

Newsletter

Society for Applied Anthropology

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PRESIDENT'S LETTER

By Donald D. Stull [stull@ku.edu]
University of Kansas

Over the past few months, several SfAA members have asked me why *Human Organization (HO)* is not available through AnthroSource. I wrote a letter of explanation to one of our members, and I would like to share it here with our entire membership.



The Board of Directors of the Society for Applied Anthropology (SfAA), as well as its editors, are committed to ensuring that *Human Organization* retains its standing as the premier international journal of applied social science. The SfAA is--and always has been--an independent organization. While a majority of its members probably are anthropologists (I have never seen figures on this, however), the SfAA has always been proud of its identity as an international and multidisciplinary organization.

Anthropologists often assume that *HO* is an "anthropology journal." To see whether that is indeed the case, I examined the disciplinary affiliation of all the authors who published in *HO* during the first five years of my six-year editorial term (Vols. 58-62, 1999-2003). Only slightly more than half (53%) turned out to be anthropologists. The disciplines represented by the 47% who were not anthropologists included agricultural sciences, area and ethnic studies, biological sciences, economics, environmental studies, fishery sciences, geography, government and political science, health sciences, history, law, math/statistics, organizational behavior, psychology/psychiatry, resource management, sociology, and tourism.

Human Organization provides a major revenue stream for the Society for Applied Anthropology. In fact, *HO* subscriptions are second only to membership dues as a source of income for the society. But subscription income has fallen in recent years as a result of declining library budgets. The growing shortage of library shelf space and the emergence of digital versions of journals have also contributed to this alarming trend. As a result, toward the end of my term as editor we began to explore available options for creating a complementary digital version of *HO*. The Publications Committee held extensive discussions on this matter and met with Ed

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Liebow at both the 2004 and 2005 annual meetings to consider whether becoming part of AnthroSource was in the best interest of *HO* and SfAA. The Publications Committee appointed a subcommittee to explore various options for digital publishing.

After looking carefully into various options, the subcommittee recommended, and the SfAA Board of Directors approved unanimously, that we contract with MetaPress for the digital version of *HO*. This digital format became available with the Spring 2005 issue; over the next few months back issues will be added. Several factors entered into this decision: cost, service, integration with current Web applications, security, potential for increasing our subscription base, and number of institutions served. We will also incur minimal additional costs when we add *Practicing Anthropology* in the near future.

In all its decisions concerning *HO*, the SfAA Board of Directors has consistently followed the advice of the late Bob Peterson (founder and former CEO of IBP): "Never be the first at anything." The board has always tried to be cautious and prudent in moving into these new arenas, and so far this strategy has paid off. We will continue to monitor how AnthroSource develops, and several members of our Publications Committee have first-hand experience with journals that are now part of AnthroSource.

At the present time, we do not feel joining with AnthroSource is in the society's or the journal's best interest. By contracting independently with MetaPress, we will continue to maintain editorial control of *HO* and thereby ensure the high standards for which it is known. The SfAA has a responsibility to its membership to maintain the integrity of *HO* as the premier journal of applied social science, not just anthropology. And it is vital that we maintain *HO*'s economic viability. While packaging *HO* with other journals in AnthroSource might enhance its value for those of our members who also belong to the American Anthropological Association (AAA), I fear, as do many others, that such a move is a recipe for fiscal disaster. In fact, the leadership of a number of the AAA units whose journals are now bundled in AnthroSource has expressed concern about the ramifications for their units and ultimately for their journals.

The SfAA Board of Directors believes it taking the wisest course of action, at the present time, to developing complementary digital versions for the society's publications.

VANCOUVER MEETINGS UPDATE

By Bruce Miller [bgmiller@interchange.ubc.ca]
Program Co-Chair
University of British Columbia
2006 SfAA Annual Meetings

The SfAA annual meetings are scheduled for March 28-April 2 at the Hyatt hotel in downtown Vancouver—a great location for meeting-goers to participate in the cities' entertainments and to examine the significant issues faced by a multicultural Pacific Rim community.



The first day, March 28, will be open to the public and will offer an introduction to life on the Rim via presentations and performances by community and BC leaders, activists, and thinkers. Within a mile (or much less!) of the Hyatt are locations for meditation and exercise—Stanley Park and its old growth forest and miles of trails in addition to sandy beaches, art museums and galleries, and a huge variety of restaurants and shops. The downtown is inhabited—it's not deserted at night and conference goers can quickly and safely walk alongside locals to Irish bars and nightclubs, a result of widely acclaimed urban planning. Three blocks north of the Hyatt is Burrard Inlet and immediately to the east is historic Gastown, the site of the original non-Aboriginal settlement. Next door is the urban Aboriginal community

and Chinatown. A short bus or taxi ride leads to the North Shore and hiking at Grouse Mountain. Conference goers can jump on tiny and inexpensive water taxis and larger ferries to maneuver through the waterways.

The city is also interesting for its approach to contemporary life. For example, in response to urgent health and social problems, Vancouver's city council has notably promoted a Four Pillars, harm-reduction public health program. The downtown core houses a safe-injection site, a clinic for pre- and perinatal woman and their children and health and social services for sex-trade workers and residents living on the streets. The Hyatt is walking distance from the Woodwards building, a vacant department store which has become the center of a struggle over the creation of low-income downtown housing. The Carnegie (library) Centre houses programs for urban poor and is the locus of poverty politics. Nearby is the high-end "Tinseltown" mall which has displaced urban Aboriginals, one of whom successfully challenged exclusionary mall policies in the BC Human Rights Tribunal in a July, 2005 ruling. Walking tours of the downtown and adjacent neighborhoods will be available and conference goers can sign up for trolley tours that allow getting off and on as one chooses.

