Society for Applied Anthropology
Newsletter

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SfAA PRESIDENT'S LETTER

By J. Anthony Paredes
Florida State University

Announcer: As our last episode ended, Congressional Fellow Greg Button had just told SfAA President Tony Paredes that it would have been good to have included copies of news stories on the SfAA members being nominated for various national advisory committees in the Clinton administration. Our story continues.

Greg's comment jolted me into seeing clearly a fundamental difference between occupational subcultures: Public officials strive for good press coverage. Academics try to stay out of the newspapers. Indeed, in some quarters, there is an abiding disdain (perhaps disguised envy) for fellow academics whose work gets picked up by the press.

On the other hand, faced with tight budgets and stiff competition for students, university officials nowadays are often eager to have media coverage of not just football victories but faculty books and laboratory discoveries as well. My university, for example, maintains a fairly sizeable, professionally-staffed media relations office, something that appears to be standard these days.

As anthropologists, we are trained to protect and respect not just the confidences of individuals but the insider knowledge of the community as a whole.

Beyond that, FSU recently entered into a contract with some media consultants from up north – "university relations counselors" as their business cards so tastefully put it. Among other things, our media consultants are to help faculty deal more effectively with, i.e., get quoted more in, the press.

To be honest, I am enough of a "ham" that I really do get a rush out of being quoted in a magazine or newspaper. But every time a reporter calls, I clutch up a bit, especially when I'm asked about the contentious issue of federal recognition of Indian tribes. Ambivalence makes me anxious.

One part of me says to do my best in trying to make a complex issue more understandable for the general public. Another part of me wants to recoil from saying anything lest it be misrepresented and potentially injurious to particular American Indian groups.

Perhaps worse, I fear that my published remarks might have some effect, even if infinitesimally small, on the very processes I have been trying to understand as a social scientist for more than twenty years. It's just another part of the old problem of being both observer and actor in social research.

I think that we anthropologists, in particular, are heavily imbued with professional sentiments that make us especially prone to retreat from publicity. In my day at least, certain graduate students took a special, stern, self-important pleasure in poking fun at the likes of Margaret Mead or Ashley Montagu, who seemed to violate anthropological standards by deigning to write for *Redbook* or to appear with Johnny Carson on the *Tonight Show*.

As anthropologists (and other community-based researchers), we are trained to protect and respect not just the confidences of individuals but the insider knowledge of the community as a whole. So, in some senses, perhaps some of us feel slightly unethical in allowing the media to report on our work, that perhaps we might unwittingly give away insider secrets and expose those who trusted us to undue public scrutiny.

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There is another practical and less lofty reason why many anthropologists try to avoid publicity. It is supposed to be in our nature as field researchers to be as unobtrusive as possible, to try to blend into the woodwork, as it were, so that then the natives will go about their business as "naturally" and unselfconsciously as possible, whether the "natives" be shamans or senators, chiefs or CEOs. I vividly remember from the 1960s how hurt some research team members were when I barely acknowledged their greetings to me at a reservation powwow as I tried to remain as unnoticed as possible in the audience.

Maybe some of us feel too much publicity is damaging to our effectiveness as researchers. Herein lies a conundrum for applied anthropology: We must market ourselves to potential clients and the general public, but what we supposedly do best is finding out things inconspicuously, self-effacingly, quietly, and without fanfare. Hence, we frequently find ourselves being upstaged by some johnnie-come-lately announcing this or that discovery that anthropologists have known about for years. All the hullabaloo about "multicultural diversity" leaps most immediately to mind.

I also am reminded of a recent wire service story about some smart doctors who announced, at the 1993 meeting of the American Association for the Advancement of Science, that marriages between first and second cousins weren't so bad after all. So what else is new! I was tempted to send them all copies of the Aberle et al. 1963 *American Anthropologist* article (vol. 65, pp. 253-265) on the incest taboo and mating patterns of animals.

To close on a more disturbing note, in some circles there seems to be almost a concerted effort to avoid giving anthropology its due. This appears to be especially noticeable in American Indian studies, where these days all kinds of people, from historians to demographers, are "discovering" intellectual territories long occupied by anthropologists and sometimes engaging in almost a studied denial of the prior presence of anthropologists.

