

# Society for Applied Anthropology Newsletter

Vol 5, No. 2

May 1994

## SfAA PRESIDENT'S LETTER

By J. Anthony Paredes  
Florida State University

This one was supposed to be about why I keep on using a manual typewriter. But the meetings in Cancun were so intellectually provocative that I decided to write about them instead. (Besides, the then-upcoming meetings were the excuse I earlier used to get Editor Whiteford to give me some slack on an April 15 deadline.)

The 1994 Annual Meetings of the Society for Applied Anthropology in Cancun, Quintana Roo, Mexico, were a huge success. (At the meetings I learned, by the way, that Roo is pronounced "roc" and not like the last part of the name of a certain Australian marsupial. How did I live so long without knowing that?)

Allan Burns earned himself a permanent place in the SfAA firmament of stars for the job he and his committee did in organizing the meetings. More than seven hundred people registered. There were more than six hundred presentations. At least one hundred Mexican colleagues and students registered, and Allan tells me that very likely there will soon be a Mexican LPO (see page 4 of the Newsletter).

True, there were a few rough spots, as always. A tour got overbooked. Speakers in packed sessions had to be interrupted to make way for the next event in the room; that even happened to the SfAA Executive Committee on Wednesday. Governor Mario Villanueva of Quintana Roo was called away at the last minute and was not able to give the official welcome. Substituting for the governor was Sr. Jorge Porlanco, Regional

Director of the National Foundation for Tourist Development, whose gracious remarks were clearly tailored to our organization (and not just some touristic platitudes), weaving in a respectful reference to Mexican anthropologist Alfonso Villa Rojas. There was some confusion over when and where the LPO luncheon would happen; in the end, it was "blended" with the departmental services committee luncheon at a beautifully appointed outdoor table in the shade, wafted by gentle breezes, overlooking the sparkling blue-green Caribbean.

Unspoken by many, but clearly articulated to me by a colleague from Pennsylvania, was their prior apprehension about coming to such a "touristy" place as Cancun -- to some, a sort of a combination of Miami Beach, Disney

World, and Las Vegas all wrapped into one, notwithstanding our meeting sub-theme on tourism. I cannot resist noting, however, that Australian anthropologist

**Australian anthropologist Malcolm Crick declares anthropologists to be "a species of tourist" and goes on to note that "it was colonial power that made the world safe for ethnography, just as nowadays entrepreneurs make the world safe for tourism."**

Malcolm Crick, writing in *Australian Cultural History*, No. 10 (1991, page 15), declares anthropologists to be "a species of tourist" and goes on to note that "it was colonial power that made the world safe for ethnography, just as nowadays entrepreneurs make the world safe for tourism." In the end, though, everyone seemed to have a smile on their face, and many people told me what a wonderful place the hotel and the setting were for the meetings.

The one recurring complaint was that of being stuck with hotel food prices. Even with the excellent, frequent commercial bus service to "el centro," the hotel was so far at the end of the line that we were pretty much prisoners of hotel prices for meals (which were high, no ques-

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## THE CANCUN MEETINGS: AN AGENDA FOR APPLIED ANTHROPOLOGY

By Allan Burns, Program Chair  
University of Florida

The Cancun meetings of the Society for Applied Anthropology were a truly international gathering of students and professionals in the field: over seven hundred people from over a dozen countries registered for the meetings. This year's meetings saw a record number of student presentations and an increase in student enrollment in the Society by over fifty percent. The theme of the meetings, "Social Science for the Next Generation," was a prophecy of the changes to occur in applied anthropology as this century comes to an end. The Peter Kong New Award ceremony on Wednesday night recognized the importance of students in the Society.

The participation of Latin American, especially Mexican, applied anthropologists in the meetings was significant. Symposia on disaster research, collaboration between women's groups and anthropologists, urban research in Merida, and the developing field of applied legal anthropology were among the sessions organized by colleagues from Mexico.

A highlight of the meeting was a roundtable on the insurgency in Chiapas. The roundtable was hosted by Mexican anthropologists living and working in Chiapas and led to a second meeting on Saturday, where a local practitioner group of Mexican anthropologists was formed (see page 4 of the *Newsletter*). Future participation of colleagues such as these and others from other parts of the world in all levels of the Society will be an important development in the Society. A concrete proposal by the group was to encourage more bilingual sessions in next year's meetings and to organize groups of translators for members who are not bilingual in Spanish and English.

On Friday evening, Malinowski Prize winner Dr. Claudio Esteva Fabregat from the University of Barcelona provided the conference with a theoretically rich lecture on the basis of applied anthropology. The essence of applied anthropology, according to Esteva Fabregat, is the anthropology of conflict within the context of political

science. Applied anthropology is a political science and as such is a key for the continuing utility of applied anthropology in today's world.

Plenary sessions on research on AIDS--methods, AIDS and tourism, and the notion of risk as a key concept in medical anthropology--all served to underscore the importance of applied anthropology to pressing medical issues. Likewise, sessions on urban poverty in Los Angeles, natural resource management, and human rights and anthropology made the meetings especially important to researchers interested in policy and theory in applied work.

The Cancun meetings consisted of more than just papers. Tours to archaeological sites, Mayan villages, and the biosphere reserve of Sian Kaan gave participants a respite from listening to colleagues and viewing posters.

The Executive Committee was rumored to have been parasailing very early Saturday morning, but

that rumor could not be independently confirmed. There is some talk that they will be holding a chili cook-off at the next meetings in Albuquerque. Many participants took advantage of the beach and of snorkeling opportunities around Cancun, engaging in the thick description of participant observation while maintaining at least some semblance of objectivity.

Next year's meetings in Albuquerque promise to be an exciting time for the continued renovation of applied anthropology. Talk to your colleagues now about organizing a session or a collaborative paper. As program chair for the 1994 meetings, my only plea is that you consider a title for your paper that has fewer words than the abstract and that the abstract you write be elegant and concise. There is also a chance that the next program chair will keep to the published deadline for submission of abstracts.

The Cancun meetings of the Society for Applied Anthropology were a truly international gathering of students and professionals in the field: over seven hundred people from over a dozen countries registered for the meetings. The participation of Latin American, especially Mexican, applied anthropologists in the meetings was significant.



