Ploughshares

at Emerson College

Finding Aid prepared by Danielle Geller

Emerson College Archives Boston, MA

2013

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Latest revision: August 27, 2013

Collection Summary

Title: Ploughshares **Span Dates:** 1971-2006

ID no.: MSS 26

Extent: 9 linear feet, 14 boxes

Language: English

Repository: Emerson College Archives, Boston MA

Abstract: The *Ploughshares* Collection documents the institutional history and administration of the *Ploughshares* literary magazine, founded in 1971. *Ploughshares* has been published at Emerson College since 1989. The collection contains materials that document the major functions of the magazine and its staff: administration, grant applications, production, distribution, marketing, and publicity. There are also original manuscripts, artworks, and audio recordings of readings by notable writers.

Subjects

Atwood, Margaret, 1939-

Banks, Russell, 1940-

Beattie, Ann

Carter, Laton

Carver, Raymond, 1938-1988

Doty, Mark

Dubus, Andre, 1936-1999

Ford, Richard, 1944-

Hacker, Marilyn, 1942-

Heaney, Seamus, 1939-

Henry, DeWitt

Irving, John, 1942-

Kumin, Maxine, 1925

Lee, Don, 1959-

Lux, Thomas, 1946-

Massachusetts Cultural Council

Miller, Sue, 1943-

O'Brien, Tim, 1946-

Oates, Joyce Carol, 1938-

Periodical editors--Correspondence.

Periodical editors--Fiction.

Small press books--Periodicals.

Small presses--United States--Periodicals.

Stern, Gerald, 1925-

Wakefield, Dan

Yates, Richard, 1926-1992

ADMINISTRATIVE INFORMATION

Provenance: The archives of Ploughshares, Inc. were obtained through the merger with Emerson College in 2008.

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Preferred Citation: Researchers wishing to cite this collection should include the following information: Container number, [collection title], Emerson College Archives, Emerson College, Boston, MA.

BIOGRAPHICAL NOTE: The *Ploughshares* literary magazine was founded in 1971 by DeWitt Henry and Peter O'Malley in the Plough and Stars, an Irish pub in Cambridge, Massachusetts. Each issue is guest-edited by a prominent writer, who assembles an issue around a central theme, aesthetic, or personal vision. Previous guest editors include: Seamus Heaney, Derek Walcott, Rosellen Brown, Raymond Carver, Tobias Wolff, Sherman Alexie, Russell Banks, Lorrie Moore, Yusef Komunyakaa, and Richard Ford.

At its inception, *Ploughshares* operated as an independent magazine and relied on subscription-based revenues. In order to sustain and expand the magazine's operations, *Ploughshares* and the affiliated small press distribution project, Book Affair, helped establish state-funding for literary magazines. *Ploughshares* has received support from the Massachusetts Cultural Council and the National Endowment for the Arts. *Ploughshares* is also a member of the Council of Literary Magazines and Presses. In 1989, *Ploughshares* became affiliated with Emerson College, which allowed fiscal stability and expansion of paid staff. On March 6, 2008, Ploughshares, Inc. and Emerson College formally merged.

SCOPE AND CONTENT NOTE: The *Ploughshares* Collection includes materials that document the major functions of the magazine and its staff: administration, grant applications, production, distribution, marketing, and publicity. The collection also houses correspondence and original manuscripts. The administrative materials span the editorial leadership of DeWitt Henry and Don Lee and document the acquisition of *Ploughshares* by Emerson College. The grant application materials chronicle the evolution of *Ploughshares*' mission through project narratives and reports. Production materials include original cover art and photographs. Marketing and publicity materials include flyers, mailings, newspaper clippings, reviews, and photographs of prominent writers and supporters taken at benefits and readings. Correspondence between the editors, guest editors, contributors, supporters, and critics of the magazine sheds light on the active literary community that evolved around *Ploughshares*.

ARRANGEMENT NOTE:

Series 1: Administration

Subseries A: Book Affair

Subseries B: Independent Publications

Series 2: Grant Application Materials Series 3: Production and Distribution Series 4: Marketing and Publicity

Series 5: Correspondence Series 6: Manuscripts

SERIES DESCRIPTIONS:

Series 1: Administration

Arrangement: The series is arranged chronologically.