A few examples: A recent book on U.S. Indian policy during 1887-1934, written by a historian, consigns to the "Secondary Works" section of the bibliography the results of Margaret Mead's pioneering original field study of a contemporary reservation culture, "the Antlers" (tribal pseudonym), in 1930. I first ran into this bit of historian superciliousness in a book on the Ojibwa that bibliographically listed Ruth Landes's classic ethnographic works as "secondary sources" in contradistinction to the "primary" documentary sources (no matter how superficial and transitory might have been the event that prompted the document). A recent volume in the current Time-Life series on Indians, *The Buffalo Hunters*, describes Robert Lowie with the elaborate circumlocution, "a scholar who lived among the Crow in the early part of the 20th century" (page 81) rather than simply saying he was an anthropologist.

Some years ago, I received a flyer from the D'Arcy McNickle Center for the History of the American Indian that included a brief biographical note on the late revered Flathead Indian anthropologist after whom the center was named. In that bio was a listing of practically every occupational descriptor that could apply to McNickle – "novelist, teacher, government official, community organizer, and historian" -- every descriptor, that is, except anthropologist, which was, of course, McNickle's principal profession! I challenged Center Director Fred Hoxie on that one; he graciously saw to it that this egregious omission of anthropology was corrected in the next edition.

Maybe we all do need press agents.

Postscripts: Any applied anthropologists who have not yet read Mark Allen Peterson's report on the Royal Anthropological Institute "press reception and seminar" held in London last May (*Anthropology Today*, August 1993, pp. 20-21) should do so. Peterson's piece is a sobering reminder of just how wide the gulf between us and the journalists can be.

Nowadays it seems like a lot of folks are getting jumpy about their public image, not just anthropologists. In June, 1992, the American Association for the Advancement of Science sponsored a conclave in Chantilly, Virginia, bringing together mass media experts and representatives of nearly two dozen scientific organizations. (No anthropologist of any stripe appears to have been among those in attendance, but psychology and psychiatry were well represented.) Out of the conference emerged a call for "a coalition initiative for public understanding of science and technology." As president of the SfAA, an affiliate of the AAAS, I received a letter inviting SfAA to particiate in shaping the AAAS public understanding initiative. I said to count us in. Maybe next time I'll have more news.

WHERE IS THE SfAA GOING? WILL IT BE GROWING?

By Anthony J. DiBella
Boston College

I read with concern in the May *Newsletter* Tony Paredes's statement that SfAA has a serious membership problem. What concerns me even more is that the underlying cause(s) for this situation appear(s) unknown. I would like to see the Executive Committee undertake a strategic review of the role of SfAA and its appeal in relationship to other professional associations.

Applied anthropology as a field of study has stagnated.

When SfAA was founded in 1941, it had little competition from other applied social science organizations. This situation has changed dramatically during the last ten years. While SfAA's membership has declined, I have seen many new societies created and their memberships grow.

I believe that SfAA needs to re-examine its role and positioning among the domain of other, related societies for whom SfAA must compete for members and member energy and resources. Individuals like myself who may have found SfAA appealing in the past may now be more attracted to other societies with interest in the use and application of anthropology.

For example, as a member of the American Evaluation Association and the Academy of Management, I have found those societies to be more dynamic and offer more to their memberships. Although not a member myself, I know that the National Association for the Practice of Anthropology has emerged and appeals to a similar membership base as SfAA.

Allow me to offer one reason why the SfAA is no longer a professional association with a great deal of appeal (and this will come as no surprise): applied anthropology as a field of study has stagnated. Allow me to offer one reason why. When I presented my first paper at an SfAA meeting over ten years ago, I thought that the acceptance of my paper was a real accomplishment. Only later did I realize that SfAA accepts all submissions. I have been told that this policy is to support openness for all to participate. With a bit of skepticism, I say that the policy ensures high attendance at SfAA meetings to generate large revenues since the annual meeting is the Society's number one money-maker.

Unfortunately, a latent effect of this policy is that the field never moves ahead. Papers are presented on subjects that are no longer current or that repeat what was said by our predecessors thirty years ago. No wonder the annual meeting still contains yet more boring papers on "The role of the applied anthropologist in ... ."

Other professional societies set standards for submission, and through competition among submissions, the field is shaped so that only papers that are well-written or are making a contribution to the field are accepted. This practice allows the field to move forward or at least keeps the meeting program stimulating.

While the policy of accepting all papers is admirable, the result is short-term gain ($$$) but long-term loss (a stagnant intellectual arena). Perhaps I am all wrong about this. Perhaps. But I urge the Executive Committee to look carefully at what the Society contributes and how it can be made to appeal once again to potential members in today's crowded field of societies. The purpose and vision of the SfAA need to be re-examined and its activities re-shaped to fit a vision that will keep SfAA a viable organization into the twenty-first century.