Meanwhile, British Columbia continues to experience sharp conflicts over fisheries, logging, and other key resources, a current drive to offer private health services following a key decision in a Quebec court, and the circumstances of nursing and allied professionals. Meeting-goers from a variety of disciplines are preparing to present papers on these and many other issues. David Aberle, formerly a University of British Columbia faculty member, will be honored at the 2006 SfAA meetings by the presentation of papers that reflect his influence and by a reception at the UBC Museum of Anthropology. There is still ample time to organize sessions or to submit papers and poster proposals.

THE WAY WE WERE: "ETHICS AND THE SfAA"

By J. Thomas May [tom@sfaa.net]
Executive Director, Society for Applied Anthropology

The Society adopted in 1982 a "Statement on Professional and Ethical Responsibilities." This statement is re-published regularly in *Human Organization* (most recently, in volume 62, #1, Spring, 2003, p. 86), and it appears on the SfAA web page ("About SfAA").

This 1982 Statement, however, was not the first effort to develop an ethical code. In 1949, a Committee chaired by Margaret Mead published a "Code of Ethics" for SfAA that had been developed and approved by the membership. The deliberations had begun three years earlier.

The 1949 Code of Ethics was, we believe, the first formal statement of ethics by a professional social science association. The Committee that Mead chaired included Eliot D. Chapple and G. Gordon Brown. Their Report and the Code were printed in the Spring Issue of *Human Organization* (volume 8, #2, pp. 20-21). Incidentally, Volume 8 was the first volume printed under the new editorship of Conrad M. Arensberg. With that volume, the name of the publication officially changed from *Applied Anthropology* (volumes 1-7) to *Human Organization*.



The Code is reprinted below as it appeared in the 1949 publication.

We recognize:

That the applied anthropologist must take responsibility for the effects of his recommendations, never maintaining that he is merely a technician unconcerned with the ends toward which his applied scientific skills are directed.

That the specific means adopted will inevitably determine the ends attained, hence ends can never be used to justify means and full responsibility must be taken for the ethical and social implications of both means and ends recommended or employed.

That the specific *area of responsibility* of the applied anthropologist is to promote a state of dynamic equilibrium within systems of human relationships. This means that the applied anthropologist is concerned either with maintaining a system of human relationships in a state of dynamic equilibrium or in aiding the resolution of a system into such a new state as to achieve a greater degree of well-being for the constituent individuals. He is further concerned with preserving within such a state of equilibrium those potentialities for change through which greater well-being for the individual can be achieved. The systems of human relationships for which the applied anthropologist takes responsibility can be defined as the most inclusive system of interrelationships within which sequential changes in the actions of persons may be identified.

That within the limits of his skill and conditions of employment he should take what responsibility he can for the long time effects of his acts, recognizing that within present anthropological knowledge, predictive skills must be supplemented by continued individual attention to the functioning of such a system.

That an individual is acting as an applied anthropologist whether he is using his scientific skills on behalf of an employer for a fee, or whether he is using them on behalf of an organization or a cause on a voluntary basis, or in any other way in which the application of his anthropological skills will specifically advance some value or goal to which he owes personal allegiance. The applied anthropologist may not in any situation justify a course of action by appealing to a set of values to which he himself owes personal allegiance, unless he is willing to submit this course of action to the same scientific tests he would use in other applied situations.

That no applied anthropologist may undertake a commission on behalf of any interest, or segment, or section of a group, which anthropologically we recognize as an interrelated system of human relationships, without a specific avowal, to those on whose behalf he undertakes the task, of his intention of taking the whole into account. He should recognize also that actions taken on behalf of any such group may create crises in the system or in individual members, and that it is the duty of the applied anthropologist to point out the need for other measures, not previously included in the group's program, to provide for recovery after such crises or disturbances have occurred.

That the applied anthropologist should recognize a special responsibility to use his skill in such a way as to prevent any occurrence which will set in motion a train of events which involves irreversible losses of health or the loss of life to individuals or groups or irreversible damage to the natural productivity of the physical environment.

That the applied anthropologist must take the greatest care to protect his informants, especially in those aspects of confidence which his informants may not be able to stipulate for themselves.

Finally, applied anthropologists accept as a code of ethics:

To advance those forms of human relationships which contribute to the integrity of the individual human being; to maintain scientific and professional integrity and responsibility without fear or favor to the limit of the foreseeable effects of their actions; to respect both human personality and cultural values; to publish and share new discoveries and methods with colleagues; those are the principles which should be accepted and which should be known to be accepted by all those who work in the disciplines affecting human relationships.

MARGARET MEAD, Chairman
ELIOT D. CHAPPLE
G. GORDON BROWN

ANTHROPOLOGY AND MARKETING: A STUDENT'S PERSPECTIVE

By Susan Van Brackle [miksi4u@hotmail.com]
City University of New York

As I approach senior year of undergraduate study I'm charged with anticipation about my next steps towards pursuing an advanced degree. The enthusiasm not only stems from the idea of finally completing my baccalaureate requirements in marketing, but from a newfound penchant for the field of applied anthropology. My immersion in the discipline began as a need to fulfill liberal arts and science electives. However upon taking "Techniques in Cross Cultural Research" and "Medical Anthropology," I began to realize that the ethnographic methods used to secure knowledge and understanding of various cultures is congruent with consumer research. As a transfer student into the City University of New



York Baccalaureate program my traditional educational exposure has involved qualitative subjects such as International Marketing, Consumer Behavior, and Psychographics. These courses have prepared me with among other things the skill set necessary for deconstructing variables that impact the consumer decision-making process.