Dates: 1974-2004 **Volume:** 3 boxes

Scope and content note: This series includes correspondence, accounting ledgers, and trustee meeting materials and minutes. Some pages have been removed from their original three-ring binders for preservation purposes. Receipts, invoices, and checks were also removed from the ledgers.

The earliest materials in this series chronicle *Ploughshares*' struggle to obtain recognition as a non-profit organization. In 1976, *Ploughshares* was officially denied tax-exempt status, which also rendered the magazine ineligible for state-funded grants. After successful litigation and appeals to the IRS and state-funding agencies, *Ploughshares* set a precedent for the funding of literary magazines by the state.

This series also documents important organizational changes and restructuring, including the negotiations to affiliate *Ploughshares* and Emerson College.

Subseries A: Book Affair, Inc. was a small press distribution project started by *Ploughshares*' founder DeWitt Henry. Book Affair helped establish the state funding of literary magazines in Massachusetts. With funding from the Massachusetts Council on the Arts and Humanities, the project subsidized library purchases of small press books and literary magazine subscriptions. Book Affair also received a grant from the National Endowment of the Arts to host a yearly book fair with exhibits, panels, and a local reading series. The Book Affair project helped educate readers and librarians in the purpose and nature of literary magazines, and it also broadened the subscription base of *Ploughshares*.

This subseries contains catalogues, publicity materials, correspondence, and a project narrative and budget as submitted to the NEA.

Subseries B: This subseries contains issues of independent literary magazines and small press publications that are not directly associated with *Ploughshares*.

Contents	Box	Folders
Reflections on the Early Issues by DeWitt Henry	1	
IRS – 1 st Application	1	
Ledger, January 1, 1974-June 7, 1975	1	
Recommendation and Evaluation Portfolio	1	
Wilmott Print Center Proposal	1	
Ledger, June 16, 1975-August 8, 1978	1	
IRS – Back-up Proof of Good Deeds	1	
IRS – Exemption Litigation	1	
Articles and By-laws	1	
The Magazine Co-op	1	
IRS – On "Purpose"	1	
IRS – Activities	1	
Ledger, September 20, 1978-August 29, 1979	1	
Polaroid Foundation	1	
Benefit Ledgers, 1979-1981	1	
Ledger, August 29, 1979-May 23, 1980	1	
Citibank and Other Corporation Ties	1	
Ledger, May 23, 1980-April 30, 1981	1	
Ledger, May 1, 1981-October 7, 1981	1	
Ledger, September 8, 1981-February 1, 1982	1	
Literary Book Fair at AWP	1	
State Appropriation for the MA Council on the Arts	1	
Corporate Reorganization and Future Planning	1	
Joyce Peseroff Resignation	1	
Foundation Gift Subscriptions for Libraries	1	
Funding Possibilities	1	
Ledger, May 1, 1985-April 30, 1986	1	
Whiting Foundation Nominations	1	
Ploughshares Poetry Reader	1	
Tom Jenks – Scribners	1	
Ploughshares/Emerson Negotiations	1	(3)
Proposed Trustees	1	
Associate Poetry Editor/New Reviews Section	1	
Final Report: Ploughshares Bookkeeping System	1	
AWP – Finance Committee (<i>Ploughshares</i> /Emerson Fundraising)	1	
Fiscal Structure and Operating Budget	1	
Trustee Correspondence, 1990-1991	1	
Corporation Articles and By-laws	1	
Editor Offers	1	
Friend-raising	1	
John C. Zacharis, first annual award, 1991	1	
New Fiscal Structure for <i>Ploughshares</i> /Emerson	1	

