

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

ELŻBIETA 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@gc.cuny.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 DeLugan (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 Salvadoreño*, 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 Salvadoreño*, 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. *Compañera Dora* encourages support for the female FMLN candidate running for mayor of San Salvador. *El Dia del Salvadoreño* ends with "La Bajada" (the lowering and parading of a statue of "The Divine Savior"—the nation's patron) to replicate 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.

Elżbieta M Goździak is contributing editor and secretary of SUNTA. If you have any news or photos for this column please contact her at emg27@georgetown.edu. You can send news of the Committee on Refugees and Immigrants to CORI Correspondent Maria Bianet Castellanos at mbc@umn.edu.

## 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](http://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' campaign 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,

therefore, will surely be more than twice the midyear figure. UCP, Berlin concluded, provides "extensive professional marketing and promotion services."

If the picture looks encouraging, it gets worse. I had dared hope that digital-subscription revenue would be sufficient to offset my section's financial crisis. Berlin responded that digital-subscription revenue is *not* guaranteed and that UCP is not contractually obligated to provide specific digital-revenue return. Berlin added: "AAA and sections should not rely on digital subscriptions to sustain or grow fund balances." This statement flatly contradicts Skomal's budget figures from last June. It does affirm, though, something I was told by two AAA sources who asked to remain anonymous: no one in the association has any idea what digital revenues may be.

### 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. *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.

### Alternative Proposals

First, if digital-revenue returns are not part of the AAA's contract with UCP, they should be. Sections should receive monthly updates on UCP's marketing progress to insure adherence to contract.

Second, AnthroSource/UCP Administration fees must stop going up. Substantial annual increases, unilaterally imposed, are not acceptable.

Third, the entire AnthroSource collection should be put on DVDs, distributed to all members and all under-funded, Third World libraries. At the 2003 AnthroSource colloquium, the AAA promised that the AnthroSource collection would be made cheaply available to Third World universities and would thus benefit anthropological scholarship worldwide. We should keep this promise and expand it. Right now, policy is that only current members and subscribers are allowed online access to publications. If we are trying to advance scholarship, then

eligible libraries and all members should receive DVDs at cost. (On this plan, First World libraries would continue to pay normal digital-subscription rates.) Sandy Berlin objected to the idea of DVDs, citing statistics that members like AnthroSource as it is. True, but members do not realize how expensive AnthroSource is. Berlin further claimed that DVDs lack functionality desired in the online environment. This is not strictly true. DVDs can be given high functionality. They are also infinitely cheaper than AnthroSource.

Fourth, an emergency plan. If—*only if*—AnthroSource cannot support itself through digital-subscription revenue, then the AAA should abandon AnthroSource. It should store only its most recent publications online. Distributing solely on DVD, the AAA could then update its latest disc annually for library archives and members.

Fifth, judging from the contradictions and errors I've found in trying to learn the AnthroSource facts, it is clear that more AAA members need to question section finances. Criticism about disturbing trends is the best chance we have of counteracting the association's slide to bottom-line-first management.

*Many thanks for their help with this essay to Malcolm Collier and Sandy Berlin. Email Peter Biella at [biella@sfsu.edu](mailto:biella@sfsu.edu). Send contributions to this column to Thomas D Blakely at [tdb5@psu.edu](mailto:tdb5@psu.edu).*

## COMMENTARY ON AAA'S PUBLISHING PROGRAM

### Investing in AnthroSource and AAA's Publishing Program

*By Sandy Berlin (AAA Deputy Executive Director/CFO) and Stacy Lathrop (AN Managing Editor)*

Is the AAA's publishing program sliding into a pit of crisis management? This is the picture Peter Biella paints in his commentary. He alarms readers to declining memberships and fund balances, along with increasing member dues and publishing costs. He sets members, sections and administrators against one another, competing for limited resources. He demands budgetary guarantees, while concluding with suggestions for counteracting "bottom-line-first management." It is like staring at Edvard Munch's "The Scream."

### Should We Scream?

While we might very much like to, we think it would be better to set a different canvas, stretched across a wide and delicate frame. First, the alarm bells Biella triggers are not only premature, but they don't apply consistently across the association's sections. As for membership levels, 28 of 34 sections, and the AAA at-large, reached their peak in 1999: multiple factors, not a single crisis, affect declining AAA/section membership.

Since 2004, 16 of 36 sections have increased their member dues. In 2006, sections that sponsor publications increased the percentage of their

dues from 2 to 9%, or to the level of \$33 to \$46. Membership in AAA and a section is still more cost effective, as compared to the 16.97% increase, from the level of \$52.63 to \$61.56, that occurred in institutional subscriptions to AAA peer-reviewed journals between 1999 and 2003.

Twenty-one of 36 sections are projecting reductions in their 2006 fund balances, the majority of which (18) sponsor a publication. Yet, eight of these 18 sections, including the Society for Visual Anthropology, have not reduced spending on non-publication activities, such as travel, since outsourcing much of the association's publishing services to the University of California Press (UCP) and the development of AnthroSource in 2004. During this same time period, four other publication-sponsoring sections have chosen to reduce non-publication expense, thereby increasing their fund balances.

### Responding to Disturbing Trends

Turning to the AAA's publishing program, it is important to point out that almost half of its aggregated budget is supported by institutional subscriptions. Thus, it is necessary to point to disturbing trends in scholarly publishing, as compiled by the Association of Research Libraries. From 1986–2002 the number of peer-reviewed journals published worldwide increased by 58%. In 2002 North American research libraries spent 227% more on journals than in 1986; the Consumer Price Index



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 their 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 SVA's 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 VAR institutional subscribers between 1999 and 2004. Secondly, SVA's 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-sponsoring 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.

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COLLABORATIVE  
ETHNOGRAPHY  
Luke Eric Lassiter

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"A clear, comprehensive, and forceful description of the history, theory, and practice of collaborative ethnography, *The Chicago Guide to Collaborative Ethnography* propels anthropological practice into the social and political vortex of twenty-first-century social life. Luke Eric Lassiter complements long-standing discussions of the ethics of fieldwork practice with an insightful description of the complex and varied practices of collaborative reading and writing. Artfully filled with illustrative examples of the impact of collaboration on ethnographic research, this important and timely book is a must read for any scholar who plans to conduct social research."—Paul Stoller, West Chester University and Temple University

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