



SECOND OPINION

Returning Home from New Mexico

2014 SfAA-SMA Meeting Recap

HEATHER SCHACHT REISINGER (IOWA CITY VA HEALTH CARE SYSTEM AND U IOWA)

On March 18-22, 2014, the Society for Medical Anthropology (SMA) co-sponsored Society for Applied Anthropology's (SfAA) 74th Annual Meeting in Albuquerque, New Mexico. The theme for this year's meeting was Destinations, and it was quite the destination for many medical anthropologists in attendance.

The meeting was one of the largest SfAA meetings in history, with over a quarter of the sessions related to illness, health and medicine. In short, it is an impossible task to give justice to a full review of the meeting. The broad range of sessions and topics made it an interesting place to gain exposure to the wide variety of ways anthropologists are engaging issues of health and wellbeing around the world. And it was overwhelming to choose among the sessions. To that end, I will review a few highlights for me in hopes that it gives you a sense of the meeting, although it is only a glimpse.

The meeting started on Tuesday with Albuquerque/New Mexico Day. The day's events were free and open to the public, and included several panel presentations on immigration and health, and local healthcare programs and practices.

One of the highlights of any SfAA meeting is the opportunity to take tours of local places of interest. On Albuquerque/New Mexico Day, I had the privilege of attending a tour of Project ECHO (Extension of Community Healthcare

Outcomes) at University of New Mexico School of Medicine. It is an innovative program that connects medical specialists at the University of New Mexico to primary care providers throughout the rural areas of the state. Through the use of video conferencing, they have built collaborative communities of practice that have improved health outcomes, while patients and their local providers remain in their communities.

Toward the end of the day, Cathleen Willging, Sabrina Montoya, Christi Fields and Louise Lamphere provided a unique opportunity to participate in advocating for the protection of behavioral healthcare in New Mexico. The session "Behavioral Healthcare in New Mexico: Where Are We Now? Where Are We Going?" was the second community forum targeted to inspire action in behavioral health. The roundtable included a state senator, a National Alliance on Mental Illness (NAMI) advocate, a director of a non-profit agency, lobbyists, and a family member impacted by the recent actions of the state government. It was a powerful example of how anthropologists can play strong advocacy roles in their communities. It was difficult leave without having my own role to play in the work, but inspired me to look into what is going on with mental health care in my own state.

As a VA anthropologist, one of the highlights of the meeting for me was

the attendance of David Atkins, Director of the Department of Veterans Affairs' Health Services Research office. He served as a discussant for the SMA-sponsored double session "Applying Anthropology in Implementation Science to Improve Healthcare and Health," chaired by Suzanne Heurtin-Roberts and Alison Hamilton. He talked about himself as a "consumer of anthropology" and shared his insights into how to frame our work to make the fullest impact. For the medical anthropologists working to improve healthcare for veterans, it was an honor—and a testament to the impact the anthropological perspective is having in VA healthcare.

More than anything, however, the meeting was about reconnecting with old friends and colleagues and seeing what new things they are up to. It was also about meeting new colleagues and realizing all the facets of healthcare in which anthropologists are engaged. The growth of anthropologists in health-related fields is a trend worth paying attention to, and it is at our professional meetings where we are reminded to do just that.

On a final note, I would like to thank SMA for the opportunity to serve as SMA-SfAA program chair, particularly Douglas Feldman, Linda Garro and the SMA board, who provided support and guidance throughout the process. In addition, I would like to thank SfAA, Tom May and his staff for making my job easy. Finally, I would like to thank Erve Chambers, SfAA program chair, for putting on a great meeting!

I look forward to seeing you all in Washington D.C. at the AAA Annual Meeting this fall!

Call for Submissions / Deadline: July 1, 2014

Charles Hughes

Graduate Student Paper Prize

The SMA announces the competition for the 2014 Charles Hughes Graduate Student Paper Prize. The Hughes Prize will be awarded for the best paper written by a graduate student. The names of the winners (and of their mentoring professors, if appropriate) will be announced at the SMA Annual Business Meeting during the AAA Annual Meeting. Please encourage your students to apply!

