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EDUCATION & HONORS

- **Ph.D., American literature, University of South Carolina, 1998**
Dissertation: “‘No Frigate Like a Book’: The Hampshire Bookshop of Northampton, 1916–1971”
Matthew J. Bruccoli, director
- **M.A., American literature, University of South Carolina, 1994**
Thesis: “Grace Hazard Conkling: An Imagist Poet”
Patterson Fellowship
- **B.A., summa cum laude, Georgia College, 1990**
Double major in English and art (concentration in book arts); minor in French
Flannery O'Connor Scholarship for Emerging Writers
- **Certificate, Université de Tours, France, 1989**

DISSERTATION SUMMARY

Described by Robert Frost as “one of the few bookshops in the world where books are sold in something like the spirit they were written in,” the Hampshire Bookshop of Northampton, Mass., helped forge not only the business model for 20th-century bookselling but the literary tastes of its day. Over the course of its fifty-five-year history the Bookshop served the Northampton community and its leading colleges and hosted more than one hundred writers of national and international repute (including Frost, William Butler Yeats, Carl Sandburg, Amy Lowell, Hugh Lofting, Dorothy Canfield Fisher, Thornton Wilder, Archibald MacLeish, Padraic Colum, James Stephens, Edna St. Vincent Millay, G. K. Chesterton, Vachel Lindsay, Christopher Morley, Hugh Walpole, and Bennett Cerf). It also issued more than forty publications over its own imprint (local natural histories, books related to lectures held at the Bookshop, pamphlet publications of Smith lectures, keepsakes by Robert Frost, a bibliography of Emily Dickinson). This first in-depth documentary history of the Bookshop draws from extensive archives at Smith College, records of institutions such as the American Booksellers Association, and scores of firsthand interviews to analyze the societal and economic changes in which the Bookshop was an influential agent.

The project grew out of my study of imagist poet Grace Hazard Conkling, a member of the Bookshop's board of directors and a follower of Amy Lowell.

PROFESSIONAL & TEACHING EXPERIENCE

- **Executive director, Texas Plains Trail Region** Lubbock, Texas, 2012–present
As the sole full-time staff member of a state-supported 501(c)(3) nonprofit initiative of the Texas Historical Commission, research, plan, promote, and implement strategies to support economic development and historic preservation, via heritage tourism, in a 52-county region of the Texas Panhandle and Plains (largest of the state's 10 such regions). Coordinate efforts of 25-member volunteer board; conduct training and presentations regionwide; participate in state- and local-level legislative advocacy for preservation; solicit and maintain community partnerships; carry out ongoing marketing efforts on behalf of organization and partners; share heritage news and events via traditional and social media; supervise interns in related projects; handle administrative, budget, and fiscal affairs of organization.
- **Marketing manager, Texas Tech University Press** Lubbock, Texas, 2007–2012
Responsible for planning, sales, marketing, promotion, and publicity for 25 to 30 new books per year and backlist of some 400 titles. Maintained or increased sales and visibility even in period of industry downturn and university budget and personnel cuts. Worked closely with director,

department heads, staff, and field sales reps; worked with authors to promote their titles. Created e-commerce website and e-newsletter to increase sales revenue; was instrumental in introducing digital products and updating life-of-title strategies; managed transition to outsourced warehouse and fulfillment; created systems for improved metadata and workflow. Recruited graduate interns and undergraduate assistants and supervised their work, as well as that of exhibitions & publicity manager. Represented Press at academic meetings and through occasional invited lectures. Helped organize and manage annual Literary Lubbock event.

Awarded AAUP Whiting Week-in-Residence grant, 2010; focused on interdepartmental workflow management and efficiencies within the University of South Carolina Press.