It is no secret that today's global economy requires the astute marketer to possess sundry expertise that will allow them to develop competitive products in a timely manner for the right consumer at the right price. This is where exposure to the discipline of Anthropology becomes paramount. Ethnographic research is currently being used to gain deeper comprehension of how consumers use products and to derive what goods are viable for production going forward. In an article by Jennifer McFarland entitled "The Consumer Anthropologist" published in the Working Knowledge newsletter by Harvard Business School; ethnography in marketing is being positioned as an evolutionary step towards the advancement of consumer research. "Using the anthropologist's tool kit of methods and theories, ethnographers are giving corporations an inside look at the cultural trends, attitudes and lifestyle factors that influence consumer decisions about everything from bathtubs and toothpaste to insurance and batteries." (McFarland, 2001) Moreover, as the importance of diversity and cross-cultural work groups pervade corporate culture the field of Human Resources has also become an emerging area of opportunity for applied anthropologists.

Whether you're intrigued with the fields of marketing, management or human resources, I encourage you all to apply your skills in anthropology to the degree that it will allow you to become an agent for change. Not only will you provide corporate America with critical insight into the inherent challenges and demands consumers face daily you'll be able to pursue the profession you love as well.

SELLING ANTHROPOLOGY TO THE HIGHEST BIDDER: AN INTERVIEW WITH DAVID PRICE

By Merrill Singer [Anthro8566@aol.com]
Hispanic Health Council

Over sixty years ago, Laura Thompson expressed concern about those who would sell anthropology to the highest bidder. Is that day upon us? In recent years, one voice that has reminded us about the grave dangers of selling out is anthropologist David Price, an Associate Professor at St. Martin's College in Washington. A native of the great Pacific Northwest (remember the Wobblies anyone?), David is author of the powerful book, *Threatening Anthropology: McCarthyism and the FBI's Persecution of Activist Anthropologists* (Duke University Press, 2004), which used 30,000 pages of FBI documents to expose the *Society for Applied Anthropology*



amine governmental attempts to suppress academic freedom. In a significant article in *The Nation* (2000), entitled "Anthropologists as Spies." Now Price is finishing up a new book that is tentatively titled, *Weaponizing Anthropology: American Anthropological Contributions to World War Two*. Given the pivotal role anthropological involvement in the war effort played in the birth of applied anthropology as an organized subdiscipline, I interviewed David recently about his research on this issue.

Singer: Your article in *The Nation* on "Anthropologists as Spies" caused quite a stir. Tell me about the new book you are working on.

Price: I'm glad some people could read this *Nation* piece before the limited mindset of the post-9/11 world took over. Bush's "war on terrorism" has brought [out] increasing numbers of anthropologists who believe that a nation at war does not have the luxury of worrying about research ethics. A number of these anthropologists justify this stance by harkening back to the glory days of World War Two, but a lot of this talk misrepresents both the present situation and misunderstands what anthropologists did during the war over sixty years ago. Over a decade ago, I set out to write a book on anthropological interactions with military and intelligence agencies during the Cold War. First this project was diverted into my book on McCarthyism's impact on American anthropology after I uncovered over 30,000 pages of FBI files, then as the Cold War espionage book manuscript grew, the first chapter on anthropology during WWII grew so out of control that it quickly became a book unto itself. I decided to hold off on finishing the Cold War book until after examining archival and Freedom of Information documents on American anthropology and the Second World War. This is a vital topic in the history of American anthropology and applied anthropology with nothing of any real critical depth written on it. There is a widespread general understanding that the war gave rise to applied anthropology in the states, but there has been no detailed examination of what anthropologists did--much less of the misgivings that a number of anthropologists had about this work at the time.

Singer: Overall how would you characterize the work done by anthropologists for the U.S. government during WWII?

Price: Anthropologists did a wide variety of things. At the Ethnogeographic Board, anthropologists helped provide military and intelligence planners with basic cultural and geographic information vital to the Pacific War; at the OSS anthropologists like Carlton Coon or Gregory Bateson ran covert ops, while Cora DuBois wrote strategic studies; Philleo Nash advised FDR on domestic racial problems; Ales Hrdlicka advised FDR; Henry Field studied refugees for Project M; Office of War Information anthropologists studied Japanese culture; anthropologists worked for the State Department, the Naval Intelligence, and the Institute of Social Anthropology. But as the great research by anthropologists like Gretchen Schafft and Nakao Katsumi clarifies, German and Japanese anthropologists were also used to further the militaristic goals of their respective nations during the war.

Singer: What do you see as the best, most admirable of this work?

Price: About eight years ago I interviewed the historian George Taylor, who had hired Ruth Benedict, Clyde & Florence Kluckhohn and a whole team of anthropologists to conduct propaganda campaigns directed against Japanese soldiers and civilians at the Office of War Information (OWI) during the war. I had originally been somewhat skeptical of the OWI's aims and accomplishments, but Taylor's account and the archival documents I have since unearthed support Taylor's view that during the early years of the war OWI anthropologists aimed their propaganda efforts at Japanese troops--trying to get them to surrender. As the war progressed, these campaigns led to demonstrable increases in Japanese troop surrender rates but the Pentagon and Whitehouse refused to believe that the Japanese were culturally capable of surrender. During the last years of the war Taylor and his anthropologists relocated their operation to the Pentagon so that they could try and impact what Taylor saw as the racist attitudes of civilian and military policy makers towards the

Japanese. In effect, these OWI anthropologists aimed many of their efforts during the final stage of the war at American policy makers, not at the Japanese--though the use of atomic weapons against Japanese populations that Taylor and his team were convinced were ready to surrender marked for Taylor some failure in these efforts.