Report for Trustees, January 25, 1991	1	
Trustees Meeting, January 25, 1991	1	
Trustees Meeting, transcript, January 25, 1991	2	
Trustees Meeting, December 5, 1991	2	
International Writing Seminar, 1992	2	
John C. Zacharis, second annual award, 1992	2	
Ploughshares Books Ideas	2	
Trustee Correspondence, 1992	2	
Trustees Meeting, July 1, 1992	2	
Trustees Meeting, December 3, 1992	2	
Dark Room Reading Series	2	
Faber Anthology 1993	2	
John C. Zacharis, third annual award, 1993	2	
Ploughshares Organizational Status/Grant Funding	2	
Trustees Correspondence, 1993	2	
Yates Memorial	2	
Editorial Prospects	2	
John C. Zacharis, fourth annual award, 1994	2	
Trustees Correspondence, 1994	2	
Director/Editor of <i>Ploughshares</i> Position Description	2	
Trustees Correspondence, 1995	2	
Trustees Meeting, June 3, 1996	2	
Trustees Meeting, September 22, 1997	2	
Trustees Meeting, June 2, 1998	2	
AWP Internet Panel	2	
Trustees Meeting, June 4, 1999	2	
Trustees Meeting, June 8, 2000	2	
Web Proposal	2	
AWP, 2001-2002	2	
Trustees Meeting, June 8, 2001	2	
Trustees Meeting, June 6, 2002	2	
Patrons/Friends/Christmas	2	
Trustees Meeting, June 18, 2003	2	
Trustees Meeting, June 10, 2004	2	
Everything You Wanted to Know About Editing Ploughshares but Were	2	
Afraid to Ask		
Related Publications	2	(2)
Related Publications: AWP Newsletter	14	OS-1

Subseries A: Book Affair

Contents	Box	Folders
Corporation Planning [1 of 2]	2	
Corporation Planning [2 of 2]	14	OS-2
Publicity Materials and Catalogs	2	

Publicity Questionnaire	2	
The Boston Phoenix, Book Affair '76	14	OS-3

Subseries B: Independent Publications

Contents	Box	Folders
Tilghman, Christopher. On the Rivershore. New York: Farrar, Straus &	3	
Giroux, 1990.		
Monroe, Harriet, ed. Poetry: a Magazine of Verse 42, no. 2 (May 1933).	3	
Monroe, Harriet, ed. Poetry: a Magazine of Verse 42, no. 4 (July 1933).	3	
Matthews, William, ed. Lillabulero 13 (1974).	3	
Banks, Russell and William Matthews, ed. Lillabulero 14 (1974).	3	
Origin: a Quarterly for the Creative 1 (1951).	3	
Jolas, Eugene, ed. Transition: An International Quarterly for Creative	3	
Experiment no. 19-20 (1930).		
Jolas, Eugene, ed. Transition: An Intercontinental Workshop for	3	
Vertigralist Transmutation no. 23 (1935).		

Series 2: Grant Application Materials

Arrangement: This series is arranged chronologically.

Dates: 1974-1996 **Volume:** 1 box

Scope and content note: This series contains grant applications, project narratives, final reports, and financial statements. *Ploughshares* has received funding from the Massachusetts Cultural Council (formerly known as the Massachusetts Council on the Arts and Humanities), the National Endowment of the Arts, and the Coordinating Council of Literary Magazines to publish and promote the magazine. *Ploughshares* also earned the Lila Wallace-Reader's Digest Literary Publishers Marketing Grant to strengthen the magazine's targeted marketing efforts and expand its audience. Project narratives and reports document the magazine's evolving mission and goals.

Contents	Box	Folders
Grant Funding/Tax Exemption Status	4	
CCLM Grant Applications and Reports, 1974-1976	4	
Financial Statements, 1974-1988	4	
CCLM Controversy, key DeWitt Henry Letters	4	
CCLM Grant Fiscal Reports, 1976	4	
MC Grant FY 1976	4	
MC Technical Assistance Grant	4	
NEA Grant Application FY 1977/78	4	
NEA Politics – Brooke/Kennedy, 1977	4	
MC Report FY 1978	4	
NEA 3 Year Development Grant, 1978-1981	4	