- **Director, The Publishing Laboratory; lecturer in creative writing**
University of North Carolina Wilmington 2002–2007
Established innovative program to teach writing students about book publishing through hands-on experience, including management of a regional book imprint and digital printer and bindery. Developed MFA and BFA curriculum in publishing and taught full load of courses in writing, editing, and publishing. Secured grant for equipping laboratory with state-of-the-art computers and software; designed suite of classrooms and lab for new creative writing building. Served on Chancellor's Web Development Committee to assess and craft campuswide image.
- **Publisher, and editor, Winoca Books & Media** 2004–present. Publisher of regional independent press with twenty fiction, nonfiction, and poetry titles in print: www.winoca.com
- **Editorial consultant** 1986–2002. Freelance design, editorial consultation, and book cover production for clients nationwide, including Duke University Press, the University of South Carolina Press, the *Flannery O'Connor Bulletin*, the National Middle School Association, and numerous individuals and independent presses. Editorial work on reference and nonfiction books, including volumes of *Dictionary of Literary Biography*. Research work for novelist John Jakes.
- **Managing editor, University of South Carolina Press** 1999–2002
Responsible for managing all manuscript editorial functions, overseeing some fifty titles per year through to production. Copyedited ten to twelve books each year in-house; budgeted funds for freelance editing and proofreading of all others. Supervised staff of two full-time editors. Established fully funded graduate assistantship in conjunction with SHARP.
- **Wesleyan College** Macon, Georgia, 1996–1999
Assistant vice president for marketing. As member of president's administrative council, advised administration on policy and public relations issues, with an aim toward raising the visibility and reputation of the world's first college for women. Achieved national and international recognition.
Director of public relations & publications. Responsible for planning and implementing a comprehensive, award-winning program of media relations, publications, special events, advertising, and marketing.
- **Managing editor, Papers of the Bibliographical Society of America** Columbia, South Carolina, 1993–1996. Produced quarterly issues of scholarly journal in-house. Oversaw transition of journal production from traditional letterpress to digital composition. Responsible for copyediting and composing *PBSA* on regular schedule as well as dealing with contributors, reviewers, advertisers, and printers; managed business of journal while editor was on year-long research leave.
- **Director of publications & creative services, Georgia College** Milledgeville, Georgia, 1990–1993. Managed award-winning publications and advertising programs as well as overall operations of department (budgeting and purchasing; long-range planning; computer systems) and staff of six.
- **Advertising manager, OfficeTeam Services** Milledgeville, Georgia, 1986–1990
- **Traffic manager, Kent Puckett Associates** Atlanta, Georgia, 1984–1986

TEACHING
EXPERIENCE

- **Publishing Practicum/Internships, UNCW, 2004–2007**
Supervised several graduate teaching assistants and undergraduate interns each term in the Publishing Laboratory, focusing on project management, software skills, and business of publishing. Guided students in launch of new literary journal, *Ecotone*, and publication of numerous regional and literary book projects.
- **Editing Fact and Fiction, UNCW, 2004–2007**
Developed concurrent graduate/undergraduate course focusing on preparing fiction and nonfiction manuscripts for production, and preparing apprentice writers to work with editors.
- **Books and Book Publishing, UNCW, 2003–2007**
Taught undergraduate survey of book publishing, considering stages in production cycle from author to consumer as well as historical and ideological concepts of “the book.”
- **Bookbuilding, UNCW, 2005–2007**
Taught application of desktop publishing and print-on-demand technology to the design and manufacture of books, culminating in each student’s production of a chapbook of original work.
- **Pathways courses in book publishing, 2005–2007**
Worked with community writers to introduce them to book publishing options and guided them to identify the best publishing plan for their manuscripts.
- **Book Publishing Intensive, UNCW, 2006**
Short course involving select team of students in producing a book from start to finish.
- **Introduction to Desktop Publishing, UNCW, 2003, 2004.** Developed first course in desktop publishing for the Publishing Laboratory, using high-end software in Macintosh laboratory. Guided students in producing department’s first anthology of MFA writing.
- **Editing for Book Publishing, UNCW, 2003.** Developed undergraduate course focusing on the practice of book editing while surveying the profession.
- **Theory and Practice of Editing, UNCW, 2003.** Taught course in Windows laboratory setting. Guided students in editing and designing a book on local history as group project.
- **Introduction to Technical Writing, UNCW, 2002–03.** Taught sections of technical writing in Windows laboratory setting.
- **College Reading and Writing II, UNCW, 2002–03.** Taught sections of second-year composition, with theme of reading, books, and textuality.
- **Introduction to Desktop Publishing, Macon State College, 1999.** Developed first course in desktop publishing design, applications, and history, for college’s new Information Technology major.
- **Guest lecturer in public relations classes, Wesleyan College, 1997–1999**
- **Freshman Composition, Georgia College, 1996.** Developed course approach using theme of books and literacy.
- **Faculty/staff workshops in desktop publishing, Georgia College, 1993**
- **“Technologies for the 21st Century” (desktop publishing), Georgia College in Macon, 1992**
- **Sessions in commercial design for art classes, Georgia College, 1989, 1991**
- **Classes in beginning and intermediate calligraphy, Atlanta and middle Georgia, 1980–1986**