THE 1993 PETER NEW AWARD WINNER

This article on the Peter Kong-ming New Student Research Prize was compiled using information from the winning research paper and Joseph Kaufert's introductory comments at the SfAA Annual Meetings in San Antonio, Texas, on Peter New's contribution to the development of an applied anthropology of disability. Joseph M. Kaufert is a professor in the Department of Community Health Sciences, Faculty of Medicine, University of Manitoba. – Editor

The 1993 Peter Kong-ming New Student Research Prize was presented to Nancy Romero-Daza at the 1993 Annual Meetings of the Society for Applied

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Anthropology. A doctoral student at the State University of New York in Buffalo, Nancy won the $1,000 prize for her paper, "Multiple Sexual Partners, Migrant Labor, and the Makings for an Epidemic: Knowledge about AIDS among Women in Highland Lesotho," which was part of a study of women and children's health in Lesotho, Africa.

Nineteen papers were reviewed, with the winning paper receiving the award because of the excellence of the research and its clear relationship to the work to which Peter New devoted his life. The paper was considered a very significant contribution to the understanding of the social context of a current world epidemic.

Honorable Mentions were awarded to Teresa Woods-Hunt of the University of Washington for her paper "Latah: Disease Created through Discourse" and to Margaret M. Connors of the University of Massachusetts at Amherst for "The Role of Subculture in the Transmission of HIV among Injection Drug Users."

Peter New's Role in the Development of the Field of Disability Studies

For social scientists working in the field of disability studies, Peter New presented an alternative role model that broadened the definition of research in clinical and basic science departments.

In his work in Canada as a member of the Department of Behavioral Science at the University of Toronto, he encouraged both social scientists and clinical colleagues to apply the broader theoretical and methodological contributions of social science to understanding the experience of chronic disease and disability. In his research and teaching, he emphasized that qualitative methods and theoretical models from the social sciences offered a viable alternative approach to those favored within the positivist and pragmatic interventionist tradition of rehabilitation research.

As the mentor to the generation of medical sociologists and medical anthropologists who entered the field of disability studies in the 1970s and 1980s, Peter emphasized the importance of building linkages between rehabilitation professionals, social scientists, and disabled consumers. His career spanned three decades of development of the field of disability studies, beginning with his work as a student documenting the impacts of Alcoholics Anonymous and subsequent research on training programs in osteopathic medicine. He maintained his commitment to research and teaching in the areas of chronic disease and disability during his work as a postdoctoral fellow at Harvard and subsequently as faculty member in the School of Public Health at the University of Pittsburgh.

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Disability research was also the central focus of his work at Tufts University, where Peter headed the interdisciplinary unit affiliated with the Department of Community Health and Social Medicine. At Tuft's, Peter pioneered research initiatives focusing on the impact of disability on family members and made a number of significant contributions to the theoretical understanding of disability and chronic disease.

For the generation of social scientists who "rediscovered" the field of disability studies, Peter New was a key informant about the origins of social science involvement in research focused on chronic illness and disability in the 1950s and 1960s.

In addition to this research contribution, Peter played a significant role as a source of intergenerational experience for social scientists working in the field of disability studies. Drawing on his own career and involvement in disability research, he was able to provide critical insights based on thirty years of involvement in research on disability and chronic disease. For the generation of social scientists who "rediscovered" the field of disability studies, he was a key informant about the origins of social science involvement in research focused on chronic illness and disability in the 1950s and 1960s.

Peter recognized that in the 1980s, there had been a shift in the orientation of disability research away from the perspective of the rehabilitation professional and towards the perspective of the disabled consumer. By acknowledging the expanding role of disabled consumers in disability studies, Peter emphasized the need to maintain the tradi-

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tion of co-participation and advocacy in applied anthropology. He encouraged alliances between disabled consumers and researchers in developing co-participatory research initiatives and advocacy which focused more on the impact of physical and socioeconomic barriers in the social construction of handicap.

In the early 1980s, he also played an important role in supporting the development of more formal disability research interest groups within the Society for Applied Anthropology and the American Anthropological Association. These groups have grown and currently represent the interests of social scientists in their roles as researchers and consumers with personal experience with chronic illness and disability. They are unique in that they integrate the interests of both disabled and "temporarily able-bodied" colleagues in both research and advocacy.