Papers must have been written while the applicant was a student, in this or the preceding academic year only. The prize carries a \$250 cash award, and the journal *Medical Anthropology Quarterly* (MAQ) will have the right of first refusal

on winning manuscripts. Winners serve on the judging committee in the following year's competition.

Send materials to Juliet McMullin (julietm@ucr.edu), Hughes Prize Committee Chair, University of California, Riverside, Department of Anthropology, 900 University Ave, Riverside CA 92521 by July 1, 2014.

All submissions must be electronic. Papers should not exceed 20 double-spaced pages, not including bibliography. To support blind review, no identifying information or acknowledgments should be contained in the manuscript. Only the paper's title should appear prior

to the text on page 1.

The cover letter should contain (1) the paper title; (2) which competition it is being entered into (Hughes); (3) details about the author (including information on student status and relevant advisor's name, if any); and (4) an email address for correspondence. Please also include your postal mailing address and phone number. The committee chair will send the submitted paper and the cover letter to the relevant subcommittee members.

Notification of competition results will be made in the fall. It is the entrant's responsibility to keep the prize coordinator updated as to any change in his or her email contact information. If you are the winner and cannot be contacted, you will forfeit the prize.

For details, please see www.medanthro.net/about/sma-awards/polgar-hughes-and-rivers-paper-prize-competitions.

Call for Nominations / Deadline: August 1, 2014

Graduate Student Mentor Award

The MASA Graduate Student Mentor Award recognizes excellence in graduate student mentorship, and is aimed at senior or mid-career scholars who have demonstrated an ongoing commitment to teaching and mentorship throughout their careers, particularly those who have taken the time to successfully guide their MA and PhD students through fieldwork and the thesis or dissertation writing process.

Previous recipients of the MASA Graduate Student Mentor Award include Marcia Inhorn (2013), Peter Brown (2012), Frances Barg (2011), Mary-Jo DelVecchio-Good and Byron J. Good (2010), Carole Browner (2009), Joe Dumit (2008), Lenore Manderson (2007) and Mac Marshall (2006).

Attributes To Consider

- Communicates clearly and supportively with students and offers consistent, positive guidance; provides timely and productive feedback on written work.
- Creates a friendly, encouraging and

academically challenging environment; makes an effort to teach medical anthropology in innovative and effective ways.

- Encourages students to submit abstracts of their own at conferences, write and submit their own work to journals, teach well and value teaching, and begin to function on their own in those public arenas that include medical anthropology.
- Has a good track record of retaining students: retaining on committees, retaining advisees and actually graduating a good proportion of advisees.
- Inspires students to pursue their own research, teaching and advocacy goals in medical anthropology, despite the daunting nature of graduate school and the dissertation process.
- Helps students connect with other professionals in their field outside of their own departments and helps familiarize them with the unwritten rules of their professional community.
- Steps back and allows students to learn from their own mistakes; lets them

step forward on their own and begin making their own decisions; lets them define and take appropriate risks.

Nomination Procedures and Application Materials

A minimum of three letters of nomination should be from current and/or former students outlining the ways in which the candidate has been a strong mentor, advisor and/or teacher. Additional letters may also be submitted by junior colleagues whom the candidate has mentored; however, this is not a requirement. Each letter should consider the above criteria and address any other attributes or practices that have led to supportive, successful mentoring. Nominations for the faculty mentor award will remain open for three years for consideration by the award committee.

Submissions

Nomination and support letters will be accepted until the deadline of August 1, 2013. Please send all nomination letters to Jonathan Stillo at jstillo@gmail.com. The award recipient will be honored during the SMA Business Meeting and Award Ceremony at the AAA Annual Meeting in Washington D.C. this December.