## MALINOWSKI AWARD

*The Malinowski award was one of two awards presented at the 1994 Annual Meetings of the SfAA. Information on the other award, the Peter Kong-Ming New "Student Research Prize," will be included in the next issue of the Newsletter.*

The Malinowski Award and Distinguished Lecture honors an outstanding applied social scientist in recognition of efforts to understand and serve the needs of the world's societies and one who has actively pursued the goal of solving human problems using the concepts and tools of social science. It is the most prestigious award in world applied social science and ranks among the top awards in other fields.

### *Award Winner Claudio Esteva Fabregat*

The 1994 Malinowski award was presented to Claudio Esteva Fabregat at the Annual Meetings in Cancun. Dr. Esteva Fabregat's candidacy for this award seemed especially appropriate because of his close ties to Mexico and to Mexican anthropology. Dr. Esteva Fabregat was born in Barcelona, where he attended high school. An opponent of the Franco regime, in 1939 he was exiled to France and then to Mexico, where he stayed for seventeen years.

In Mexico, he studied anthropology and history at the Escuela Nacional de Antropología e Historia, where he became an anthropology professor. He earned a Master's degree, researching the topic of single motherhood in Mexico.

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In 1956, he returned to Spain with his wife and three children, but he was not allowed to reside in his native Barcelona. He lived in Madrid and received a second Master's degree from the University of Madrid. That

research was based on infant education in Mexico. He continued for a Ph.D. from the same institution, writing his dissertation on Aztec national character.

In 1965, he became the director of the Museum of Ethnography, and in 1966 he founded the first School of

**In his lecture, Dr. Esteva Fabregat discussed the involvement of Mexican anthropology with the political question of *indigenismo* and the relationship of anthropology to political science and conflict theory.**

Anthropology in Spain. He directed the school until 1968, when the government allowed him to return to Barcelona to teach ethnology in the Department of History of the University of Barcelona. He also was named the first director of the Center of Peninsular Ethnology upon his return. In 1972, he founded the Department of Cultural Anthropology and became its director. Currently, he is professor emeritus at the University of Barcelona.

Dr. Esteva Fabregat is widely published and has conducted applied research on a variety of topics, including: Nahuatl families with absent fathers (1953-55), housing and education problems in the Fang Bantu-speaking group of Spanish Guinea (1962-63), technical innovations in Zamora, Spain (1963), agrarian reform in an Ecuadorian Quechua-speaking community, women migration in Aragon (1967-68), community issues of Quechua-speaking Peru (1969-72), effects of market economy in Guatemala (1978-79), and New Mexico Hispanos (since 1973).

In addition, he has published books in the fields of industrial anthropology, culture and personality, and the cultural roots of racism. Other research interests have included poverty and social disorganization, ethnicity and acculturation, immigration and ethnicity, linguistic acculturation, bilingualism, economic development, and applied anthropology as a field. He has been policy advisor for the Catalan and Spanish governments, as well as a policy advisor for the King of the Spanish State.

### *The Distinguished Lecture*

Dr. Esteva Fabregat's lecture, "Being an Anthropologist: A Reflection," was presented in Spanish. Antoni Castells-Talens followed by a reading in English excerpts from the speech, which he had translated.

In his lecture, Dr. Esteva Fabregat discussed his deep

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ties to Mexican anthropology, both in education and in his continuing research interests. He discussed the involvement of Mexican anthropology with the political question of *indigenismo* and the relationship of anthropology to political science and conflict theory. He noted the importance of the influence of world events at the time of his study of anthropology, when the deep political and moral questions surrounding the events of World War II were the burning issues of the day.

Dr. Esteva Fabregat concluded his speech by addressing the issue of regional and sectorial anthropology. He explored whether anthropologists are academically prepared to work in interdisciplinary teams and concluded that they are not due to the individualistic and solipsist orientations of anthropology.

"We see in any case," Dr. Esteva Fabregat said in closing, "that experimental scientism is perceived by public powers and by social audiences as useful and necessary. Outside of anthropology, anthropologists are not thought of as people who can change the world. Politicians and laboratory scientists are. Politicians have a direct influence on the government, and organic scientists manipulate the reality of animals and objects of the organic world and ultimately affect power. We have to admit that organic scientists reproduce lineally and cultural scientists reproduce circularly."



## MAYA IN L.A. NEED YOUR HELP

*During the meeting of the Council of Fellows of the SfAA in Cancun, Robert Harman read an open letter to the membership from the Mayan community in Los Angeles. The following information is excerpted from that letter.*

IXIM (Integration of Indigenous Maya) is a nonprofit organization in Los Angeles that is dedicated to the adaptation of Maya refugees from Guatemala and to the preservation of their cultural traditions. The organization is dependent upon membership dues and outside contributions.

Anthropologists are invited to join IXIM for a fee of \$10 per year and also to make additional contributions. Members receive copies of the IXIM occasional newsletter and information about IXIM activities. Checks may be made payable to IXIM and mailed to IXIM, P.O. Box 20491, Los Angeles, CA 90006-0491.

## INICIATIVA DEL GRUPO DE INVESTIGADORES LATINOS ASISTENTES

By Carmen Morales Valderrama  
Centro INAH Yucatán

### *Comunicado*

El día 16 de abril, en el marco de la conferencia organizada por la Society of Applied Anthropology, se llevó a cabo una sesión extraordinaria por iniciativa de un grupo de investigadores latinos asistentes, en lo que se contó con la presencia del Dr. Allan Burns, organizador del evento.

La temática de esta sesión fue el ejercicio de la antropología aplicada en Latinoamérica. Las propuestas que se derivaron de la discusión fueron:

1. La formación de un directorio de interesados en organizar un grupo que lleve a cabo un intercambio de experiencias permanentes sobre el tema de la antropología aplicada en Latinoamérica.
2. Formalizar un pronunciamiento en torno a los acontecimientos que han tenido lugar en Chiapas, durante el presente mes de abril.
3. Abrir un espacio de participación en la próxima Mesa Redonda de la Sociedad Mexicana de Antropología que se llevar a cabo en Tabasco, para iniciar la discusión sobre la práctica de la antropología aplicada en México.