CCLM Report, 1979	4
MC Report FY 1979	4
MC Application, FY 1980	4
MC Financial Assistance FY 1979-1980	4
MC Application FY 1980	4
NEA Development Reports, 1980-1982	4
CCLM, Spring 1981	4
Grace Foundation Proposal, 1981	4
Mass Council FY 1981 Contract Materials	4
MCA 'Concerns' – Pat Dixon	4
New England Foundation for the Arts Grant, James Merrill Reading	4
Mass Council Merit Aid Application, 1983-1984	4
Merit Aid MCA Contract 1983-1984	4
NEA Application and Final Reports 1983/1984	4
MCA – Pat Dixon 1984	4
NEA Grant FY 1984/1985	4
MCA Final Report FY 1985 and Application FY 1986	4
NEA Application FY 1985/1986	4
Witter Bynner Foundation, 1985-1987	4
MCA Merit Award FY 1986	4
MCA Merit Aid Appeal FY 1986-1988	4
NEA Grant Application FY 1986/1987	4
MCA Technical Assistance Grant, 1987	4
MCA Merit Aid FY 1987/1988	4
NEA Grant FY 1987/1988	4
MCA FY 1988 – Contract, Request, and Final Report	4
NEA Grant Application FY 1988/1989	4
MCA Grant: 1935 by Sam Cornish FY 1989-1990	4
MCA Merit Aid FY 1989/1990	4
NEA Grant Application FY 1989/1990	4
NEA Grant Rescission Challenge	4
MCA Technical Assistance Application FY 1989	4
MCA Merit Aid FY 1990	4
NEA Grant Application FY 1990/1991	4
Lila-Wallace Grant Proposal	4
Phase One Application – Lila	4
Phase Two Application – Lila	4
Planning Notes Lila	4
Marketing Plan Draft Lila	4
MA Cultural Council Grant FY 1991	4
NEA Grant Application FY 1991/1992	4
Sample Marketing Plan Lila	4
Marketing Consultants Lila	4
NEA Grant Application FY 1992/1993	4
NEA News, 1992	4

Quarterly Reports – Lila-Wallace Grant	4	
MA Cultural Council FY 1991-1993	4	
Lannan Foundation Literary Arts Grant FY 1993	4	
MCC Final Report FY 1993	4	
MCC FY 1993-1995	4	
NEA Grant FY 1993/1994	4	
MCC File – Application and Award FY 1994	4	
MCC Final Report FY 1994	4	
NEA Advancement 1994/1995	4	
NEA Grant Application FY 1994/1995	4	
NEA Grant Application FY 1995/1996	4	
NEA – Ploughshares Books	4	

Series 3: Production and Distribution

Arrangement: This series is arranged alphabetically.

Dates: 1973-2002 **Volume:** 3 boxes

Scope and content note: This series contains production notes, original cover artwork and photographs, cover stock, and correspondence. Many of the materials relate to the physical design and layout of the magazine. An e-mail exchange with founder DeWitt Henry sheds light on the early production process: in the 1970's, the typewriter was the key production tool used to assemble each issue. The Exacto knives, scissors, spray adhesive, and brushes used to piece the magazine together are present in this collection, as well as galleys for volume 1 no. 2 and no. 3. In the mid-1980's, the gift of an IBM laptop introduced computers into the workflow. Gradually, increasingly powerful computers and improved software allowed more of the production work to be done on a computer desktop.

This series also includes materials documenting *Ploughshares*' distribution and subscription models, as well as related small press distribution projects, like Exile's Return. Additional materials located in Series 1, Subseries A document Book Affair's subsidized distribution of small press publications to libraries.

Contents	Box	Folders
About the Editor Banks	5	
About the Editor Beattie	5	
About the Editor Brown	5	
About the Editor Ford	5	
About the Editor Hacker	5	
About the Editor Howe	5	
About the Editor Miller	5	
About the Editor – O'Brien/Strand	5	
About the Editor Soto	5	

About the Editor Welch	- E	
About the Editor Welch	5	
About the Editor Young	5	
Beacon Press Business: <i>Ploughshares</i> Anthology, 1991	5	
Cover Art	5	(2)
Cover Art and Layout	5	
Cover Art and Layout [2 of 2]	14	OS-4
Cover Negatives	5	
Cover Negatives [2 of 2]	14	OS-5
Cover Stock	5-6	(2)
DeWitt Henry on the Production of the Magazine	6	
Distribution, 1973-1976	6	
Exile's Return – Distribution in Magazine, 1976	6	
Galley, v.1 no.1	6	
Galley, v.1 no.2	6	
Letters to Subscribers	6	
Other Sides of Silence, 1992	6	
Ploughshares Reader Intro Notes	6	
Production Notes for Early Issues	6	
Production Notes for Early Issues [oversized]	14	OS-6
Production Tools	14	OS-7
Renewal Models	7	
Revised Circulation, 1998	7	
Subscriber Feedback/Criticisms	7	
Survey Responses: Subscription and Submission, 2002	7	
Thursday Afternoon at the Plough, 01/27/1972	14	OS-8
Winter 1991-1992 Ploughshares News	7	
Yates/Styron Lie Down in Darkness, 1983-1985	7	

Series 4: Marketing and Publicity

Arrangement: This series is arranged alphabetically.