Call for Nominations
Deadline: July 1, 2014

Eileen Basker Memorial Prize



*2013 Basker Prize
Winner Alex Edmonds*

The Society for Medical Anthropology welcomes nominations for the Eileen Basker Memorial Prize, awarded annually for a significant contribution to scholarship on gender and health by scholars from any discipline or nation, for a specific book, article, film or exceptional PhD thesis

produced within the preceding three years.

The prize is awarded to the work judged to be the most courageous, significant and potentially influential contribution to scholarship in the area of gender and health. Winners receive a \$1000 cash award and are recognized at the SMA Business Meeting during the AAA Annual Meeting.

The SMA invites scholars to submit nominations in the form of a letter indicating the impact of the particular work on the field. Self-nomination is not permitted. Publishers of nominated books are expected to supply three copies of the relevant work to the Basker Prize Committee.

The deadline for receipt of materials is July 1, 2014. Inquiries and nominations should be sent to the chair of the Basker Prize Committee: Sarah Willen, Department of Anthropology, University of Connecticut, 354 Mansfield Rd., U-1176, Storrs, CT 06269-1176; sarah.willen@uconn.edu.

The Eileen Basker Memorial Prize was founded by Virginia R. Dominguez in collaboration with the SMA in 1987 following the death of Israeli-American critical medical anthropologist and feminist Eileen Basker in October 1986.

Call for Nominations / Deadline: September 1, 2014

SMA Career Achievement Award

The SMA is pleased to announce its competition for the 2014 Career Achievement Award. Candidates may either be nominated or may self-nominate for the award.

They should (1) have advanced the field of medical anthropology through career-long contributions to theory and/or method; (2) be successful in communicating the relevance of medical anthropology to broader publics; (3) be a senior scholar, typically someone

who is about to retire, or has achieved emeritus status, or has passed the age of 65; and (4) not have already received the award. The award includes a plaque, recognition at our annual awards ceremony, and \$500.

Please send a letter of nomination or self-nomination and a copy of the nominee's CV by the September 1, 2014 deadline to Douglas A. Feldman, Chair of the Career Achievement Award Committee, at dfeldman@brockport.edu.

Vote Now in the AAA Elections!

The 2014 American Anthropological Association ballot is now open. To vote on leadership positions in both the general association and SMA, visit aaanet.org/about/Elections. Log in through AnthroGateway and click on the "Vote Now" button to access the ballots in which you are eligible to vote.

Open AAA positions this year include four seats on the Executive Board, and a range of seats on the Nominations Committee, Committee on Ethics, Committee on Gender Equity in Anthropology, Committee for Human Rights, Committee on Public Policy, Committee on Labor Relations and Committee on World Anthropologies.

SMA members are also eligible to vote for our section's next president as well as executive board members-at-large.

Voting Deadline: May 31, 2014, 5:00 p.m. EDT

Call for Submissions / Deadline: September 26, 2014

ADTSG Graduate Student Paper Prize

ALCOHOL, DRUG, AND TOBACCO STUDY GROUP

The Alcohol, Drug, and Tobacco Study Group (ADTSG) of the Society for Medical Anthropology requests submissions for the best graduate student paper in the anthropology of alcohol, drugs, tobacco or similar substances. Qualifying submissions will be judged by a committee of ADTSG members. The author of the winning paper will receive a cash award of \$100 and her or his name will be announced in *Anthropology News* and

at the SMA awards ceremony at the AAA Annual Meeting in December 2014. Submissions from all anthropological subdisciplines are encouraged.

For a complete list of judgment criteria and submission instructions, please visit our website: www.medanthro.net/adts/2014paperprize. Additional questions may be directed to Tazin Karim at karimtaz@msu.edu. We look forward to your submissions!