En relación al primer punto, el Dr. Allan Burns sesionó con el Director de la Society for Applied Anthropology, Dr. Antonio Paredes, obteniendo acuerdos que se expresan en la siguiente

### *Convocatoria*

A los colegas interesados en formar un grupo latinoamericano integrado a la Society for Applied Anthropology, se les comunica que el Dr. Antonio Paredes, Presidente de la misma, accedió la petición de conformar un grupo con estas características, con sede en México, y mencionó la posibilidad de que la Society of Applied Anthropology apoye el grupo con un porcentaje de las inscripciones a la Sociedad de los miembros de dicho grupo. El grupo será parte de la asociación de los grupos en la Sociedad nombrado "Grupos de Práctica Local," (LPO). Se sugiere que los interesados se inscriban en la lista preliminar que resultó de la sesión extraordinaria

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celebrada el 16 de abril en la Ciudad de Cancún, Quintana Roo, México.

Atentamente: Carmen Morales Valderrama, Centro INAH Yucatán. FAX: 91 99 44 0033; María Antonieta Riveras-Revello, 18907 Pebble Run Way, Tampa, FL 33647. Telephone: (813)973-2678

### *Summarized Translation*

On April 16, a special session was held at the Cancun meetings of the SfAA in order to discuss the formation of a group of applied anthropologists working in Latin America. Several proposals were made at this meeting:

1. To form a directory of applied anthropologists of Latin America to discuss common experiences in Latin America
2. To create a statement about the peace process in Chiapas and events that have affected anthropological work there during this month of April
3. To create panels for participation at the next meeting of the Mexican Anthropological Society, to take place this August in Tabasco.

The group also calls for participation of Latin Americanist applied anthropologists in the formation of a "Local Practitioner Group" that will be constituted within the Society for Applied Anthropology and accorded financial support by the Society for its functioning, as is the case with other LPOs. Interested colleagues can communicate with either of the two organizers listed above.

## **PAST PRESIDENTS ADVISORY COUNCIL FORMED**

At their 20 November 1992 meeting, the SfAA Executive Committee authorized the formation of a Past Presidents Advisory Council. All past presidents of the Society will become members for life. As originally envisioned, the council would have a four-person steering committee, chaired by the outgoing immediate past president, that would represent it to the Executive Committee. At present there are twenty-one living past presidents of SfAA, covering a period from John Bennett's presidency of 1960-61 to Carole Hill's term of 1991-93.

On 15 April 1994, during the Annual Meetings of the Society in Cancun, eight former SfAA presidents met to formally constitute the council: Nancie Gonzalez (1974-75), Murray Wax (1975-76), Thomas Weaver (1976-77),

Alvin Wolfe (1978-79), John Singleton (1979-80), Willis Sibley (1981-82), Theodore Downing (1985-87), and Erve Chambers (1987-89). The group agreed that the immediate past president should chair the steering committee, but they rejected the name "steering committee" and adopted instead "liaison committee," selecting as the initial members of the committee Downing, Gonzalez, Sibley, and Wolfe, to be chaired by Carole Hill.

In their discussions of possible functions of the council, the past presidents in attendance proposed that the Executive Committee develop specific tasks for the council, that members of the council serve as links to other applied social science organizations and NGOs, and that the liaison committee of the council report back to them information from ongoing activities of the Executive Committee and the current state of affairs within the Society in such matters as membership and budget.

Those at the organizational meeting in Cancun voiced very strong support for the idea of giving past presidents a continuing role in the leadership of the Society through the institution of the advisory council. The gathering was recorded for posterity in a series of photographs by Will Sibley and Tom Weaver.



## **ROBERT (VAN) KEMPER CHOSEN TO BE HUMAN ORGANIZATION EDITOR**

At the recent meeting of the SfAA Executive Committee, Robert (Van) Kemper (Southern Methodist University) was officially appointed the next editor of the Society's flagship journal *Human Organization*. The Chair of SMU's Department of Anthropology, Van has been in the editing business since his graduate school days at UC-Berkeley, when he cut his teeth working on the Kroeber Anthropology Society's *Papers*. Over the past two-and-a-half decades, he has had editorial roles with *Urban Anthropology*, *Comparative Urban Research*, *Annals of Tourism Research*, and the *Contemporary Urban Studies* series from Bergin & Garvey. He has been a member of the editorial board of the *American Anthropologist*, with responsibilities for manuscript

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solicitation, review and evaluation, and follow-up with the editor-in-chief.

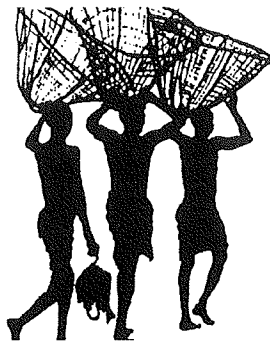
Kemper has several goals for *Human Organization*. First, he plans to increase the number of submissions by actively involving the editorial board in soliciting,

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reviewing, and evaluating manuscripts. Second, he wishes to make the journal a more modern and more cost-effective publishing operation. He expects to upgrade the database for peer reviewers for the journal. Third, the new editor has already begun looking into the possibility of putting the entire five decades of *HO* on CD-ROM.

Van has lots of other thoughts and ideas about the journal. In an attempt to follow a sage piece of advice given to him by Russ Bernard, one of *HO*'s previous editors, he wants to produce a journal in which every reader should find at least one article of significant and compelling interest in each issue.

With special thanks to Mike Angrosino for his stewardship of the journal for most of the past decade, we welcome Robert Van Kemper as editor-in-waiting and wish him well.



## **INTELLECTUAL PROPERTY RIGHTS FOR INDIGENOUS PEOPLES, A SOURCEBOOK**

By Tom Greaves  
Bucknell University

I wanted to bring to your attention the publication of a new resource by the Society for Applied Anthropology.

*Intellectual Property Rights for Indigenous Peoples, A Sourcebook* is published at cost in an effort to spread the information on this topic as widely as possible.

The right of indigenous societies to control access to and use of their cultural knowledge is decidedly a keenly felt issue among indigenous leaders in this hemisphere and elsewhere. In a very short time, it has become an issue of global scale, debated in the United Nations, in the biodiversity and human rights movements, within the pharmaceutical industry, in government and private corporations, among the social and applied scientists and ethicists, and, most importantly, among indigenous leaders.

The SfAA believes that this subject has such importance that it has published the *Sourcebook* at cost, and

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the editor (Tom Greaves) and authors have donated their work. By keeping the cost low, we hope to facilitate access and use by indigenous leaders, advocacy groups, and concerned individuals worldwide.