Dates: 1974-1998 **Volume:** 3 boxes

Scope and content note: This series contains ad rate cards, flyers, mailings, newspaper clippings, articles, photographs, audiocassettes, a homemade banner, a tote bag, and a scrapbook. Flyers and mailings advertise *Ploughshares*' benefits and reading series that featured writers such as: Robert Lowell, John McGahern, Siobhan McKenna, Marilyn Hacker, and Brian Moore. This series also includes six audiocassettes of recorded readings by authors including: Seamus Heaney, Frank Conroy, Mary Lavin, and Richard Yates. There is also an interview with founders DeWitt Henry and Peter O'Malley from September 1971.

The scrapbook in this collection was compiled by DeWitt Henry and includes photographs, newspaper clippings, and certificates that were awarded for *Ploughshares*' inclusion in the Pushcart Prize – Best of the Small Presses series in 1976.

Contents	Box	Folders
5 Year Marketing Plan 1989-1994 and Marketing Mission Statement	8	
Ad Insertion Orders, 1991-1992	8	
Ad Placements for <i>Ploughshares</i>	8	
Ad Rate Cards – 1990's	8	
Ad Resources	8	
Ad Solicitations	8	
Advertisements and Mailers	8	
Articles/Clippings [1 & 2 of 3]	8	(2)
Articles/Clippings [3 of 3]	14	OS-9
Authors: Live Watertown Public Library/Ploughshares	8	
Bell/Young Reading	8	
Benefit #1 – Lowell/McGahern	8	
Benefit #3 – Bishop/Lavin	8	
Benefit #4 – Siobhan McKenna	8	
CLMP Marketing Workshop	8	
Dark Room Collective – Programs, Letterhead, Press	8	
Fall 1991 Renewal Campaign	8	
Hacker/Warwick Reading	8	
Heaney Benefit	8	
John C. Zacharis Award Publicity	8	
Lila Wallace-Reader's Digest Fund Literary Publishing Marketing	8	
Development Program		
Lit Night Benefits	8	
Mailers (Marketing)	8	
Marketing Mission Statement	8	
Marketing Plan, December 9, 1991	8	
Moore/Wilbur Reading	8	
Paddy & Murphy's Irish Whiskeys Benefit	8	
Past Ad Correspondence	8	
Past Subscription Renewal	8	
Photos – 20th	8	
Ploughshares Collection Brochures	8	
Ploughshares International Writing Seminar	8	
Ploughshares Newsline / News	8	
Poetry Reader Promo	8	
Radio Show	8	
Readings	8	
Readings Announcement	8	
Readings and Benefits – Flyers and Promotional Materials	8	
Readings and Benefits – Photographs	8	(3)
Readings and Benefits – Posters	14	OS-10
Renewal Letters	8	0.2.10

Reviews of <i>Ploughshares</i>	8	
Styron Benefit and Archives	8	
Scrapbook	8	
15 th Anniversary: Richard Yates Reading, <i>Lie Down in Darkness</i>	12	C1
Conroy, Frank Reading	12	C2
First Ploughshares Radio Interview, Peter O'Malley and DeWitt Henry	12	C3
Heaney, Seamus Reading	12	C4
Lavin, Mary Reading	12	C5
Ploughshares Benefit #6 – Frank Bidart, [illegible]	12	C6
Homemade Banner	13	
Tote Bag	13	

Series 5: Correspondence

Arrangement: This series is arranged alphabetically.

Dates: 1971-2006 **Volume:** 2 boxes

Scope and content note: This series contains correspondence between the editors, guest editors, contributing writers, and supporters of the magazine. When applicable, the original order and folder headings have been maintained, as in correspondence by issue or guest editor. Where no order existed, general correspondence has been arranged chronologically. Correspondence with notable writers includes: Seamus Heaney, Thomas Lux, Tim O'Brien, Joyce Carol Oates, Fanny Howe, Andre Dubus, Tess Gallagher, Sue Miller, and Thomas Hart.