Peter New's work anticipated the current initiatives in the American Anthropological Association in promoting the development of a more accessible and "enabling" profession. He would have applauded current initiatives to hold meetings in accessible hotels, increase career equity for disabled social scientists, and improve access to the profession for disabled students.

Peter New would have celebrated the significant contribution that this outstanding research on ethnocultural dimensions of AIDS transmission in Southern Africa makes to the study of illness.

The Award-Winning Research

Nancy Romero-Daza collected data on knowledge and beliefs about AIDS from a sample of 195 women (ages 17 to 68) from five villages and the administrative center in the District of Mokhotlong in Lesotho, Southern Africa. Additional data were obtained from 13 traditional healers practicing in the Mokhotlong District.

Of special importance to the interpretation of her data is the high economic dependence of the country on its all-encompassing neighbor, South Africa. The continuous labor migration of men to South African mines fosters extramarital relations, contact with prostitutes, and possibly homosexual behavior among migrants, increasing the risk of infection with the HIV virus for miners and for their sexual partners in rural Lesotho. The disadvantageous economic situation also forces women to involve themselves in long-term sexual relations with multiple partners. This practice places the entire Basotho population at high risk of infection with the HIV virus, especially in light of the already high prevalence of sexually transmitted diseases.

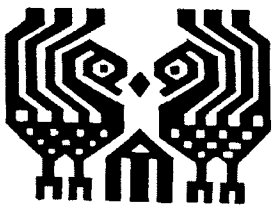
Knowledge about AIDS transmission was positively associated with educational level and age of the respondents. While over 43 percent of the sample knows about condoms, only three percent of the women had ever used them, and only one percent had done so on a regular basis. The main reasons for this low use were the opposition from men, who associate condoms with prostitution, and misconceptions about the dangers involved in the use of condoms.

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While knowledge about symptoms is generally low, over 75 percent of the sample population knows that there is no cure for AIDS, and over 85 percent favors the idea of providing AIDS education for high school students. Informal conversations with friends and hospital activities are the main sources of information about AIDS.

When compared to other African settings, Lesotho appears to be only mildly affected by AIDS. However, it is very likely that in just a few years, the incidence of AIDS will reach epidemic proportions. Programs aimed at arresting the spread of the disease need to give priority to educational campaigns especially geared towards high school children and men, the inclusion of traditional healers in preventive programs, and the provision of economic alternatives for women of all ages and educational levels.

Congratulations to Nancy on her notable accomplishment!



ELMENDORF TO EARTH SUMMIT

Mary Elmendorf, long-time member of the SfAA, was one of 56 delegates from the United States to the Earth Summit in Rio de Janiero, sponsored by the United Nations, in the summer of 1992. Although she has attended several international conferences sponsored by the U.N., she considers the Earth Summit to have been the most exciting. While there, she gave a presentation during the global forum on sanitation, a crucial topic for many at the conference.

Mary noted that conference members had a real feeling of urgency that action needs to be taken on the environment and that a plan of action is very important. "There was a strong feeling that if we do not do something, there will be no planet for our children and grandchildren," she said.

For her part, Mary returned to her home in Sarasota, Florida, with the belief that her community could benefit from technologies in other countries, particularly those having to do with recycling, bus systems, and educational programs. "I am a great believer in transferring technology between countries and not reinventing the wheel," she said.

"There was a strong feeling that if we do not do something, there will be no planet for our children and grandchildren."

Mary's many accomplishments include winning SfAA's Margaret Mead Award in 1982 for her contributions to applied anthropology. She also was part of a group of Quakers who won the Nobel Peace Prize in 1947 for volunteer efforts in Europe after World War II.

Over her career as an anthropologist, she has worked with refugees in southern France, African-Americans in the United States, and Mayan peoples in Mexico and Guatemala. After her return from the Earth Summit, she went back to Mexico and Guatemala to help implement a range of local improvement programs.

Congratulations to Mary on her selection as a U.S. delegate to the Earth Summit, her extensive contributions to the world in which we live, and her impressive career as an anthropologist.



OBITUARY

Demitri Shimkin

By Stan Hyland
Memphis State University

Demitri B. Shimkin, Professor Emeritus in the Department of Anthropology at the University of Illinois at Urbana, died of cancer on December 22, 1992, at the age of 76. A memorial service was held at the University of Illinois on February 7, 1993. Demitri was the Program Co-Chair of the 1987 SfAA meeting held in Oaxaca, Mexico, and was an active participant in the Applied Association since its inception.

