas and opinions of all staff members.

To operate in a financially responsible manner that encourages planned, deliberate growth in productivity and sales.

To be a premier press in our subjects, continuing to advance our reputation and standing in the scholarly and publishing communities.