Call for Submissions / Deadline: July 31, 2014

Rudolf Virchow Awards

CRITICAL ANTHROPOLOGY FOR GLOBAL HEALTH CAUCUS

Rudolf Virchow, a 19th-century German physician, was a key founder of social medicine. His contributions centered on his recognition that multiple intersecting factors—social, political and economic—produce disease and illness. Virchow viewed advocacy as an essential part of health praxis, and, in keeping with this legacy, the Critical Anthropology for Global Health Caucus honors Virchow's work with three awards.

The annual Rudolf Virchow Awards are given by the Critical Anthropology for Global Health Caucus, a special interest group of the SMA. The Professional Award honors a recent published article, and the Graduate and Undergraduate

Student Awards honor recent student papers that have not yet benefited from editorial review. Winning submissions combine a critical anthropology focus with rich ethnographic data, and best reflect, extend and/or advance critical perspectives in medical anthropology.

Submissions

The submission deadline for the 2014 Rudolf Virchow Awards is July 31, 2014.

Awards are made in the following categories: (1) Professional, for an article or chapter published during 2013 in a peer-reviewed journal (print or online) or peer-reviewed edited volume; (2) Graduate Student, for a paper that was

written in 2013 or 2014 and that has not yet been subjected to editorial review; and (3) Undergraduate Student, for a paper written in 2013 or 2014 while the student was still an undergraduate. We encourage you to submit your own work and/or to nominate papers of your students or articles of colleagues. For further category requirement details and eligibility please see www.medanthro.net/interest-groups/cagh.

If you wish to submit a paper for consideration, please email the paper and a cover letter of introduction to the Virchow Awards Chair, Alexa Dietrich, Department of Anthropology, Wagner College, at alexa.dietrich@wagner.edu, by July 31, 2014. Hard copies are no longer accepted. Confirmation of receipt will be sent. To ensure a prompt and fair review, papers will not be accepted after the July 31, 2014 11:59 p.m. PST deadline.

Call for Submissions / Deadline: July 1, 2014

Graduate Student Paper Prize in the Anthropology of CAM/IM

COMPLEMENTARY AND ALTERNATIVE MEDICINE
AND INTEGRATIVE MEDICINE

The CAM/IM special interest group of the Society for Medical Anthropology requests submissions for the Graduate Student Paper Prize in the Anthropology of CAM or IM.

The group was organized in 2006 to encourage the anthropological study of CAM and IM as emergent socio-medical phenomena having global ramifications in the 21st century. Our members recognize CAM/IM as a contemporary example of medical pluralism, influenced by processes of globalization and hybridization, scientization and commodification. Submissions, which must be original work, should link to this theme, and should be no more than 8,000 words.

Qualifying submissions will be judged on relevance, originality, richness, clarity and organization by a committee of CAM/IM SIG members. The author of the winning paper will receive a cash award of \$100 and her or his name will be announced in *Anthropology News* and at the Society for Medical Anthropology Business Meeting at the AAA Annual Meeting in December.

Submissions from all anthropological subdisciplines are encouraged. For questions regarding specific qualifying criteria and the submission process, please contact Sonya Pritzker at spritzker@mednet.ucla.

Call for Submissions

Deadline: August 15, 2014

CAR Graduate Student Paper Prize

COUNCIL ON ANTHROPOLOGY
AND REPRODUCTION

The Council on Anthropology and Reproduction (CAR), an interest group of the Society for Medical Anthropology, is pleased to announce its 14th annual award competition for the best graduate student paper based on original research in anthropology and reproduction.

Papers should be double-spaced, no more than 9,000 words including references, with references formatted in *American Anthropologist* style. Papers already published or accepted for publication at time of submission are not eligible. Please submit the paper and title page no later than August 15, 2014, 11:59 p.m. Students are encouraged to submit papers at any time before the deadline.

See the full submission guidelines at www.medanthro.net/car/awards/graduate-student-paper-awards/. Questions? Email Jill Fleuriet at jill.fleuriet@utsa.edu.