The *Sourcebook* contains fifteen chapters, various appended documents, the names and addresses of organizations and sources related to indigenous intellectual property rights, extensive bibliographies, and an index. It offers cases in which indigenous groups have asserted intellectual property rights and analyses of the legal and political context for these rights.

The *Sourcebook* is intended to be useful to indigenous leaders reviewing their options; to advocacy groups for indigenous rights, human rights, and biodiversity preservation; to policy specialists; and to specialists and scholars. It provides a consolidated source of very current information on the rights of indigenous peoples with respect to the use of their cultural knowledge.

The cost of the *Sourcebook* is \$10.25 US plus \$1.75 shipping within the US and Canada, and \$2.75 to other addresses. Payment by credit card (Master Card/Visa) is available. Inquiries and orders should be directed to: *Sourcebook*, Society for Applied Anthropology, P.O. Box 24083, Oklahoma City, OK 73124-0083, USA. FAX: (405)843-4863. For more information, contact Tom Greaves at (717)524-3406; FAX: (717)524-3760; INTERNET: greaves@bucknell.edu.

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## A RESPONSE TO TONY PAREDES

*This letter was written in response to Tony Paredes' President's Letter in the November, 1994 issue of the Newsletter.*

By Merrill Singer  
Hispanic Health Council

While reading (and enjoying) SfAA President Paredes' musings on anthropology and the press in the November *Newsletter*, it occurred to me that something was missing. Betwixt public officials and academic types lies a middling creature with another set of concerns about mass media coverage, namely the applied

**Like politicians, CBO administrators realize that if you are not periodically mentioned in the mass media, people begin to think you must not be doing anything worth a damn.**

(nonacademically employed) social science professional. Janus-like in his/her concerns, this curious animal often is pressed to strive for good (and ideally frequent) press coverage while all the while worrying about who will be bitten by his/her too-freely-offered media sound bytes.

For the last eleven years, I have been one of these creatures. As the deputy director of a community-based health organization, one that is dependent on funding from governmental bodies and private foundations, I know how important it is to have our projects and ourselves highlighted in the press. Like politicians, CBO administrators realize that if you are not periodically mentioned in the mass media, people begin to think you must not be doing anything worth a damn. Conversely, getting your name consistently in the paper (or other media) creates the impression that you and your organization are working hard and getting things done. And, for better or worse, these impressions are valuable when funders and those seeking subcontractors for projects make decisions about where to put their money.

Similarly, being personally quoted in news stories or having your research findings cited in the press serves to establish your authority in people's minds, which, while not quite the same thing as competence or insightfulness, is a valuable commodity nonetheless. Since continued work requires continued funding and continued funding is influenced by how well you are known to and thought

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of by funders, if you honestly think that your organization is doing a good job, there need not be a lot of ethical ambivalence involved in courting the media.

As a result, you learn how to foster relations with reporters and columnists. When they call, you often drop what you are doing and spend as much time with them

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on the phone or in an interview as they want. In essence, you convince them that, when they are pressed to meet a deadline, they can always count on you to be both reachable and quotable. Then you scurry to read or listen to their report and see how badly they mangle what you said.

An hour of conversation with a reporter generally produces about two quoted sentences, although there are no guarantees (either about length or accuracy). Many is the time my stomach has turned flips as the information I provided becomes misinformation in the press. Afterwards, I slink around fearing someone will call me up with a complaint. They rarely do. Rather, people mention that they read about you in the paper, although (and sometimes fortunately) they often cannot quite remember just what it was they read. As I said, it's all about creating impressions.

By the way, things are not radically different in scholarship. Your colleagues (unlike students, it bears noting) are more apt to remember how much you publish than just what it is you publish about. As someone who often is quoted in the press once wrote, the media is the message.

## OBITUARY

### Sybil Wolfram

By M. Estellie Smith  
State University of New York, Oswego

Sybil (Friedlaender) Wolfram was born in Berlin in 1931 and brought to England as a child by her mother, the noted psychoanalyst, Kate Friedlaender.

She received all of her major training at Oxford University--Somerville College. She was awarded a B.A.

First Class Honors in Philosophy, Politics, and Economics (special subjects, logic and economic theory) in 1952 and a D. Phil. in Anthropology in 1956. Her graduate career was directed by Louis Dumont.

She also spent her entire professional career attached to Oxford University. At the time of her death, she was a University Lecturer in Philosophy.

Attracted from the beginning to both the humanities and the social sciences, she ended by working in both. An early publication, "*Le mariage entre allies dans l'Angleterre contemporaine*" (*L'Homme*, 1961), attracted attention, and she was asked to do the English translation of Lévi-Strauss's *La Pensée Sauvage*, but the publisher edited her material in ways that she--and after the fact, Lévi-Strauss--found unacceptable. In the end, Wolfram preferred to withdraw her name from the published product, later commented wryly, "It was ironic that not only did 'too many cooks spoil the broth' but they were able to transform the cooked to the raw."

From then until 1983, she focused on philosophy, publishing articles in various leading philosophical journals. She was drawn back to research in anthropology by her persistent interest in kinship, especially marriage/divorce, and rules constraining sexual/marital relations, e.g., incest prohibitions. The research resulted in the publication of *In-laws and Outlaws: Kinship and Marriage in England* (1987 London: Croom Helm).

Always interested in crossing disciplinary boundaries, in 1958 she put out the first issue of the *International Journal of Moral and Social Studies*, a publication with "a particular interest in work lying between disciplines." Its prestigious international subscription list and the growth in citations of its articles testify to the useful role it played and the gap it filled.

Fighting against a recurrence of cancer, she spent the last months working on material from the total corpus of novels by Anthony Trollope, intending to use the material to work out popular attitudes towards love, marriage, divorce, and the family in Victorian England. Even in the last few weeks of her illness, she also continued editing her journal and, as well, wrote over forty entries (some c.thousand words in length) for a new philosophical dictionary.

She was a Fellow of the Royal Anthropological Institute, the American Anthropological Association, and the Society for Applied Anthropology. She regularly attended and participated in meetings of the AAA and SfAA.

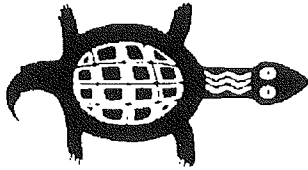
Sylvia Wolfram died on 26 July 1993. She is survived by her husband, Hugo, and two sons, Stephen and Conrad.