PUBLICATIONS

- “No Frigate Like a Book”: The Hampshire Bookshop of Northampton and the Twentieth-Century Personal Bookshop,” book manuscript under consideration by University of Massachusetts Press.
- *The Ferries of North Carolina: Traveling the State’s Nautical Highways* (self-published, 2007).
- *Pawn Title/Keep Car and Other Poems* (Malden, Mass., Scriptor Press, 2001).

Academic articles and chapters

- “‘We Have Come to Stay’: The Hampshire Bookshop of Northampton” in *Middlemen: The Bookstore and Twentieth-Century Literature* (ed. Huw Osborne; in press).
- “Ben Dixon MacNeill’s *The Hatterasman*: The Making of a Carolina Classic,” under consideration by *Papers of the Bibliographical Society of America*.
- “The University of Chicago Press” in *American University Presses*, ed. Cecile M. Jagodzinski, forthcoming in *Dictionary of Literary Biography* (Detroit, Mich.: Gale).

- “The Laser Printer As an Agent of Change,” in *Agent of Change: Print Culture Studies after Elizabeth L. Eisenstein*, ed. Baron, Lindquist, and Shevlin. Amherst: University of Massachusetts Press, 2007. Adapted from earlier article in *Publishing Research Quarterly* (winter 2001).
- “The Pioneering Journey of the Hampshire Bookshop,” in *Paradise Printed and Bound: Book Arts in Northampton and Beyond*, ed. Barbara Blumenthal (Northampton 350th Celebration Committee, 2004).
- “Building a Database of American Women Booksellers,” *SHARP News* 7:4 (Fall 1998), 3–4.
- “The Bookshop As ‘An Arsenal of Democracy’: Marion Dodd and the Hampshire Bookshop During World War II,” *PBSA* 92:1 (March 1998), 5–31.
- “Frank H. Dodd” and “James H. Gray” in *American National Biography* (Oxford University Press, 1998).
- “Robert Frost and the Conklings: An Added Chapter of ‘The Frost Story,’” *Robert Frost Review* (Fall 1996): 71–87.
- “John Jakes: A Checklist of Secondary Items, 1974–1994” in Mary Ellen Jones, *John Jakes: A Critical Companion* (Greenwood Press, 1996).