Demitri was a man of great vision. His insights into the future and his commitment to students and to community are rare gifts that few possess.

Demitri was born in 1916 in Omsk, Siberia. A student of A. L. Kroeber and Robert Lowie, he received his Ph.D. from the University of California at Berkeley in 1939. His dissertation focused on the interaction of culture, needs, and personalities among the Wind River Shoshone. He subsequently did field research in human ecology in Central Alaska, civil rights and economic development in Central Mississippi, health care delivery in Tanzania, and industrial development in Western Siberia.

At the memorial service in Urbana, Demitri was noted as a man of great vision. He had visions of the interrelationships of various academic disciplines, including his pioneering work in human ecology and political economy. He had visions of how complex sociopolitical phenomena could take shape and be changed by anthropologists. He was an advocate of grassroots ownership of research findings and funding before "empowerment" became a fashionable term.

It has been my observation that Demitri's insights into the future and his commitment to students and to community are rare gifts that few possess. It has also been my experience that many of his colleagues, associates, and students would take years – if not decades – to work through his vision. After a meeting with Demitri, I remember

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several classmates knocking on my door to ask if I understood the "big picture" that Demitri was talking about.

I particularly remember Demitri's vision of the U.S. South and the Mississippi Delta. His vision initiated a bold new era that extended the traditional studies of my town and the caste and class literature. He connected health, voting rights, transportation, and economic development. His vision anticipated a theory of the political economy of the changing South and what roles anthropologists would play in shaping it. His vision also included setting up a scholarship fund for African-American students as well as actively recruiting students from the Mississippi Delta.

Like many of Demitri's students, I invited him to campus to address the faculty, students, and community at Memphis State University. His vision inevitably would rattle the traditional mind-set. Over the last sixteen years, no one questioned his vision about what a department of anthropology should be. While we have struggled over the details and argued about the priorities, we never questioned the authenticity of his vision.

Demitri will be remembered most for his ability to explain complex global interrelationships to his students. He brought out the very best in his students. In 1992, students of Demitri organized a day-long SfAA session titled "System Integration and Directed Change in the Total Community: The Influence of Demitri B. Shimkin on Applied Anthropology." Though in poor health, Demitri attended the entire session and commented at its conclusion.

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In a slightly strained voice, Demitri left his vision: "Eighty percent of the world is in desperate need. ... There is no such thing as theoretical applied anthropology any more than there is theoretical surgery. You have got to get in there, get dirty, and do it. It is not an activity which is purely writing eloquent essays and so on, but it is basically a personal commitment to tackle real problems with the best knowledge that you have. The guide to whether you are doing good work or bad is called 'outcomes' – outcomes for the population. If you write wonderful books about poverty but they do nothing to help people in poverty, you have failed. I am very hard-boiled on this position because this cuts right across the criteria of academic anthropology. Now, a final point: You don't get rich, you don't get famous, and you will get diarrhea or some other such disease, but there are few things that are more rewarding than doing the work of applying anthropology."

My view was that Demitri was a man with many visions -- a shaman -- and fortunately he shared that vision with his colleagues and students.

Contributions may be made to the Shimkin Family Fund for Racial Understanding in care of the first Methodist Church, 304 S. Race Street, Urbana, IL 61801.



LPO NEWS

This regular column features activities of LPO's around the country. This month we outline a recent project of the Sun Coast Organization of Practicing Anthropologists (SCOPA) in Southwest Florida. This summer, several members joined to form a task force on diversity training for public and private sectors.

By Andrea C. Hummel
SCOPA

Diversity training is a new but rapidly growing field. In Tampa Bay, there are a number of trainers, with programs of varying degrees of adherence to anthropological concepts. Naturally, an anthropological approach to ethnic diversity is not the only one; linguistics, psychology, and business certainly have contributions to make, too.

But cultural diversity is the mainstay of anthropology in the sense that an examination of other societies and subgroups is its focal point. Through academic and practical exposure to other ways of life, anthropologists learn the importance of remaining objective and non-judgmental while appreciating differences. Through fieldwork, we learn

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to function in environments contrastive with our own and to increase our level of comfort.

All of these are skills and self-awareness that anthropology can contribute to the field of diversity. These are the skills that make up the core of a successful sensitivity program. Employees need to communicate across ethnic, racial, gender, age, and handicap differences in order to form productive and creative work teams. Acceptance of alternative work habits, time concepts, verbal and nonverbal language, and problem-solving strategies are paramount in successful interactions.