Singer: What about the worst, ethically most questionable of this work?

Price: I have some chilling declassified OSS reports in which American anthropologists were explicitly told to set aside all ethical concerns, being assured that someone else would worry about these issues at a later date, and they were asked to devise possible biological weapons that could be used against "the Japanese race." A few anthropologists refused to participate in this study, but the majority of those consulted did, and the report details plans considering the use of anthrax against Japanese civilian and military populations and it considers methods of poisoning Japanese food supplies and examines supposed anomalies of Japanese physiology which might be exploited by biological agents. These are frightening reports and my research finds a surprising number of anthropologists--people like Laura Thompson, Gregory Bateson, John Embree--who became increasingly disturbed by some of the uses of anthropology during the war.

Singer: Do we need Boas to come back and set us straight about what work should not be done in the name of anthropology?

Price: I'm a big fan of Boas, but barring time travel I'm afraid we're on our own. Anthropology has a lot to offer to policy makers, but the increased levels of secrecy found in private and public sector work create potential problems for anthropologists and those we study. I continue to be surprised to not only find parallels between past and present predicaments over uses of anthropology in military settings. We are on our own, but I think the past provides us with some good guidance for understanding many of these issues.

"MINDING YOUR BUSINESS" -- THE SUSTAINING FELLOWS IN THE SfAA

By J. Thomas May [tom@sfaa.net]
Executive Director, SfAA

The Society established twenty years ago a special category of membership - Sustaining Fellows - with a particular purpose. Members who were financially able were invited to pay dues of \$90/year. A part of this amount (\$28) was used to offset the discounted dues that student members pay (\$30). The additional amount (\$28) qualifies as a tax-deductible contribution. There are now 252 members enrolled as Sustaining Fellows in the Society.



We estimate the actual cost of membership in the Society at approximately \$45/year (costs vary according to economies of scale). This includes a subscription to our journals (*Human Organization* and *Practicing Anthropology*) and the *SfAA Newsletter*, as well as discounts on the monograph series and the annual meeting registration.

Student members pay annual dues of \$30. There are currently 683 student members, an increase of 100 over the number of student members in 2002. Student members constitute 27% of all SfAA members.

The Society discounts student membership because students are the least able to pay. At the same time, student members in SfAA pay dues at a bargain rate, compared to the dues of similar professional associations. For example, the student dues in the American Public Health Association are \$50/year (plus an additional \$30 for journals); \$75 in the American Anthropological Association; \$75 in the

American Association for the Advancement of Science; \$65 in the American Association of Physical Anthropologists; \$45 in the American Sociological Association.

We will begin this fall a drive to increase by 75 the number of Sustaining Fellows to a total of approximately 330. At the proposed level, we could generate the financial support needed to offset the discounted student membership for an additional 100 new student members.

We invite those members who are financially able to consider becoming a Sustaining Fellow. The additional \$28 that you pay will help us cover the discounted cost of student membership and it is a tax-deductible contribution. You can make the change by simply indicating it when the dues renewal notice arrives in late August.

CONSORTIUM OF PRACTICING AND APPLIED ANTHROPOLOGY PROGRAMS (COPAA)

By Linda A. Bennett [lbennett@memphis.edu]
Chair, COPAA



The sixth annual meeting of the Consortium of Practicing and Applied Anthropology Programs was held April 5, 2005, during the Society for Applied Anthropology meetings in Santa Fe. A major part of the meeting was devoted to a report on the COPAA website, developed by COPAA Webmaster Christina Wasson (University of North Texas), with the assistance of Yvette Justice, a student in the program.

Christina Wasson presented findings from a user study of the existing COPAA website. The research team had interviewed members of three primary groups that COPAA serves: faculty in applied anthropology programs, students, and practitioners. The interviews explored ways that COPAA might be more useful to these user groups, in accordance with its mission to collectively advance education and training in applied and practicing anthropology. While the existing website targeted faculty members as its primary audience, the research found students to be the group with the greatest needs and the one most likely to use the Internet, and therefore, the COPAA website. Members of all groups were eager to see certain services provided by COPAA's website. Such services revolve around building community and providing for various kinds of information related to applied anthropology programs.

After discussing these findings, Wasson asked COPAA's annual meeting participants to rank a list of fourteen working recommendations, and to decide which items should be incorporated into a redesigned website as soon as possible. The four top recommendations to be addressed over the next few months are: (1) Bringing a wider array of people to the COPAA website and linking with other websites; (2) Providing information about programs in applied anthropology; (3) Clarifying how COPAA as an organization is situated within the applied and practicing anthropology community; and (4) Announcing COPAA news and resources especially with respect to sponsored sessions for past and upcoming meetings. Based on the feedback she received, Wasson initiated a redesign of the website with the aid of the University of North Texas's Multimedia Development Lab. The redesigned and expanded website can be seen at <www.copaa.info>. Please feel free to contact Webmaster Christina Wasson (Cwasson@unt.edu).

During the 2005 SfAA meetings, COPAA sponsored two panel discussions: (1) *Tenure and Promotion in Applied Anthropology* and (2) *Practitioner and Academic Collaborations in the Training of Students: Opportunities and Challenges*.

