geopolitical terrains, is her concluding chapter discussing three individual cases of women who came into her Philadelphia clinic seeking help. For each of them, careful listening led to interpretations that opened possibilities for healing.

This book is bold in its analysis and finely tuned to nuances of history, culture and individual psychology. It is a welcome resource for theorizing, discussion and teaching psychoanalytic anthropology.

Send contributions to this column to Kathleen Barlow, Department of Anthropology and Museum, Central Washington U, 400 East University Way, Ellensburg, WA 98926; tel 509/963-3209; fax 509/963-3215; barlowk@cwu.edu.

Society for Urban, National and Transnational/Global Anthropology
ELZBIETA M GOŹDZIAK, CONTRIBUTING EDITOR

Setha Low, a New AAA President-Elect
Long-time SUNTA member Setha Low has won the AAA President-Elect position. She will be sworn in at the business meeting in Washington DC. Congratulations, Setha!

AAA President-Elect Setha Low

Hmong Women’s Conference
The first-ever national conference focusing on Hmong women was held in Minneapolis, MN on September 16-17, 2005. Hailed as a grassroots conference, organizers from Minnesota and Wisconsin assembled community organizers, activists, scholars and students, who could speak to the conference theme: “Building on the Assets of Hmong Women: Past, Present and Future.” Anthropologists were well represented in this endeavor, including Julie Keown-Bomar (U Wisconsin-Extension), Kao-Ly Yang (U California-San Francisco), Dia Cha (St Cloud State U) and Louisa Schein (Rutgers U). SUNTA member Julie Keown-Bomar was a member of the planning committee and presenter at the conference. For information, please contact her at Julie.Keown-Bomar@ces.uwex.edu.

Books on Immigration and Public Space
Nancy Foner’s new book, In a New Land: A Comparative View of Immigration (2005), brings a comparative lens to the analysis of contemporary immigration in the US. Centering her analysis on New York City, she focuses on race and ethnicity, gender and transnational connections. The book contrasts today’s Latin American, Asian and Caribbean newcomers with Eastern and Southern European immigrants a century ago and with immigrants in other major US cities. Looking beyond the US, it compares West Indian immigrants in New York with those in London. And, more generally, it views the process of immigrants’ integration in New York against other recent immigrant destinations in Europe.

Setha Low published two new books this fall. The first, an edited volume with Neil Smith, The Politics of Public Space, was published by Routledge in September 2005, the second Rethinking Urban Parks: Public Space and Cultural Diversity, written with Dana Taplin and Suzanne Scheld, was released on November 1 by the University of Texas Press. Please send a note to Setha (slow@cwu.edu) if you would like to review either of these or request a review copy directly from the press.

Salvadoran Events in Los Angeles
By Robin Maria DeLuzgan (UC Berkeley) Ongoing fieldwork on Salvadoran transnational migration led me to Los Angeles, CA, where over a million Salvadorans and Salvadoran-Americans reside. Two annual community events, Feria Agostino and El Dia del Salvador®n®, compete over the same weekend for the attention of the Salvadoran community. Though organizers expressly describe the events as non-political, each claims unique symbolic connections to El Salvador’s national culture while marking their political sides by aligning either with the ARENA party, currently holding the presidency in El Salvador, or with the FMLN-revolutionary during the civil war, now a power-sharing political party. Feria Agostino named after El Salvador’s national holiday has been held annually in Los Angeles for nine years. Entering the MacArthur Park event, visitors are greeted by representatives from the government of El Salvador. The Ministry of Exterior Relations (created in 2004 to engage with emigrants and foster transnational ties) offers an oversize board game based on trivia questions about El Salvador. During a break in continuous live entertainment, a speech from the Salvadoran Consulate in Los Angeles reiterates the interest of the government of El Salvador.

In contrast, the 7th annual El Dia del Salvador®, a day officially recognized by the city of Los Angeles, held at Exposition Park, is smaller, more grassroots. Entertainment veered from rock en español to rap interspersed with fervent messages about pride, anti-racism and community solidarity directed to the youth. A modest FMLN booth is squeezed in between two local community service organizations. Compañía Dona encourages support for the female FMLN candidate running for mayor of San Salvador. El Dia del Salvador®n® ends with “La Bajada” (the lowering and parading of a statue of “The Divine Savior”—the nation’s patron) to replete on a much smaller scale the defining public ritual of El Salvador’s national holiday.

These two community events communicate how for many Salvadorans in Los Angeles, the expression of national ties extends beyond the waving of national flags. Rather, it reminds Salvadorans of the political antinomies expressed by local leaders through symbolic contests on national cultural terrain.