Through academic and practical exposure to other ways of life, anthropologists learn the importance of remaining objective and nonjudgmental while appreciating differences.

The realization that acquisition of these skills is lacking or de-emphasized in other training programs encountered by SCOPA members led to the formation of a task force. In addition, a county administrator and an English professor guest-lecturing on their respective programs, as well as the professional work of two SCOPA members (Phil Grace and me), provided further impetus.

At present, the task force has formulated training goals, established guidelines, explored marketing strategies, and brain-stormed exercises. The project has given the LPO (Local Practitioner Organization) a focus outside of monthly meetings, as well as providing a much-needed avenue for publicizing anthropology. Community reaction to initial discussions of the project has been encouraging.

We would welcome contact and feedback from other LPOs and individuals with experiences or interest in this field. Please contact Andrea Hummel, 4810 S. Dauphin Avenue, Suite A24, Tampa, FL 33611 for more information or to contribute LPO new for future columns.

FROM THE STUDENT EDITOR

By David Simmons
Iowa State University

The overall theme for the SfAA Annual Meetings (to be held in Cancun, Mexico April 13-17, 1994) is "Social Science for the Next Generation." This seems like a perfect opportunity to explore and assess how we as the next generation are preparing, and being prepared, for futures in the social sciences. Joint paper presentations, student initiatives, and student dialogue offer us the opportunity to explore this theme. So, as students, let's seize this opportunity to be actively, aggressively involved in upcoming events.

Currently, student liaisons are being established at institutions across the nation. This network will help better facilitate prompt dissemination of information. If you are interested in becoming a student liaison, contact Karen Schifferdecker (address below).

Deadlines for student activities are rapidly approaching (and as this goes to press, some will have passed), so start preparing now if you plan to be participating in sessions, events, etc. Alexis Barry, Student Programs Co-Chair, has already received some student abstracts. She also says there is a possibility for a Mexican student session.

If you are interested in presenting a paper or helping to organize a student session, contact Alexis Barry, 1212 Cypress Lane, Davis, CA 95616; telephone: 916/753-3618 or Karen Schifferdecker, U-176 Anthro Department, University of Connecticut, Storrs, CT 06268; telephone: 203/486-2137. For papers, the abstract and a fee of $20 are due **November 1, 1993**.

As students, let's seize this opportunity to be actively, aggressively involved in upcoming events.

Remember that the deadline for the Pete Kongming New Student Research Prize is **December 30, 1993**. (For a details on submissions, see the "Call for Papers" section of this *Newsletter.*)

If you have any news, events, or ideas for the next *Newsletter,* please send them to me before **January 15, 1994**. My address is: Iowa State University, Department of Anthropology, 319 Curtiss Hall, Ames, IA 50011.



CALL FOR PAPERS

1994 Peter New Award for Student Research

Students: It's time for all potential candidates to consider entering the annual SfAA Peter Kong-ming New research competition.

While many of you might feel reluctant to enter the competition, you should consider this as an opportunity to introduce yourself to preparation for all the rigors that scholarly publishing entails. Not only does the winner receive $1,000, travel costs (to present the paper at the annual SfAA meeting), and a crystal trophy, but the winning submission also gets published in the outstanding journal *Human Organization*. The competition is open to all students whose project is based on an applied research project in the social/behavioral sciences.

Project reviewers will be concentrating on originality, clarity of analysis and presentation, research methods/design, and potential contribution to the social and behavioral sciences. The topical issue or research question should be related to health care or human services (broadly construed). The deadline is **December 30, 1993**.

Queries should be directed to the SfAA Business Office (telephone: 405/843-5113) and submissions mailed to: Business Office, Society for Applied Anthropology, P.O. Box 24083, Oklahoma City, OK 73124. Other relevant concerns (or complaints) can be forwarded to the student representative to the Award Committee, Charles Price-Reavis, at JAHGC@CUNYVM.CUNY.EDU in New York.

USF Social Marketing Conference

The College of Public Health at the University of South Florida (USF) announces the Fourth Annual Social Marketing in Public Health Conference, titled "Building Bridges with Consumers." This conference will be held at the Holiday Inn Surfside, Clearwater Beach, Florida on May 12-14, 1994.

Social marketing has proven to be a highly effective tool in public health intervention and social change management. This year's conference will offer sessions on social marketing theory and practice, current research, exemplary programs, and work in progress. Offerings on the third day of the conference also will include training in focus group research or a choice of two of the following: pretesting, consumer-based planning, coalition building, and media advocacy.