Tenure and Promotion in Applied Anthropology: The session on tenure and promotion was organized by Michael Whiteford (Dean of College of Liberal Arts and Sciences, Iowa State University) and Linda

Bennett (Associate Dean, University of Memphis). Participating panelists were Kathryn Cruz-Urbe (Dean of College of Social and Behavioral Sciences, Northern Arizona University), Elizabeth Bird (Chair of Department of Anthropology, University of South Florida), Marietta Baba (Dean of College of Social Science, Michigan State University), Allen Batteau (Department of Anthropology Faculty Member, Wayne State University), and John Young (Chair, Department of Anthropology, Oregon State University).

Anthropologists holding varied administrative leadership positions in their universities address the concepts of applied scholarship and engaged scholarship as they are applied to the tenure and promotion process and decision-making at their institutions. East panelist will discuss the distinction between conventional, applied, and engaged scholarship in their own perspective, in the tenure and promotion guidelines in the anthropology department, and in the university overall.

In the discussion, these points were stressed as being central to the tenure and promotion process:

- Need to provide external reviewers with sufficient information for them to submit strong and effective review letters.
- Need to provide external reviewers with copies of the tenure and promotion procedures and guidelines from the department, college, and the university.
- Issue of collaborative work and how that gets factored into the evaluation of the process for individual faculty members in the tenure and promotion process.
- Similarly, the issue of co-authorship and how that is considered in the tenure and promotion process.
- Important connection between annual review, third year reviews, and tenure and promotion in terms of providing constructive feedback to a faculty member.
- Issue of grant writing, funded or unfunded, and how that is factored into the evaluation process.

Practitioner and Academic Collaborations in the Training of Students: Opportunities and Challenges. A second panel session focused on how practicing anthropologists contribute to the training of students receiving degrees in applied anthropology. Organized by Judith Freidenberg (University of Maryland); Margaret Graham (Santa Clara University), and Karen Quintiliani-Hodson (Cal. State--Long Beach), the session included panelists Cathleen Crain and Neil Tashima (LTG, Inc.), Jean Gilbert (Cal. State-- Long Beach), Linda Kaljee (U Maryland--Baltimore), Lhee Vang (Graduate student at Cal. State--Long Beach), and Rob Winthrop (Bureau of Land Management).

Many academic departments offering degrees in applied anthropology have established relationships with practicing anthropologists. Yet little is known about how collaborations between practitioners and applied anthropologists in academic settings operate and the challenges and opportunities they offer for student trainings and the development of the field of applied anthropology. This panel explores the experiences of practicing anthropologists. Panelists will discuss how collaboration enhances student education and fieldwork: the challenges faced by practitioners who don't have a permanent departmental position; and the possible directions for improving interaction between departments and practitioners through local applied anthropology networks.

The panelists represented a wide range of experiences in the public and private sectors and different relationships with academic departments. The panel also included a Master's level student. The panel discussion and the dialogue after the formal presentations resulted in recommendations for enhancing student training and academic collaborations. It should be noted, however, that the panelists went beyond a dualistic discussion about practicing versus applied academic anthropology. Rather, they offered a broad, practical vision and approach to student training and institutional collaborations. Given the distinguished careers of the panelists and their mentoring of students and their contributions to the field of anthropology, COPAA has helped to bring to the forefront the ideas and insights of practicing anthropologists.

Summaries of the two sessions can be found on the COPAA website <www.copaa.info>.

Anticipating the 2006 SfAA meetings, COPAA is pulling together two panels, both of which build upon discussions from the 2005 sessions:

Allies on the Front Line: Perspectives from Our Community Partners, organized by Judith Freidenberg (jfreiden@anth.umd.edu), Margaret Graham (mgraham@scu.edu), Susan Hyatt (shyatt@iupui.edu), and Karen Quintiliani-Hodson (kquintil@csulb.edu). Abstract: In many applied anthropology programs, at both the undergraduate and graduate levels, students are regularly placed in agencies and neighborhood organizations that serve the interests of communities facing a range of threats and challenges. Such agencies and organizations include Community Development Corporations, agencies serving immigrants and migrant workers, community centers, food pantries and homeless shelters, needle-exchange programs and a range of others. In this session, we will hear the perspectives from a panel of professionals and activists, who work with our students in such settings but who don't necessarily have any training in anthropology, themselves. What insights can they offer us about what our students bring to such settings? What deficiencies do they perceive in our training and preparation of our students when they enter these front-line settings? How do they understand the notion of "applied anthropology" and where can we make strategic contributions to the missions of such organizations and agencies?

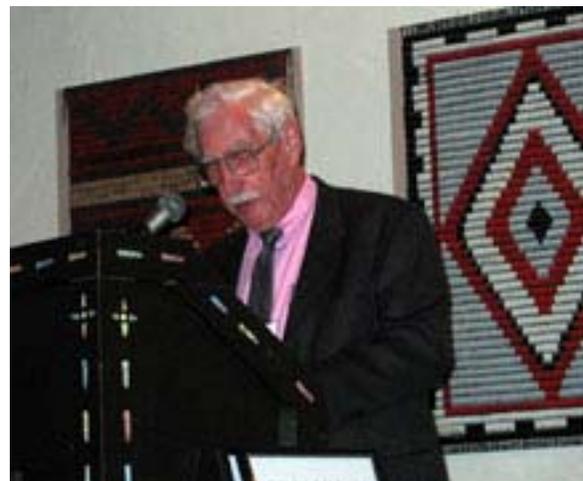
A second session is being organized by Elizabeth Bird (ebird@cas.usf.edu) and Linda Bennett with the working title *Nuts and Bolts in Tenure and Promotion for Applied Anthropologists*. Participants will represent untenured faculty members, recently tenured faculty members, and administrators dealing with tenure and promotion decision-making. Areas to be discussed based upon the first-hand experience of members of these three groups will include: balance between teaching, service, and research; different roles/responsibilities of the candidate and the chair; importance of external funding; annual review and third year review as indicators of being "on track" for tenure and promotion; and issues of balancing family and children with work toward tenure and promotion.