Call for Nominations / Deadline: August 1, 2014

Moher Downing Distinguished Service Award

AIDS AND ANTHROPOLOGY RESEARCH GROUP

We are requesting nominations for the AIDS and Anthropology Research Group (AARG) Moher Downing Distinguished Service Award, awarded in even years by AARG.

The Moher Downing Distinguished Service Award is given to a living anthropologist in recognition of her or his exceptionally meritorious contributions to the improvement of the health of people infected with or at risk of infection with HIV. The nominee must be an anthropologist and AAA member. Criteria for selection include the impact of the service work and the duration of the service work. The degree to which the service work pro-

motes anthropology as a field concerned with improving the quality of human life is considered, as is the nominee's expected further contribution in the area of service, but neither promotion of anthropology nor the intent to remain in service are essential qualifications. Previous winners of the AARG Distinguished Service Award will not be eligible for consideration.

Nominations must consist of a letter providing an account (no longer than 300 words) of the specific service(s) performed by the nominee, including the timeframe and outcomes of his or her efforts. This statement should make the case for why the nominee should be recognized for

their significant service contribution. The statement must begin with the nominee's name, affiliation, and full current contact information. A copy of the nominee's curriculum vitae (CV) should be attached.

The awards consist of an honorarium, a plaque signifying the receipt of the award, and a presentation ceremony at the business meeting of the AARG at the annual meeting of the AAA in December.

The deadline for nominations is August 1, 2014. Please send nominations to AARG Chair Charlotte Noble (cnoble3@mail.usf.edu), to be forwarded to the chair of the Service Award Committee (TBD).

Call for Submissions / Deadline: June 1, 2014

STM Graduate Paper Prize

SCIENCE, TECHNOLOGY, AND MEDICINE

The Science, Technology, and Medicine (STM) interest group of the SMA is pleased to welcome submissions for the 2014 STM Graduate Student Paper Prize. This prize is awarded annually for a paper that offers an innovative approach to issues in science, technology or medicine. These issues include:

- How scientific research, technological transformation and professional medicine inform public health policy and popular culture and affect the intimate realms of bodily experience;
- The ways laboratory and experimental medicine (both public and private sector) are influenced by economic and political institutions and patient mobilization;

- The specificities of the development, regulation, marketing and distribution of pharmaceuticals and biologics;
- How local experiences of illness and health are refracted through established modes of discrimination (such as class, race and gender) and unequal access to new medical technologies; and
- The extent to which pragmatic and embodied responses to medical science and technology shape concepts of personhood and degrees of political membership.

Submission Rules

- The word count should be 6,000 to 8,000.
- All authors must be enrolled as a

graduate students at the time of submission.

- The paper can be under review at the time of submission, but it cannot be in press or published.
- To enable a blind review process, the submission email should include two Word documents: (1) a cover sheet with author name, affiliation(s) and acknowledgments; and (2) the paper (abstract included) with no identifying information listed.

The winner of the prize will be announced at the 2014 AAA Annual Meeting in Washington, D.C. The winner will receive an award certificate, detailed suggestions from the committee of judges on ways to prepare the article for publication, and a cash prize of \$100.

Submissions should be emailed to Nayantara "Tara" Sheoran at nayantara.sheoran@graduateinstitute.ch by June 1, 2014. For more information on the STM interest group, go to: www.medanthro.net/research/stm.

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As Viewed through the Fog: Priorities and Our Continuing Focus on the Future of Publishing

LINDA C. GARRO (U CALIFORNIA, LOS ANGELES)



Before delving into a publishing update, I want to first thank the SMA Nominations Committee, chaired by board member Juliet McMullin, for working

diligently to put forward a strong slate of candidates for this year's election. We are grateful to all those who are willing to dedicate their time to serving on the board. While this made the final task of composing the slate very difficult, having an embarrassment of riches in this instance bodes well for our organization.