This conference is targeted for public health planners, health educators, health communications specialists, public health practitioners, researchers, academicians, nurses, nutritionists, and others interested in public health interventions and social change management.

The conference planners invite the submission of abstracts to be considered for paper presentations and poster sessions. Content of abstracts should demonstrate the application of social marketing strategies to health behavior change and improvement of public health practice.

Specific information on proposal requirements may be obtained by calling or writing the contact listed below. The deadline for receipt of proposals is **December 8, 1993**. Applicants will be responsible for any and all expenses related to the conference, including applicable registration fees.

Immediately following the conference, the College of Public Health, in conjunction with the USF Department of Communications, will offer two social-marketing-related courses in a one-week format to accommodate the needs of working practitioners. The courses scheduled for the week of May 17-21, 1994, are "Message Design" and "Qualitative Research Methods." Space will be limited; please inquire early.

For proposal or course information or to be placed on the mailing list to receive a brochure, contact: Ginger Phillips, MED, Conference Coordinator, College of Public Health - MDC 56, 13201 Bruce B. Downs Blvd., Tampa, FL 33612-3805. Telephone 813/974-4867, or FAX your request (including name, title, address, telephone and FAX numbers) to 813/974-5172. Specify proposal information, course information, mailing list, or a combination.



Family on the Threshold of the 21st Century

The Ministry of Science and Technology of Israel is sponsoring an international conference on "The Family on the Threshold of the 21st Century: Trends and Implications," to be held May 29-June 1, 1994. Jerusalem is the setting for the conference, while post-conference workshops will take place in Negev.

Through its interdisciplinary approach and international flavor, the conference will help promote an interchange of knowledge for family researchers and practitioners from Israel and abroad. The main topics include immigration and the family; gender issues in the family; changes in the family life cycle; stress in the contemporary family; legal, economic, and historical trends affecting the family; and life styles and patterns in the contemporary family. Those wishing to present papers should send abstracts of up to 150 words, which must be received by **December 31, 1993**.

For more information, contact ISAS International Seminars, P.O. Box 574, Jerusalem 91004, Israel. Telephone: 972-2-661356/868124; FAX 972-2-868165.

Southern Anthropological Society

The Southern Anthropological Society is inviting the submission of papers for the 1994 Key Symposium on "Anthropological Contributions to Conflict Resolution." The purpose of this symposium is to bring together and to make vividly apparent the variety of ways in which anthropological approaches and perspectives can be of very practical worth in the resolution of conflicts; especially in the early identification of developing potential conflicts while they are still resolvable without violence.

The organizers envisage fifteen papers, to be presented orally in Atlanta in 1994 and to be published subsequently as a volume in the respected series, *SAS Proceedings*, University of Georgia Press. We expect one session and most likely a reception to take place at the Carter Center of Emory University.

Characteristically, we expect anthropologists to deal with conflicts and potential conflicts at a variety of levels – family and kinship problems, local neighborhoods and communities, intranational and international relations, multinational and supranational systems. We expect some theoretical arguments, but what we really want are very down-to-earth suggestions that derive from anthropological knowledge and practice.

Titles and abstracts are due **November 30, 1993**. If selected, completed papers will be due February 28, 1994. Please send titles and abstracts (100 words) to: Alvin W. Wolfe, Distinguished Service Professor, Department of Anthropology, University of South Florida, 4202 E. Fowler Avenue, SOC 107, Tampa, FL 33620 or to Honggang Yang, Ph.D., Research Associate, Conflict Resolution Program, The Carter Center of Emory University, One Copenhill, Atlanta, Georgia 30307.

NOMINATIONS FOR ARNOVA ANNUAL AWARDS

The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) announces the committee to select the Distinguished Book in Nonprofit and Voluntary Action Research Award for 1994. This award is given annually for a single book or monograph published in the three calendar years (1991-1993) preceding the award year in recognition of outstanding contribution to the advancement of nonprofit and voluntary action research, including philanthropy.

Books that contribute to the advancement of theory, conceptualization, research, or practice are eligible. Edited volumes and books developed and generally recognized as textbooks are ineligible. Nominations from publishers are welcome.

Members of the committee include its chair, Professor Susan A. Ostrander of the Department of Sociology at Tufts University, as well as Dr. Jane Asche, Educational and Business Partnership, Alexandria, VA; Professor Marsha J. Darling, Department of History, Georgetown University; Professor Paul DiMaggio, Department of Sociology, Princeton University; and Professor Kevin Robbins, Department of History, IUPUI in Indianapolis.