## 1995 SfAA ANNUAL MEETINGS

The 1995 Annual Meetings of the Society for Applied Anthropology will be held 29 March through 2 April 1995 at the Albuquerque Hilton Hotel in Albuquerque, New Mexico. The theme is "Environment, Development, and Health." Sessions and papers are encouraged that focus on theory, methods, and case studies involving these related issues. Local, regional, and international perspectives on these issues are invited from various individuals and groups, including indigenous, professional, and other contributors.

Questions about papers and sessions should be submitted to: Deward E. Walker, Jr., 1995 SfAA Program Chair, Department of Anthropology--Hale Building, Campus Box 233, University of Colorado, Boulder, CO 80309. Telephone: (303)492-6719 or 492-8984; FAX: (303)492-7970; E-Mail: walkerde@spot.colorado.edu.



## LPO NEWS

By Andrea C. Hummel  
Hummel & Associates

With the close of the SfAA meetings in Cancun comes recognition of the ongoing need for more local presentation opportunities for practitioners. Our work is often farther removed from contributions to theory than that of academic anthropologists, leading to a hesitation to share applied work at national conferences geared toward research results. Client restrictions likewise hamper practitioners' ability to discuss their efforts.

In light of this dilemma, the present is an open invitation to Local Practitioner Organizations to sponsor local or regional forums for applied anthropologists. LPOs are the ideal organizers for such sharing among professionals, given their role in bringing together practitioners from a wide array of work environments, providing opportunities for professional development, networking, and support. The High Plains Society for Applied Anthropology is one LPO actively fulfilling this need (see the SfAA August *Newsletter*).

The Sun Coast Organization of Practicing Anthropologists has likewise taken a step in this direction. While fortunate to be located in a university community that

hosts regular student research conferences as well as last year's Florida Academy of Sciences meetings, SCOPA had until recently not sponsored a conference.

In March, SCOPA participated as sponsor to the National Symposium on Indigenous Knowledge and Con-

**LPOs are the ideal organizers for such sharing among professionals, given their role in bringing together practitioners from a wide array of work environments, providing opportunities for professional development, networking, and support.**

temporary Social Issues, held in Tampa, FL. The symposium "sought to use indigenous/folk wisdom in helping to understand and address many of today's social ills, e.g., community displacement, ... social disintegration, and erosion of traditional cultural/ethnic institutions." Key-note speakers were Bernice Johnson Reagan (historian, singer, folklorist), David Maybury-Lewis (president of Cultural Survival), and Alfonso Ortiz (Native American expert). SCOPA members participated in staffing tables, giving presentations, and organizing a dinner for members of other LPOs in town for the symposium.

In speaking with other practitioners, it became evident that this parity of local forums leads many to seek conferences outside of anthropology, including the International Society for Intercultural Education, Training, and Research and the International Society for Research on Aggression, to name only two. (As is evident by their names, neither group is local, either, though a local chapter of SIETAR is forming.) Increasing involvement in planning or presenting at local conferences may be another way for LPOs to increase their visibility in the community, both for encouraging membership and for attracting prospective clients to individual members.



## STUDY OF INUPIAQ CHILDBREARING

The National Science Foundation has awarded a research grant to the Northwest Arctic Borough in Kotzebue, Alaska, for the study of Inupiaq childrearing. The focus of the project will be methods and techniques of Inupiaq childrearing and its effect on the health and well-being of young children. Funded by the Arctic Social Sciences Program of the National Science Foundation for a three-year term, this project will be directed by Rachel Craig, Inupiat Iitqusiak Coordinator for the borough, and Julie Sprott, Pediatric Nurse Practitioner and Anthropology Consultant of Anchorage.

The project will focus on the strengths of Inupiaq childrearing. The results are expected to promote better understanding in the scientific community of their extended-family style of childrearing. Data from the study also should be helpful in providing information for parenting classes that are sensitive to the culture.

The project will take place in one or two villages and will be overseen by regional and local elders' committees. This study is one of the first major social science research projects that NSF has funded through a rural Alaskan regional government.

## ANTHROPOLOGISTS AT WORK: CAREERS MAKING A DIFFERENCE -- A VIDEO

The National Association for the Practice of Anthropology (NAPA) is sponsoring a 1994 color video that depicts anthropological careers in all four subfields. The video focuses on the skills required for and the rewards associated with those careers.

This thirty-six-minute VHS video captures anthropologists working at home and abroad in diverse settings, from government and human services to manufacturing and retail industries; conducting research, implementing policy, teaching, and providing expertise in the areas of health, development, education, and the corporate world.

Professional anthropologists are enthusiastic about the effort. Willis E. Sibley, in a review for the *WAPA Newsletter*, calls it "a remarkable and engaging product. ... The video should appeal widely--to anthropology departments, college and university career guidance and placement centers, and high school students, staff, and advising centers, as well as to potential employers of anthropologists."

In his review for the *High Plains Newsletter*, Peter Van Arsdale describes it as "a first-of-its-kind video, and truly a superb production! ... When I previewed 'Anthro-

pologists at Work' for anthropology majors ... a wide-ranging discussion was triggered."

Tom Greaves of Bucknell University says that it "fills an urgent need for advising on anthropological careers."

The student response has been equally enthusiastic. After seeing the video, one student remarked, "The average person ... would come away from viewing the video greatly enlightened." Says another, "The video did

**This thirty-six-minute VHS video captures anthropologists working at home and abroad in diverse settings, from government and human services to manufacturing and retail industries; conducting research, implementing policy, teaching, and providing expertise in the areas of health, development, education, and the corporate world.**

an excellent job of revealing the many possibilities for employment in anthropology."

This video can be purchased from the American Anthropological Association, 4350 North Fairfax Drive, Suite 640, Arlington, VA 22203. The cost is \$25 for students and NAPA members, \$30 for professionals and non-NAPA members, and \$35 for organizations and institutions. Checks should be made payable to the American Anthropological Association.

## TRANSCULTURAL NURSING SOCIETY PRESENTS AWARDS

The Transcultural Nursing Society has presented the 1994 Career Development Research Award to Ardelina A. Baldonado, PhD, RN, Associate Professor at the Niehoff School of Nursing, Loyola University in Chicago. The award will support her research on "Transcultural Nursing Practice: Senior BSN Students and Staff Nurses."