Please contact session organizers if you are interested in either of these panels. They are looking for input before finalizing the abstract and participants.

FROM THE DESK OF WILL SIBLEY

By Will Sibley [shadyside1190@comcast.net]
Past President, SfAA and Past President, WAPA

It's summer, and there isn't a whole lot to report for/from WAPA. However, as I "wrote" before, any help we can get in promoting the 2005 Praxis Award will be appreciated. We think that WAPA's award is singular -- we know of no other similar award for an applied person's project. The deadline for application is September 1st, which is arriving soon. Please get in touch with me (301-261-9404 or email me at the address above) if you have any questions. Full data may be had from the WAPA website: <www.smcm.edu/wapa/praxis.html>.



The Praxis Award carries a stipend of \$500. For 2005, there will be an award for a younger practitioner, and one for a practitioner of longer professional experience. The award can be for a project with numerous participants, provided that (a) at least one participant is an anthropologist and (b) that anthropology theory and/or practice was critical to the success of the project in question.

Recently, WAPA lost a long-time highly revered member in the person of Ruth Landman. Dr. Landman was for many years a professor of anthropology at the American University. She was a regular participant in WAPA affairs, and was a wonderfully warm, supportive and well-informed member of the group. Though active in WAPA affairs well after her retirement, she finally succumbed to the effects of Alzheimer's disease. There was a memorial service in Washington on July 27th. She is missed very much.

NEWS FROM THE SfAA ORAL HISTORY PROJECT

By John van Willigen [ant101@uky.edu]
Director, Oral History Project
University of Kentucky

The SfAA Oral History Project received interviews with Ward Goodenough done by Paula Sabloff (Pennsylvania). Paula's submission included tapes of an interview she did with Prof. Goodenough, a copy of a short bio-sketch written by Ward Goodenough in 1986 and additional tapes of interviews done with Goodenough earlier by fellow Penn anthropologist Mel Hammarburg as part of another oral history effort. Although Goodenough apparently does not regard himself as an applied anthropologist, he was actively involved in policy-related work in Micronesia. Further his *Cooperation in Change: An elevate Approach to Community Development* published in 1963 was widely used by development administrators.



The Oral History Committee has been upgraded in its relationship with SfAA. I was informed by SfAA President Don Stull that the SfAA Board of Directors has elevated the status of the Oral History Committee to that of a standing committee. This means the Oral History Project will have better access to financial support from SfAA. Further, like other standing committees, terms of members will be established. Committee members who have opted to continue to serve are Linda Bennett (Memphis), Judith Freidenburg (Maryland) and me. I would like to thank Mike Angrosino (South Florida) for his contributions to the project over the past years.

While at the meetings in Santa Fe I was able to do a very interesting interview with Doug Feldman (Stony Brook). This focused on his work with HIVAIDs. We discussed events up to 1992 (which is when we ran out of time). There will be an additional interview done with Doug by Pat Sarchet (Buffalo).

Recently our partner, the University of Kentucky Oral History Program expanded their capacity to transcribe digital recordings and micro-cassettes. This will increase our flexibility somewhat.

Members of the Society can help the Oral History Project in many important ways. We rely entirely on volunteer interviewers and many of our ideas for interviews come from members. It would be really useful if you suggested persons to be interviewed and then volunteered to interview them. While we may think first about "historic figures" it makes a great deal of sense to interview experienced people who are still very much active in the field. There are a number of ideas that come to mind: 1) Interview applied anthropologists that were your teachers; 2) Create a student study group or course that focuses on the development of your applied anthropology program or local practitioner organization; 3) Have someone interview you about your earlier experiences in application. There are many possibilities.

STUDENT COMMITTEE REPORT

By David M. Hoffman [david.m.hoffman@Colorado.edu]
University of Colorado, Boulder



Since my last update in May, the student committee has been busy working on several issues pertinent to student members of the Society.

Most importantly, we have already been busy thinking about the upcoming annual conference in Vancouver, Canada. We are quite excited about visiting British Columbia, and are actively pursuing ways to collaborate with Canadian anthropology students and departments. Also, we are happy to announce that the student committee will be offering a new "Student Award" for the 2006 annual conference. The exact financial remuneration of this award is still being determined, but we do know it will include a travel stipend and a free membership to the SfAA for one year! So, we recommend that all students looking for travel support check the SfAA conference website regularly because details and deadlines for this new student award will be posted there in the very near future!

In addition, at the last conference in Santa Fe several students raised concerns about whether international students living in the United States will be able to travel to next year's conference due to the increased foreign travel restrictions for U.S. visa holders. The student committee chair, Eric Pavri, and I spoke with our respective international student offices with the hope that we could produce some recommendations for foreign students wanting to join us in Vancouver. Every student's situation is unique and he/she should check with their own advisors; however, we can make some general suggestions and point students towards some sources of information that can perhaps facilitate their travel to the conference.