Society for Visual Anthropology
THOMAS D BLAKELY, CONTRIBUTING EDITOR

AnthroSource Financial Crisis
By Peter Biella (SVA President)
The news is disturbing—declining memberships, declining fund balances, skyrocketing AnthroSource costs. Between 2004 and 2005, as the Hilton crisis struck and section dues increased to offset rising fees, thousands allowed their AAA memberships to lapse. This vote of no confidence caused overall membership to fall substantially. An aggregate figure of 681 members lost was reported in the Monthly Membership Report: August 2005. AAA now says that the reported figures on its “lapsed members” were problematic, if not erroneous, although membership is down.

Contradictory Budget Predictions
Small sections like the SVA have been charged unprecedented fees this year, primarily to cover rising AnthroSource and University of California Press administration expenses. In May, I asked Malcolm Collier, SVA ex-president and treasurer, to help me analyze our section’s financial condition. We projected that, unless the SVA receives revenue offsetting AnthroSource/UCP administration fees, we would be bankrupt within four years. (For latest figures, see www.societyforvisualanthropology.org/svafinances.html.)

I sent this disturbing prediction early last June to then AAA Director of Publications Susan Skomal, who is now employed elsewhere. Skomal responded with new budgets purporting to show that our financial outlook was excellent. In Skomal’s budgets, the fees were offset by a new “digital subscriptions” revenue, derived from UC Press campaigns to market AnthroSource. Skomal’s budgets projected that the SVA would receive digital revenue of $4,127 in 2005, rising to $23,566 by 2008. These figures are intoxicating. If they were true they would prevent our bankruptcy. Unfortunately, the midyear digital revenue received by the SVA was only $212.

As a section president, I’m concerned that not enough is being done to protect small sections financially. I’m dissatisfied with UCP’s marketing, and displeased with unannounced, repeated and substantial increases in AnthroSource/administrative fees. These factors make me skeptical about the viability of AnthroSource itself.

In an October draft of this column, I expressed my concerns to AAA Deputy Executive Director/ CFO Sandy Berlin. She answered that UCP’s AnthroSource marketing campaign experienced a “late launch.” Digital revenue for the whole year,
The fact that an organization caused a decline in membership. Let’s not celebrate.

Summer observed that raising dues had never yet and having them compete for inadequate resources.

In any case, passing financial crises to underlings enticingly expensive and reshuffling members into different sections of members, I cannot see where sections will AnthroSource survive, it must either become less no revenues. We need better solutions. If we let have only gone up, and AnthroSource guarantees another increase. AAA budgets are contradictory and erroneous. Given the pattern, I’m reluctant to raise dues again. Visual Anthropology Review, long behind, is finally up-to-date, thanks to its editors Najwa Adra and Andrea Walsh.

Last year our section raised dues 60% to offset the increase in AnthroSource/UCP administration fees. A second increase of 60% would offset new fees unilaterally imposed on us this year. Given the pattern, I’m reluctant to raise dues again. AAA budgets are contradictory and erroneous; AnthroSource/UCP administration fees have only gone up, and AnthroSource guarantees no revenues. We need better solutions. If we let AnthroSource survive, it must either become less expensive or guarantee adequate revenue.

AAA administration wants sections to raise funds by acquiring new members. Given the recent defection of members, I cannot see where sections will find new people unless they steal them from one another. Multiple-section membership is increasingly expensive and reshuffling members into different sections does not increase absolute revenue. In any case, passing financial crises to underlings and having them compete for inadequate resources is unacceptable. A cynical administrative email last summer observed that raising dues had never yet caused a decline in membership. Let’s not celebrate. The fact that an organization can bleed its members dry does not mean it should do so.

Administration proposes that sections provide new services. Here again, administration asks members to donate more unpaid labor to the AnthroSource cause. Unfortunately, new services would be far more attractive if the AAA were instead the AMA and we all had extra money to spend. But membership dues, hotel rooms, airfares and conference fees are already expensive enough, and we already provide enough free labor.

For the sake of argument, assume that sections were unwilling to keep raising membership dues, unwilling to steal members from each other, and unwilling to donate more hours to AnthroSource/UCP administration. On those assumptions, unless UCP can deliver annual digital-subscription revenue in amounts near those predicted by Skomal in June, many AAA sections will find themselves unable to continue publication. Intended to benefit scholarship, AnthroSource would instead have ended section scholarship. I reject all but the first of the administration’s solutions to the AnthroSource crisis. Following are alternative ideas.

**Proposals for Preventing Financial Crisis**

In her October correspondence to me, Berlin included the AAA’s official solution to the AnthroSource crisis. She said that sections must cope with increased fees in four ways. They must keep journal publications on time; raise membership dues; attract new members; and provide new services. I will discuss each. I agree that unless journals remain current, they will lose library subscriptions and revenue.