The society also has presented the 1994 Doctoral Support Research Award to Alicia J. Curtin, MNS, RN, at the Department of Nursing, University of Rhode Island, Warwick, RI. Her research is titled, "Dominican Nurses' Perceptions of Their Role and Care Giving Responsibilities."

The Transcultural Nursing Society annually presents a research award to an established researcher and to a professional nurse completing graduate education. Ap-

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plication guidelines are available through the Transcultural Nursing Society Office, Madonna University, 36600 Schoolcraft Road, Livonia, MI.

## BRITISH MEDICAL ANTHROPOLOGY REVIEW

The British Medical Anthropology Society (BMAS) announces the publication of the *British Medical Anthropology Review (BMAR)*. The *Review* will replace and continue the *British Medical Anthropology Society Newsletter*, founded in 1976. The editorial board is drawn from the steering committee of the BMAS; the current editor is Dr. Sushrut Jadhav.

The *Review* will keep in touch with all those from the diverse disciplines and activities associated with medical anthropology. It will include original papers, extensive book reviews, and regular updates of courses in medical anthropology in Britain. It will list future events, seminars, and meetings and provide notes on journals of related interest and similar groups.

It also will regularly list news of members and their current research interests. Among recent articles it has, for instance, reviewed computer software for medical anthropologists and listed Aid Agencies for developing countries and grants for research and travel.

The *Review* will continue the informational and networking activities of the British Medical Anthropology Society, and it will depend on its subscribers to keep it lively, responsive, and relevant.

It will be published twice a year. The subscription is £5.00 per annum. Subscription information may be obtained from Dr. Murray Last, Department of Anthropology, University College, Gower Street, London WC1E 6BT, England.

## CALLS FOR PAPERS

### Society for Applied Sociology Annual Meeting

The annual meeting of the Society for Applied Sociology will be held 20-23 October 1994 in Detroit, Michigan. The theme of the meeting is "Sociology Around the World." The deadline for submitting papers, abstracts, and/or proposals for roundtable discussions on any topic related to applied sociology is **30 May 1994**. The Society for Applied Sociology especially welcomes presentations from sociologists working in applied/practice settings.

Please submit proposals to Patricia Ryan, Institute

for the Study of Children and Families, Eastern Michigan University, Ypsilanti, MI 48197. Telephone: (313)487-0372; FAX: (313)487-0284.

### Students Invited to Submit Papers for Margaret Clark Award

Established to extend the Pioneering work of Margaret Clark, the Association for Anthropology and Gerontology (AAGE) invites submissions from graduate and undergraduate students in all disciplines for the annual Margaret Clark Award for the best paper in medical anthropology and/or gerontology. The winning paper will receive \$500, and the *AAGE Newsletter* will publish an extended summary.

Unpublished research, analytic, or literary papers are invited. Honorable mentions may be awarded. Submissions must include the author's name, address, affiliation, and phone number, a statement of student status signed by a faculty member, and three copies of the manuscript and brief abstract, typed and double spaced. The deadline is **31 May 1994**.

Please direct questions and manuscripts to: Mark R. Luborsky, Margaret Clark Award Committee Chair, Polisher Research Institute, Philadelphia Geriatric Center, 5301 Old York Road, Philadelphia, PA 19141. Telephone: (215)456-2987.



### AAAS SEEKS INFORMATION FOR RESOURCE DIRECTORY

The American Association for the Advancement of Science (AAAS) Project on Science, Technology, and Disability invites scientists and engineers with disabilities to be included in the third edition of the *Resource Directory of Scientists and Engineers with Disabilities*. Potential candidates for the directory must hold or be

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working toward a degree in a scientific, engineering, or medical discipline or currently be employed in a scientific field.

Funded by the National Science Foundation, the project's *Resource Directory of Scientists and Engineers with Disabilities* has assisted hundreds of individuals to enter and advance in scientific disciplines. The directory helps to connect persons with disabilities and their families with professors, teachers, and counselors who can serve as role models and mentors.

The *Resource Directory* lists scientists, mathematicians, and engineers from all parts of the country, along with their disciplines, degrees, and disabilities. Individuals include professionals who were born with a disability and those who acquired their disability mid-career. Persons listed in the directory are also asked to consult for academia, government agencies, and industry as well as to serve on peer review panels and symposia.

Established in 1975, the AAAS Project on Science, Technology, and Disability has sought and shared expert advice from scientists and engineers with disabilities. Since the passage of the Americans with Disabilities Act (ADA), the AAAS *Resource Directory* has become a valuable source of expertise.

To be included in the directory, or for more information, please contact Lauren Summers, Program Associate, or Patricia A. Thompson, Editorial Specialist; AAAS Project on Science, Technology, and Disability; AAAS; 1333 H Street, NW; Washington, DC 20005; or call (202)326-6645 (V/TDD). FAX: (202)371-9849.



## POSITIONS AVAILABLE

### John D. and Catherine T. MacArthur Foundation

#### Program Officer, Population Program

**Major Emphasis: Population Issues in India or Nigeria**

The Program Officer will take major responsibility for grantmaking in India or Nigeria. At the country level, she or he will have the opportunity to develop grants in all areas of interest of the program: women's reproductive health; interaction of population and the environment; communications and popular education; and leadership development.

He or she will be responsible for working with outside specialists, assessing ongoing work in the field, de-

veloping funding strategies and implementing projects, identifying prospective grantees, preparing grant recommendations, monitoring program activities, and keeping the program current on new opportunities in the population and reproductive health fields.

The Program Officer will work in Chicago with the Director of the Population Program and a team of two other program officers, a grants administrator, a program assistant, and three secretaries. Frequent travel is involved.

**Qualifications:** PhD or equivalent. Significant experience in one of the two countries and grantmaking or grantseeking in the area of population. Excellent analytic and communications skills and the capacity to work collaboratively with colleagues where cross-disciplinary cooperation is encouraged. Fluency in one of the local languages of the two focus countries is highly desirable. Excellent command of English is a requirement.

**Compensation:** Competitive salary for experienced professional. Excellent benefits and relocation assistance.

*Please address nominations and/or applications with CV and writing samples to:*

Population Program, P.O. Search, John D. and Catherine T. MacArthur Foundation, 140 South Dearborn Street, Suite 1100, Chicago, Illinois 60603. FAX: (312)917-0334 (Attn: Population Program).