Reviews

- Review of Hawkins, ed., *Teaching Bibliography, Textual Criticism, and Book History* (2006) in *SHARP News* (2008).
- Review of David Finkelstein and Alistair McCleery, eds., *The Book History Reader* (2002) in *PBSA* 97:2 (June 2003).
- Review of Ad Hudler, *Househusband* (2002), in *The State* (Columbia, S.C.), 8 April 2002.
- Review of Robert A. Wilson, *Seeing Shelley Plain: Memories of New York’s Legendary Phoenix Book Shop* (2001) in *PBSA* 96:2 (June 2002).
- Review of Ruari McLean, *How Typography Happens* (2000) in *PBSA* 95:4 (December 2001).
- Review of Alan Bartram, *Making Books: Design in British Publishing since 1945* (1999) in *PBSA* 95:2 (June 2001).
- Review of Broderson, Luey, Morris, and Trujillo, *A Guide to Publishers’ Archives* (1996) and Weedon and Bott, *British Book Trade Archives 1830–1939: A Location Register* (1996), in *PBSA* 91:2 (June 1997).
- Review of Nils Palmborg, *La Collection des Elzeviers de Sten Broman* (1993) in *PBSA* 88:1 (March 1994).
- Review of Wayne G. Hammond and Douglas A. Anderson, *J. R. R. Tolkien: A Descriptive Bibliography* (1993) in *PBSA* 87:3 (September 1993).

Selected short features and poems

- “Texas Legends and Lore Live On in Palo Duro Country,” *Lubbock Magazine*, June 2009.
- “The Clovis Connection: The Norman Petty Recording Studio,” *Lubbock Magazine*, Jan/Feb. 2009.
- “Roads, Rails, and Spanish Trails to Santa Fe,” *Lubbock Magazine*, Aug./Sept. 2008.
- “Going Public: Preparing for the Book Reading,” *North Carolina Writers’ Network News*, Summer 2006.
- “Editing and the Creative Writer,” in *Show & Tell: Writers on Writing*, 5th ed. (UNCW Publishing Laboratory, 2006).
- “Serenity on South Sixth Street,” architectural feature, *Wilmington Magazine*, Summer 2005.
- “Good Company” and “What to Name the Dinghy: Boat Names on Wilmington Waters,” *Wilmington Magazine*, September 2004.
- “Giving Back,” series of profiles in philanthropy, *Wilmington Magazine*, Summer 2004.
- “Burgaw to Barstow: Traveling America’s Midsection,” *Wilmington (N.C.) Star-News*, series of eleven feature articles with photographs, July 2003.
- “Elizabeth Marries an Enlisted Man,” *Lonzie’s Fried Chicken*, Spring 2002.
- “One Light through Many Windows,” *UU World*, November 2001. Lyrics subsequently arranged by three different composers for entry in annual hymn contest.
- “The Monolith,” *South Carolina Review* 33:2 (Spring 2001).
- “Asheville: Fire in the Wolfe House,” *Asheville Poetry Review*, Spring 2001.
- “The Darkroom,” *Cenacle* 36 (June 2001).
- “Pawn Title, Keep Cat,” *Cenacle* 25 (June 1999).
- “Marblehead,” *Yemassee*, Spring 1995.
- “Blind Gator,” *Yemassee*, Fall 1994.

PRESENTATIONS & LECTURES

- “Highways, History, and Hinterlands: Texas’s Heritage Trails through Forty-Five Years,” West Texas Historical Association Annual Meeting, Wichita Falls, Texas, April 2013
- “The Transcendent Traveler: How to Make Every Journey an Adventure,” Southern Plains Conference, Canyon, TX, April 2013