Please send nominations to Professor Susan Ostrander, Department of Sociology, Tufts University, Medford, MA 02155. Telephone: 617/628-5000, ext. 2468. Deadline: **February 1, 1994**.

Society for Applied Anthropology
1994 Annual Meetings

April 13-17, 1994
Cancun, Quintana Roo, Mexico

social science for the next generation

The Society for Applied Anthropology and the city of Cancun, Quintana Roo, Mexico, invite your participation in the 1994 SfAA meetings. Sessions, papers, and posters concerning applied anthropology in all parts of the world and on all applied topics will be presented. Those that reflect the Caribbean context of the four themes of the meetings, **the environment, tourism, cultural resource management,** and **the Maya tradition** will be emphasized. Cancun, the wonder of the Caribbean coast of Mexico, is a place where these themes can be discussed and also confronted. Cancun is the fastest growing city in Mexico and in the Caribbean; it is a zone of tropical biospheres, world class archaeological sites, and initiatives for ecotourism. Cancun and Mexico are undergoing profound changes in land tenure and identity that will influence both the north and the south. As the Maya calendar completes another cycle and the end of the millennium approaches, we again meet in the Yucatan peninsula to seek out options for the next generation of applied social science.

Program Committee: Allan Burns (Florida) 904/392-0299 or 392-2031, Bitnet: Maya@Nervm; Tom May (Oklahoma) Business and Hotel Arrangements 405/843-5113; Mark Barnes (Georgia State) Cultural Resource Management 404/651-2255; Barbara Johnston (Independent Researcher) Environmental Issues 406/723-8073; Anthony Oliver-Smith (Florida) Tourism 904/392-2290; Francisco Fernandez (Universidad Autonoma de Yucatan, Merida, Yucatan) Latin American Applied Collaboration (52) 99 25 45 23; Jorge Duany (Universidad del Sagrado Corazon, Puerto Rico) Caribbean Applied Anthropology; Elizabeth Guillette (Florida), Poster Sessions 904/392-2031. **Session Committee Members:** Mary Elmendorf (World Bank), J. Bryan Page (Miami), Lucia McSpadden (San Francisco), Judith Freidenberg (Mt. Sinai), Otto von Mering (Florida), Ann Juarez (Stanford), Alicia Re Cruz (N. Texas), Paul Doughty (Florida), Michael Evans (Arizona), Sue Lurie (NAPA), Florencia Pena (INAH), Jeronimo Camposeco (CORN-Maya).

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Nonmembers may register and join SfAA ($35 students, $85 others – total amount due). Memberships include subscription to *Human Organization, Practicing Anthropology,* and *SfAA Newsletter.* Applies only to new members.

MAKE CHECKS PAYABLE TO Society for Applied Anthropology. SEND TO SfAA, P.O.Box 24083, Oklahoma City, OK 73124. REFUND POLICY: Full refund less $10 for processing can be made up to Dec. 31, 1993. No refund requests can be honored after Jan. 1, 1994. **All payments must be made in US dollars drawn on US banks, properly encoded for the Federal Reserve System.**

CLASSICS FROM *PRACTICING ANTHROPOLOGY*

As *Practicing Anthropology* completes its 15th year of publication, the editors are planning to republish in the new, more durable format selected articles from the first 12 volumes. Readers are invited to suggest articles from 1978 through 1989 that speak to issues of the 1990s for practitioners, academics, students, and the general public.

Send your suggestions by **December 15, 1993**, to Patricia Higgins, Department of Anthropology, State University of New York, Plattsburgh, NY 12901. Telephone: 518/564-4003; FAX: 518/564-7827; e-mail: HIGGINPJ@SNYPLAVA.BITNET.

The SfAA Newsletter is published by the Society for Applied Anthropology and is a benefit of membership in the Society. Non-members may purchase subscriptions at a cost of $10.00 for U.S. residents and $15.00 for non-U.S. residents. Checks or money orders should be made payable to the Society for Applied Anthropology.

Items to be included in the Newsletter should be sent to: Michael B. Whiteford, Department of Anthropology, 319 Curtiss Hall, Iowa State University, Ames, IA 50011-1050, Internet: S1.MBW@ISUMVS.IASTATE.EDU. The contributor's telephone number 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 24083, Oklahoma City, OK 73124 (405/843-5113).

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