The MacArthur Foundation is an Equal Opportunity Employer and actively seeks diversity in its staff and grantees. Minorities and women, as well as developing country nationals, are encouraged to apply.

### National Science Foundation

#### Legislative and Public Affairs Positions

The National Science Foundation (NSF) seeks to fill several professional positions in several areas within its Office of Legislative and Public Affairs. NSF is recruiting for these positions from colleges, universities, professional associations and societies, or state and local governments under the Intergovernmental Personnel Act. Duration of assignments (one to two years), reimbursement of salary and other related costs are negotiated between NSF and the individual's institution.

Successful applicants may be involved in several functions. These may include development and implementation of print and electronic communications materials; arranging press conferences, media briefings and placements, and other public information activities; coordinating NSF liaison activities with state agencies and

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professional organizations; working closely with federal relations officials in colleges, universities, and other research-oriented institutions regarding NSF-supported projects and programs.

Candidates for these positions should also qualify for visits to Antarctica in conjunction with NSF's Antarctic research program. Successful applicants must pass a physical examination and medical screening for travel to Antarctica.

Preferred qualifications include an advanced degree in journalism, science, or engineering. For media relations, experience in working with electronic and print media in a major market is highly desirable. For all positions, liaison and communication skills are essential, and experience in dealing with legislative bodies and state organizations is a benefit.

NSF is an independent agency of the Federal government established in 1950 to promote and advance U.S. scientific progress. NSF accomplishes its mission by competitively awarding grants to educational institutions for research and education in the sciences, mathematics, and engineering.

Nominations should be sent by the applicant's institution (not by the individual applicant) to: National Science Foundation, Staffing and Classification Branch, 4201 Wilson Boulevard, Arlington, Virginia 22230. Attn: Catherine Handle. For further information about the IPA requirements, contact George Mazuzan, (703)306-1070. Screening of applicants will start on or about **1 April 1994**.

No person, otherwise qualified, shall be discriminated against on the basis of race, color, religion, sex, national origin, age, or disability or otherwise be excluded from being hired at NSF.

### **Geo-Marine, Inc. Engineering and Environmental Services**

The Cultural Resources Management Division, Geo-Marine, Inc., announces openings for historian/ethnographers and prehistoric and historic archaeologists with North American experience. Historian/ethnographer positions involve archival and historical research, oral history/ethnographic interviews, and report writing. Archeological positions exist for project archaeologists and principal investigators. Duties include design and execution of cultural resources studies ranging from background research to data recovery operations.

Requirements include an MA or PhD in anthropology, history, or a related field; one year of work experience;

and strong writing skills. Cultural resource management experience is desired.

Geo-Marine, Inc., is an Equal Opportunity Employer. Qualified applicants should send a current resume or vitae, a cover letter, and a list of references to Duane E. Peter, Director of Cultural Resources Management, Geo-Marine, Inc., 550 East Fifteenth Street, Plano, TX 75074. FAX: (214)422-2736.

## **Corporation for National and Community Service**

### **Summer Ethnographers**

The Corporation for National and Community Service is preparing to evaluate its 1994 Summer of Safety program. One component of the evaluation will place six ethnographers in locations around the country to conduct ethnographic evaluations of local community-service programs. These programs will be organizing service participants of all ages, from kindergarten to retired seniors. The common theme for the summer is public safety.

- Six full-time positions possible
- Tentative terms of service:
  - half time in May and September
  - full time June, July, and August
- Summer stipends \$6,000-\$8,000 (depending on work load)
- Qualifications:
  - advanced PhD students in applied anthropology preferred
  - training in ethnographic research
  - experience in ethnography preferred
  - ability to write well essential
  - interest in public safety, community development, and voluntarism

Selection will be based in part on a match between ethnographers and targeted sites.

This component of the evaluation will be direct by Dr. Mitchell Ratner of TIGER Research, Takoma Park, MD. Telephone: (301)270-8353. Send resumes and writing samples to: TIGER Research, 6814 Westmoreland Avenue, Takoma Park, MD 20912.



## PRESIDENT'S LETTER (continued)

tion about it), especially at lunchtime. The only thing within walking distance was a small convenience store, which I never did check out. In the future, the Executive Committee will add to the list of other considerations in selecting a meetings hotel the availability of alternative eating places within walking distance. (Incidentally, we

**Allan Burns earned himself a permanent place in the SfAA firmament of stars for the job he and his committee did in organizing the meetings.**

have under consideration for the 1996 meetings Baltimore, New Orleans, Savannah, Tampa, and Charlotte, NC; comments are welcome, but we must make the final selection no later than November of this year.)

Resourceful anthropologists soon made shopping trips to *el centro* to stock up on breakfast food and snacks. Ditto for imbibing supplies. Back in Tallahassee a day or two after returning, I grabbed one of those plastic grocery bags--you know, the "paper or plastic?" kind--that I got in Mexico. For the first time, I noticed that not only is it bilingual--"*Gracias*. Thank you."--but also that it is emblazoned with a damned "happy-face." As I bounced along in the bus from the hotel on my one brief shopping trip to Cancun town, I saw not just the Wendy's, the Radisson, and the Kentucky Fried, but even the Pat O'Briens and the Gold's Gym. The phrase "the culture of sameness" forms in my mind.

Cancun is so different from the Mexico that I knew briefly and superficially in 1970. Even Acapulco had a distinctly Mexican cast to its most tourist-oriented establishments, to say nothing of the central-Mexican small towns that I visited back then--some beyond the reach of a paved road. In one of those out-of-the-way places, nevertheless, I met a man who had worked in Detroit, Michigan, for a couple of years during World War II. He still commanded a small English vocabulary. Reflecting on 1960s visits to the border, I recall even the seedy tourist traps and strip joints of Ciudad Juarez as seeming more "exotic" than modern Cancun. Again, quoting Crick: "Most tourists cannot stand too much Otherness, in any case" (page 12).