First of all, international students should be well aware that traveling outside the United States means that they will have to renew their visas to re-enter the country. There is a special rule that applies to travel to Canada for less than 30 days. It is called "automatic revalidation," and it *may* allow students to reenter without renewing a visa. However, we recommend that any international student trying to take advantage of this rule be well informed about it and carry information about this exemption-type rule with them. Since there are several different types of visas (i.e. F-1 or J) and because rules vary by a student's country of origin, it is *very* important that international students are clear about the type of visa they hold and whether any special restrictions apply to them prior to traveling. This is especially important because they could potentially be prevented from re-entering the country!

Our best suggestion is that students contact their respective University's International / Study Abroad office immediately if they are thinking about traveling to Vancouver. Also we urge them to begin this process well ahead of time. In other words, *now* would be a good time to start looking up information.

Finally, on behalf of the student committee, I hope that this Newsletter finds you enjoying your summer breaks and research adventures! Enjoy it while it lasts!

REPORT FROM PA EDITORS

By Jeanne Simonelli [simonejm@wfu.edu]
Wake Forest University

Bill Roberts [wcroberts@smcm.edu]
St. Mary's College of Maryland

For practitioners in academic settings, the summer field season always seems to arrive too late and end too soon. Editing *PA* during these busy months involves weeks of



emails to contributing authors followed by the ill-named automatic response of “vacation messaging.” At the same time, each of the co-editors tries to remember where the other is at a particular moment. Often, we can’t even remember where we are! So if this is July, it must be Gambia and Mexico. In June, it was Belize and Palestine.

As Bill and I continued our own partnerships with communities, guest editor Betty Duggan was working hard to bring together the contributions for the next *PA* issue entitled *TOURISM PARTNERSHIP, COLLABORATION, AND ADVOCACY: MEETING LOCAL NEEDS FROM THE INSIDE OUT*. The issue builds on two years worth of sessions at the SfAA meetings and features practitioner and community voices from a sampling of countries and continents.

In the first grouping of articles, work from the southern half of the United States; including Texas, Louisiana, North Carolina and Tennessee examines successful and not so successful partnerships for cultural heritage tourism. Look for articles by Mary Lalone, Linda Damron Caldwell, Molly Levin, Betty Duggan, C. Ray Brassieur and Duncan Earle and David Carmichael. Next, travel to Nepal, Ireland, Gambia, the Yucatan and Chiapas, Mexico to learn how long standing relationships between anthropologists and communities are fairing. This section of the issue features work by Steve Folmar, E. Moore Quinn and Rebecca L. McCarson, co-editor Bill Roberts, and Quetzil E. Castañeda. Finally, this issue’s version of *Teaching Practicing* includes a longer commentary by co-editor Jeanne Simonelli.

Speaking of *Teaching Practicing*, we often wonder how many of you actually do use it to teach applied anthropology courses, or use the journal to illustrate what anthropology can offer in applied settings, as part of your work in NGOs and other agencies. Remember, SfAA can help put together packets for your students or coworkers that can be used in the classroom or workshop.

During my recent teaching/research stay in Israel and Palestine, I used issues of *Practicing Anthropology* in my applied anthropology class, including the 1991 issue on Applied Anthropology in Israel. I also used the journal when talking to representatives of Jerusalem and West Bank NGOs about future contributions to the journal. One of the many lessons learned there was that while we may strive for successful *collaboration* between community and practitioner in the US, the terms *collaborate* and *collaboration* takes on very different meanings in the Middle East. Thus, while the next issue celebrates joint ventures and collaboration in cultural tourism, we offer it to you in the North American sense of the word!

LPO NEWS

By Lenora Bohren [Lenora.Bohren@colostate.edu]
Colorado State University
Fort Collins, CO

The Chicago Association of Practicing Anthropologists (CAPA) recently held their annual picnic and is looking forward to an exciting year. CAPA has new officers: President/Convener: Michael Lieber; Vice-President/Program Coordinator: Eve Pinsker; Secretary: Monica McManus and Treasurer: Maria-Lydia Spinilli.

Sun Coast Organization of Practicing Anthropology (SCOPA) continues to collaborate with the joint SCOPA-AntConn-USF-Collaborative-Task-Group-on-Neighborhoods-and-Communities activities and with the City of Tampa, the Tampa/Hillsborough City/County Planning Commission and the Tampa Housing Authority to encourage public authorities to do proper community impact assessments of any development or re-development projects. The concern is that nothing is being done for the projects being contemplated to replace Central Park Village in Tampa. No mention was made of the social impact assessment even though the project will uproot hundreds of families. SCOPA anthropologists and University anthropologists are trying to encourage the authorities to do a better job of planning. It is worth noting that one of SCOPA’s most active early members, the late Picot Floyd, was responsible for initiating *Society for Applied Anthropology*

ing the first municipal ordinance to require "community impact assessment" for development in the city of Clearwater, Florida.

The practicing and applied anthropologists in the Dallas/Fort Worth area have joined together to form the Texas Area Practicing Anthropologists Society (TAPAS). The mission of TAPAS is to bring together practicing anthropologists in the North Texas area to promote professional development; generate career opportunities in the applied social sciences; provide a network for aspiring professional anthropologists; and raise general awareness of the contributions of practicing and applied anthropologists to the public and business community. At the inaugural meeting, TAPAS proudly welcomed Ed Liebow to discuss issues of river use and environmental issues. Guest speakers from the Centers for Survivors of Torture joined TAPAS at the second meeting to discuss treatment methods and the asylum process. The third TAPAS meeting will be held in late August. Go to <www.tapas-1po.org> for more information or contact Roxanna Manoochchri at <Roxanna_unt@yahoo.com> with any questions.