- "What Heritage Tourism Can Do for Your Community," Lubbock Rotary Club, March 2013
- "Circles of Desire: Six Steps to the Heart of Your Story," day-long workshop on writing technique, Panhandle Professional Writers, Amarillo, Texas, February 2012
- "Computer Tools for Community Communication," workshop for Lubbock Heritage Society board, November 2011
- "Ben Dixon MacNeill and The Hatterasman: A Perfect Storm of North Carolina Publishing," SHARP Annual Conference, Library of Congress, Washington, D.C., July 2011
- Session on editing for creative writers, Frontiers in Writing Conference, Amarillo College, June 24, 2010
- "Writing a Wide Land: A Conference on Texas Nature Writing," publishing panel, University of North Texas, Denton, Apr. 11–12, 2008
- "Publishing As a Creative Act," keynote presentation, "The State of Publishing" conference, Montgomery College, Conroe, Tex., Nov. 17, 2007
- "Ferry Tales: Adventures on North Carolina's Nautical Highways," PowerPoint show, lecture, and book signing: UNCW Pathways; Wilmington Kiwanis; New Hanover–Pender Retired Medical Professionals; Ocracoke Preservation Society; Museum of the Albemarle; various independent bookstores, summer 2007
- "Print-on-Demand Publishing," panel chair, NC Writers' Network, April 2006
- "Print-on-Demand in the Classroom," APHA Annual Conference, Mills College, Oakland, Calif., Sept. 2005
- "Publishing the History of the Book: A Workshop for New Authors," panelist, SHARP Annual Conference, Dalhousie University, Halifax, Nova Scotia, July 2005
- "Publishing As a Creative Act," panelist and organizer, AWP, Austin, Tex., March 2005
- "Build Your Own Book," one-day chapbook workshop, NC Writers' Network, April 2004, Sept. 2004
- Publishing panel, UNCW Writers' Week, annually, 2003–2007
- "Publishing As a Creative Act: Print-on-Demand in the Publishing Laboratory," North Carolina Writers' Network annual conference, Wilmington, N.C., November 2003
- "Taking the Mystery out of Print-on-Demand" session and print-on-demand panel discussion, Cape Fear Crime Festival, October 2003, October 2004
- Organizing committee, SHARP Annual Conference, Scripps College, Claremont, Calif., July 2003
- "'The Company of Books': Books, Reading, and the Women of the Hampshire Bookshop," invited lecture in conjunction with the Virginia Woolf Conference, Smith College, March 2003. Published as chapbook, June 2004
- "The Laser Printer As an Agent of Change," SHARP Annual Conference, Williamsburg, Va., July 2001
- "Camping Tents and Tennis Nets: Freedom and Form in Writing Poetry," workshop and reading, Southern Writers Summer Series, Tryon, N.C., 22 August 2002
- "American Missionary Publishing and the Rise of Western Printing in China," Gutenberg 600th Anniversary Conference, Gutenberg–Institut, Mainz, Germany, July 2000
- "Writing on Masks: Women's Lives in the South," conference sponsored by Wesleyan College Department of English, October 14–16, 1999 (served on conference committee)
- "'Wellnigh the Ideal Pursuit': Women's Entry into the Bookselling Profession in the U.S.," SHARP Annual Conference, Madison, Wisc., July 1999
- "Bibliography and the Canon," panel respondent, Midwest Modern Language Association, Chicago, November 1997
- "Anderson, Books, and Carolina," inaugural meeting of the Southeastern Chapter of the American Printing History Association, Columbia, S.C., November 1996 (organized and convened program)
- "Publications Roundtable," critique session leader, Georgia Education Advancement Council Annual Meeting, University of Georgia, November 1996
- "The Bookshop As 'An Arsenal of Democracy': Marion Dodd and the Hampshire Bookshop During World War II," SHARP Annual Conference, American Antiquarian Society, Worcester, Mass., July 1996
- "The History of the Book and Authorship: An Introduction to the (Inter)Discipline," moderator of panel, History of the Book and Authorship Group, University of South Carolina, October 1995
- "The Habit of Art: The Interdisciplinary Legacy of Flannery O'Connor," Georgia College, 1994 (co-wrote grant; served on planning committee)
- "Clyde Edgerton and the Diversity of Southern Literature," Mary Vinson Library, Milledgeville, Ga., 1990 (served on program evaluation panel for granting agency)
- Participant in various panels and programs, Georgia Educational Advancement Council, Central Georgia PRO, Central Georgia chapter of National Association of Fund-Raising Executives