Back in Cancun in 1994, a quick trip to a local supermarket reminded me of the Boasian lesson of the independent variation of language and culture. The dominant language one hears is Spanish, the brand names are

pretty much all in Spanish, and there are some distinctly Mexican foods (with some of the fresh meats displayed in ways that might not pass muster with health authorities in Tallahassee), but for the most part it's "supermarket culture" much the same as back home. A department manager with a friendly-looking name tag confers (in Spanish, of course) with stock boys in an aisleway. Carts pushed by young and old move methodically up and down the rows. Check-out clerks deftly run packages over the bar-code readers at their cash registers. In a bit of a hurry and growing a little impatient, I absent-mindedly started looking for an express checkout lane for my single-item purchase. Sure enough, I found one. The sign was in Spanish (without an English translation, I might add--a little odd for Cancun, I thought to myself), but it was indeed an express lane.

It was reassuring to see even in Cancun an occasional workman methodically and skillfully cleaning a gutter or sidewalk with an actual broom instead of one of those gawdawful gasoline-powered leaf-blowers that so often assault our ears in the U.S. (I think they issued those things to groundskeepers at my university at about the same time as secretaries got word processors--sort of like consolation prizes for those who have to work outdoors.)

In Cancun it seems like almost all the locals are bilingual. Certainly that seems to be the case with the hotel staff. Even in the smaller out-of-the-way shops and restaurants away from the obvious tourist area, there are English speakers at every turn. I am embarrassed by my extremely poor command of Spanish (but remember as somehow being better in the past). I feel more than a

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little ludicrous having tall blue-eyed people translating for me. I reflect on my father's stories of his struggles to learn English when he came to the USA. As SfAA president, placing the 1994 Malinowski award medallion around the neck of Spanish anthropologist Claudio Esteve Fabregat had very special meaning for me; shaking hands

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with him immediately afterwards, I managed to get out a few private words in Spanish.

During the meetings, my duties kept me from going on any of the tours. I really did want to go to Chan Kom. A few minutes spent at the session in honor of Villa Rojas had to do. It was very moving. It's not that I had that much to do with the smooth running of the meetings. Oh, once in a while some logistic problem was presented to me. But Allan and Tom May and all the other committee and office staff people, to say nothing of the superb hotel staff itself, did the real work of moving things along splendidly. Sometimes I had a real sense of what it means when we speak of "a ceremonial leader," feeling somewhat like the Queen opening hospitals, dedicating buildings, and inaugurating charity events.

One of those ceremonial duties was particularly enjoyable; presiding over the organizational meeting of the newly-formed Past Presidents Advisory Council. (Some-

**A lot of people talked about the changing organizational and intellectual environment in which the Society now finds itself, compared to just a few years ago when SfAA was practically alone in applied social science.**

how it seemed fitting that they chose a liaison committee by literally casting lots, using an arcane scheme introduced by Ted Downing from who-knows-what culture.) Likewise, a semi-official visit to the student committee left me with a warm glow of confidence in the future of applied anthropology. An intimate but very public poolside meeting with retiring Malinowski Award Committee Chair and former SfAA President Tom Weaver about many aspects of Society business evolved into a very private conversation about anthropology, New Mexico, and Hispanic identity. Nancie Gonzalez happened by and wondered if there are other past presidents of the Society like herself who had a student, like me, who eventually also became an SfAA president.

A lot of people talked about the changing organizational and intellectual environment in which the Society now finds itself, compared to just a few years ago when SfAA was practically alone in applied social science. Many loyal members of SfAA reminded us that nowadays there are many cognate organizations to which we should build bridges if we are to maintain our membership and not lose touch with the burgeoning world of applied social science outside academia as well as within.

From a practical standpoint I am in complete agreement, but I wish we anthropologists had managed to get more credit for and had kept better control over our characteristic contributions to understanding "human organization" in the fast-moving stream of social thought in the late twentieth century.

Among other mail greeting me on my return from Mexico was an arts-and-sciences alumni brochure from the University of New Mexico. In it I learned that the UNM sociology department now houses the executive office (formerly at the Harvard Business School) of something called the Society of the Advancement of Socio-Economics, which now has as many members as SfAA and is dedicated to the proposition that, contrary to neo-classical economics, "individual choices are shaped by values, emotions, social bonds, and judgements--rather than by precise calculation of self-interest or pleasure." My whispered reaction to myself falls somewhere between "Good God" and "No s---!"

\*\*\*\*\*

On my way to Cancun I suddenly realized that I had not been out of the United States since 1974! My colleague Mary Pohl joked that I had "gotten lost in the wilds of Alabama." As I was leaving the hotel at the end of the meeting, I said to myself for the umpteenth time that I must do something about my Spanish. I felt a little better about myself on the way to the airport when I discovered that my cab driver's English is worse than my Spanish. He is from Puebla.

On the plane from Cancun I was surrounded by French speakers. One flight attendant complained to another, "I don't know why they put non-English-speaking people right at the exits," frustrated in her efforts to explain to one of the Francophones that he must get his bag under the seat. Despite a year of French in college (with respectable grades), I realized that by comparison my Spanish is much better when one of the French-speaking ladies thanked me, "*merci*," for helping her with her baggage, and I couldn't even think of how to say "you're welcome" in French! ("*Merçi*" I understood, of course, being as how it's almost an established "loan word" in some self-consciously sophisticated brands of English.)

Going through security in Miami on the way to Mexico I saw a uniformed, Hispanic-looking woman off to the side angrily instructing a Spanish-speaking young man to speak English to her "because English is the language I speak."

On my return to the Miami airport, I was talking to an Anglo woman in a group waiting to pick up our lug-

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gage before going through customs. Another flight disgorged its passengers through the doors near us. A dark young man with epicanthic folds and very prominent zygomatic bones strides directly up to me, seeming to have purposely picked me out, and asks me in Spanish which luggage carousel is the one for his flight. I ask him in Spanish where he is coming from. "El Salvador," he replies. I motion for him to follow. In English, I ask a bilingual attendant which carousel has the luggage from the El Salvador flight. She answers in English. I pass it along to the young man in Spanish. The attendant looks on, seeming a bit bemused by this brief three-way exchange. Sometimes the Global Village is indeed confusing in even the pedestrian minutiae of everyday life.

Next time, I promise: the manual typewriter column. But it will make some serious points about high tech information gadgetry, the changing global village, and anthropologists.

**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: JEFE@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).**

#### DID YOU KNOW?

The initial issue of the journal *Applied Anthropology*, later to be called *Human Organization*, was published in 1941.



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