The High Plains Society for Applied Anthropology (HPSfAA) will hold its annual retreat at Ghost Ranch near Abiquiu, New Mexico September 30 through October 2, 2005. The retreat provides a forum for sharing ideas and for self-reflection. Friday night the Applied Anthropology interns from the Northern Arizona University Master's program will present their projects. Saturday is a gathering where ideas are shared, Saturday afternoon is a time for hiking, etc and Saturday evening is spent with libations, snacks, music, etc. The theme this year is on art - "How can we tap into the aesthetic side of being human to bring about practical ends?" HPSfAA has recently changed the name of its journal from the High Plains Applied Anthropologist to The Applied Anthropologist. The Applied Anthropologist publishes peer-reviewed articles, commentaries, and book reviews on a wide range of topics twice a year. HPSfAA welcomes manuscripts on diverse topics to the journal. Please consult the website <www.hpsfaa.org> regarding submissions.

ANNOUNCEMENTS

Forthcoming Election for SfAA Officers. The Nominations and Elections Committee of the Society would like your suggestions of potential candidates for the forthcoming (November) SfAA elections. The 2005 Election will select the following offices: President-elect, Board of Directors (two positions, Student Member, Board of Directors, Nominations and Elections Committee (two positions). Please forward your suggestions to Amy Wolfe, Chair of the Nominations and Elections Committee in care of the SfAA Office <info@sfaa.net> or (405) 843-5113. According to the customary rotation, the candidates for President-elect should be women members.

Ethnographic Praxis in Industry Conference will be held November 14th - 15th in Redmond, Washington, USA. The conference brings together people who are actively thinking about the theoretical and methodological development of ethnography in industry practice. We draw participants from within industry, consulting to industry and academia. The conference provides a collaborative venue for support and sharing information. "Sociality, are we getting enough?" is the theme for this year. Call for posters is open until September 1, 2005. For more information, regarding the conference visit <www.epic2005.com> and/or e-mail [info@epic2005.com].

Annual Malinowski Award. The Malinowski Award is sponsored annually by the Society. The Award honors a career of exceptional merit in the application of the social sciences to contemporary problems. The Award was initiated in 1973 when the recipient was Gonzalo Aguirre Beltran. Previous winners also include Gunnar Mrydal, Edward Spicer, Phileo Nash, Margaret Clark and Sol Tax. The recipient of the Award is honored at the Annual Meeting of the Society. The recipient is presented with a medalion and invited to address the Society. Customarily, the recipient uses the occasion to reflect on his/her professional career. The edited papers of the previous recipients have been collected, annotated and published in CD-ROM format under the title, "The Dynamics of Applied Anthropology in the Twentieth Century" (edited and with extensive commentary by Tom Weaver). The Chair of the Mali-

nowski Committee is Lenore Manderson. You may obtain additional information on the criteria for the Award by going to the SfAA web page or contacting the SfAA Office.

FROM THE EDITOR

For those of us in the academic world, the arrival of the August *Newsletter* is an early warning device that life is about to change. Our colleagues in the field know it is time to start wrapping up their work and start planning to return to that other phase of their lives. SfAA members who have spent the summer (or at least most of it) on their college or university campuses will soon notice a change in the pace of life as students start to pour back into town and colleagues you haven't seen in two months emerge tan and eager to talk about what they accomplished over the summer (either with their writing or their building projects). Even the administration, which has been insisting that higher education institutions function year-round, suddenly starts to respond to missives that you sent to them in early June.



For SfAA members whose lives do not revolve around the academic calendar, notification from the Board Office that the *Newsletter* is ready for prime-time reading is also a sign that most of the summer has now passed. Did you ever get that much-needed vacation? Is it time to send the boss a memo outlining the professional benefits to you and the organization if you were sent to the spring 06 meetings in Vancouver?

Speaking of which - we are well into the planning stages of the 2006 Annual Meeting. If you have missed writing down the date for this gathering, it will be held March 28 through April 2 at the Hyatt Regency Hotel.

Even the most casual reader will note one major change in this issue. We have shifted from a two- to a one-column format. Over the years a number of you pointed out that you often read (and archived) issues on your computer. It is easier to read and scroll if you are dealing with only a single column. We are happy to oblige. Please let me know what you think.

As you know, we always welcome contributions from our readers. A couple of weeks before each issue of the *Newsletter* comes out, I contact everyone who has written something for any of the previous two or three issues and invite them to submit. Let me extend an invitation to all of you to submit something in the near future. We will be starting to compile the next issue in late October. I would welcome receiving something up to the end of that month for inclusion in the November issue. Thank you.

Mike Whiteford, Editor [jefe@iastate.edu]



Gilbert Kushner
2005 Sol Tax Distinguished Service Award

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Items to be included in the *Newsletter* should be sent to: Michael B. Whiteford, College of Liberal Arts & Sciences, 202 Catt Hall, Iowa State University, Ames, IA 50011-1301, E-mail: jefe@iastate.edu. Telephone: 515/294-43220; fax 515/294-1303. The contributor's telephone number and e-mail address should be included, and the professional affiliations of all persons mentioned in the copy should be given.

Changes of address and subscription requests should be directed to: SfAA Business Office, P.O. Box 2436, Oklahoma City, OK 73101-2436 (405/843-5113); E-mail [<info@sfaa.net>](mailto:info@sfaa.net). Visit our website at [<http://www.sfaa.net/>](http://www.sfaa.net/).

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