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rose by 62% within the same 16-year period. Even though libraries committed substantial resources to preserve access to journals, they decreased subscriptions to titles by 5%. To preserve access to scholarly knowledge, librarians are turning to electronic publishing and seamless Internet portals, like AnthroSource. AAA is investing in a viable and marketable publishing solution, to a need driven by institutional subscribers. In doing so we are investing in the future of the association and its members, providing global access and exposure to our scholarly work, and ensuring its preservation in perpetuity.

As with any investment in a new venture, there are risks and no guarantees. Yet, to do nothing in the face of the changing landscape of scholarship and publishing would put the core of the AAA at even greater risk. That said, the association's members and leadership have a responsibility to understand the impact of AAA/sections investment. AAA administration encourages more of this.

Analyzing Publishing Finances

It would be wonderful if a budget were a guarantee, but it is a roadmap, preferably based on existing prior history and anticipated plans. In developing a AAA/section-sponsored publishing budget, AAA staff collaborate with section leadership, consult experts in the field, like UCP, and analyze available historical data and trends. Methods and formulas for equitable cost and revenue-sharing have been adopted by AAA leadership, who provided input to the current allocation methodologies.

Yet, analyzing finances and trends during this transition from print to digital publishing involves interpreting incomplete historical data; it is too soon to be certain how libraries, researchers and other users will continue to respond to the shift. This is why the AAA cannot request that its sections, staff or UCP, to whom it contracts for services, provide guarantees for revenue. AAA can and does routinely evaluate UCP’s services. UCP is charged with successfully performing its defined contractual services for all of AAA's publishing program, not the specific quantitative results of their efforts. Digital institutional subscriptions to 11 of AAA's journals began in 2005, and as is common with a startup year, there have been delays, unanticipated complexities in negotiating license agreements, timing issues related to different fiscal years between AAA and UCP, and difficulties in locating and digitizing all of AAA's legacy publications.

While Biella points out SVAs feat in catching up its publication, Visual Anthropology Review, he neglects to explain the financial impact of not having published it for several years. For one, it contributed to the 7% decline in VAI institutional subscribers between 1999 and 2004. Secondly, SVAs fund balance increased because it did not incur the editorial and production costs during those years. Finally, it meant that when the SVA produced two double issues, rather than its normal two single issues this year, the 2005 editorial and production budget increased twofold.

Just What Is AnthroSource?

AnthroSource, the digital component of the association's publishing program, is currently a portal designed to house and archive legacy and current AAA digital publications, while also providing functionality to facilitate quick and comprehensive scholarly research. Over time, AnthroSource will evolve into a comprehensive scholarly and practitioner portal. The AnthroSource Steering Committee is responsible for assessing user needs and recommending its future content and products. Yet, each member’s perception of AnthroSource varies, meaning it has arguably become both a floating signifier for the hopes and dreams of the tech-savvy visionary and the scapegoat for the more down-to-earth accountant-type needing to explain budgetary woes.

In an effort to ensure AnthroSource isn’t made a scapegoat, let us set out some terms for interpreting publication budgets. AAA/section-sponsored publications have three types of expense: print publication costs, UCP management fees and digital operating expense. Print publication costs, incurred by each publication whether it uses UCP or not, include copyediting, composition, printing and distribution. In 2004 print publishing costs comprised 57% of Visual Anthropology Review’s budget.

UCP management fees, charged to publications using UCP, include the labor cost for fulfillment, production control, and marketing and administration. Publications were similarly charged overhead when AAA staff handled editorial and production activities in-house. What is different, however, is UCP’s extensive expertise in marketing and promotion. They are using this expertise in developing and implementing a marketing plan. In 2004 UCP management fees consisted of 41% of Visual Anthropology Review’s budget.

The expense related to print publishing and management fees has been, and will continue to be, incurred for traditional publishing activities. AnthroSource and AAA’s transition to digital publishing has created a new type of expense for AAA/section-sponsored publications. This new expense includes digital operating costs to host and archive both legacy and new pages to the portal. In 2004 these costs comprised 2% of Visual Anthropology Review’s budget.

Acknowledging Value

There have been bumps for all involved in outsourcing the association’s publishing program—given economies of scale, partnering with a publisher like UCP is necessary to develop and launch a whole new digital scholarly resource. Despite those bumps, AnthroSource is well received by institutional subscribers; and, in a recent membership survey, AAA members viewed AnthroSource as a top member benefit.

Leaders of anthropology associations and other anthropologists around the world have also commented in AN that online portals—not DVDs—are an answer to building bridges in international collaboration and equitable, seamless access to anthropological scholarship. They understand that in a Google age, with the Internet and electronic publishing, a portal is the way to move forward. There will be challenges surely in realizing this goal. But pulling the plug on our investment in AnthroSource is not only premature, but it is not justified given scholarly publishing today.