Contents	Box	Folders
4/2 – Rosellen Brown Issue	9	
5/1 – Voight/Goldensohn Issue	9	
9/1 – Gail Mazur Issue	9	
9/4 – Raymond Carver Issue	9	
10/1 – Seamus Heaney Issue	9	
12/2&3 – Leonard Michaels Issue	9	
13/1 – Walcott Issue	9	
13/2&3 – DeWitt Henry Fiction Issue	9	
15/4 – Marilyn Hacker Issue	9	
16/1 – Dove/Viebahn	9	
16/2&3 – McPherson/Henry Issue	9	
16/4 – Stern Issue	9	
17/2&3 – Henry/Peseroff 20 th Anniversary Issue	9	
17/4 – Carolyn Forche Issue	9	
21/4 – O'Brien/Strand Issue	9	
Editorial Correspondence: Banks, 1993	9	
Editorial Correspondence: Brown, 1994	9	
Editorial Correspondence: Forche, 1991	9	

Editorial Correspondence: Ford, 1996	9	
Editorial Correspondence: Hacker, 1996	9	
Editorial Correspondence: Hall, 1982	9	
Editorial Correspondence: McPherson, 1985	9	
Editorial Correspondence: Miller, 1993	9	
Editorial Correspondence: Neugeboren, 1980	9	
Editorial Correspondence: O'Brien/Strand, 1995	9	
Editorial Correspondence: Rios, 1992	9	
Editorial Correspondence: Soto, 1994	9	
Editorial Correspondence: Welch, 1994	9	
Editorial Correspondence: Wolff, 1992	9	
Future Issues, 1976-1978	9	
General Correspondence, 1971-1979	9	(8)
General Correspondence, 1975-1983	14	OS-11
General Correspondence, 1980-1989	9	(2)
General Correspondence, 1990-1999	9	
General Correspondence, 2000-2006	10	
Guest Editors	10	
McGahern, John, 1981	10	
Moore, Brian, 1973-1974	10	
New York Times Fuss	10	
Outrageous Cover Letters, 1982-1984	10	
Ploughshares Reader Correspondence	10	
Notable Writers, 1973-1992	10	(2)
Volunteers – CETA	10	

Series 6: Manuscripts

Arrangement: The series is arranged alphabetically by last name of the author.

Dates: 1974-1997 **Volume:** 1 box

Scope and content note: This series contains original manuscripts submitted by notable writers to *Ploughshares*. Some manuscripts have editorial marks or annotations. Some fragile manuscripts have been photocopied for preservation, and the original is kept in a protective sleeve with the photocopy.

Contents	Box	Folders
Aaron, Jonathon: [Conversation with Octavio Paz and Joseph Brodsky]	11	
Atwood, Margaret: "Monet's Olympia"	11	
Banks, Russell: "Introduction"	11	
Beattie, Ann: "Introduction"	11	
Carter, Laton: "The Death of Jazz"	11	
Carver, Raymond: "A Small, Good Thing"	11	
Doty, Mark: "Mercy on Broadway"	11	

Dubus, Andre: "At St. Croix"	11	
Hacker, Marilyn: "Again, the River"	11	
Hacker, Marilyn: "An Invitation to My Demented Uncle"	11	
Heaney, Seamus: "A Kite for Michael and Christopher" and "Near	11	
Anahorish"		
Irving, John: "Vigilance"	11	
Kumin, Maxine: "The Contagion"	11	
Lux, Thomas: "For Bill Knott: in Celebration and Anticipation of his	11	
Selected/Collected Poems"		
Miller, Sue: "The Birds and the Bees"	11	
Miller, Sue: "Expensive Gifts"	11	
O'Brien, Tim: "Going After Cacciato"	11	
Oates, Joyce Carol: "Easy Lay"	11	
Randall, James: "An Interview with Bill Knot"	11	
Randall, James: "An Interview with Seamus Heaney"	11	
Stern, Gerald: "Against the Crusades" and "An Explanation"	11	
Wakefield, Dan: "Lions"	11	
Yates, Richard: "A Compassionate Leave"	11	
Yates, Richard: "Evening on the Cote d'Azur"	11	
Yates, Richard: "Thieves"	11	