The voting process is now underway through the AAA website and I want to encourage all SMA members to please vote on our next president and executive board members-at-large. While voting remains open until the end of May, I decided to vote without delay so this task wouldn't get lost in my ever-lengthening "to do" list. As has been said in the city of my birth (Chicago): Vote early and vote often! Well, on second thought, maybe just the first part.

Reading the current candidate statements reminded me of preparing my own statement a couple of years ago. Although I don't have an exact memory of what I wrote, I do know it did not have a word about the future of publishing. After hearing the election results, I had a lot of nascent ideas percolating about what could be achieved during my term. However, at the very first eye-opening board meeting that I attended as president-elect in November 2012, I realized that I'd be spending a lot of time on MAQ and the future of publishing.

Over the past couple of years, I've been

asked a number of times what I wanted to accomplish while president. The way I've come to see it is that it isn't so much a matter of what I "want" to accomplish, but rather about setting priorities given the issues and ongoing concerns facing the SMA. For example, I've come to care about better record-keeping for the SMA in ways I could not have imagined before I was elected. I've gained a deep appreciation of the efforts by presidents past to strengthen the institutional memory of the SMA as well as their efforts to clarify processes and procedures to offer guidance to the board and to better serve our members. Although similar steps taken during my term seem small in themselves, my hope is that cumulatively they will make a positive contribution to the continuing vitality of the SMA.

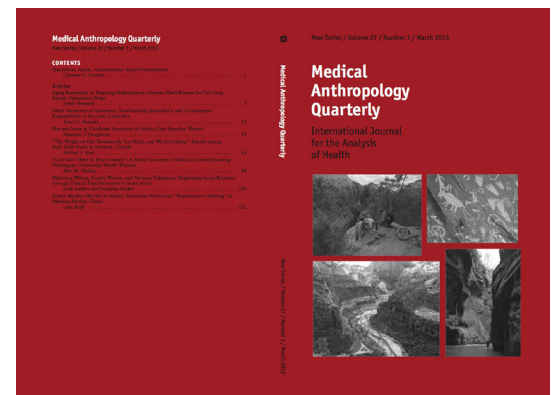
The future of publishing is one priority that has become a key focus of mine, given its centrality to the future of the SMA. So, with apologies for some repetition from my last column, my remaining comments return to this topic.

A Publishing Sustainability Plan

As noted previously, like other AAA publishing sections, by the end of July 2014 the SMA is to indicate whether we want to be included as part of a call for proposals for a five-year subscription-based arrangement with a publishing partner—the next re-envisioning of the type of agreement we have with Wiley-Blackwell. The AAA has also indicated that there could also be a call to open-access publishers, should sections express interest in transitioning to "gold" open-access with published electronic content freely available without a subscription or other cost to the reader. MAQ currently has the status of "green"

open access with the establishment of an institutional repository where final manuscript versions provided by authors are available to all without a subscription to the journal.

The election of either of these routes requires that we submit a five-year "publishing sustainability plan" that describes "in specific terms its plan for upholding the publishing program's values and reducing expenses." The recommended timeframe for submitting a draft for feedback is April 2014! The AAA has advised sections that not submitting a plan by the end of July 2014 will be taken to indicate that the section has decided to self-publish, an option we have not explicitly explored to this point.



Cover of Medical Anthropology Quarterly

While I had hoped that when I came to write this column the SMA Future of Publishing Committee and the SMA board would have clearer sense of direction for MAQ that I could then report here, we have not yet reached that stage despite a significant time investment by many at the SMA and AAA. This speaks to the complexity of the issues as well as the many uncertainties involved in projecting to 2018 and beyond.

Efforts have been made to contain costs. Our MAQ editor, Clarence "Lance" Gravlee, has taken steps to improve the financial bottom-line of the journal in ways that benefit both the SMA and AAA. And all of the AAA journals are collectively moving to a digital-primary subscription format beginning in 2016, with print on-demand available at additional cost. Unless AAA changes the current allocation formula so that the SMA receives

less revenue under the current publishing contract (this could potentially happen), we are in relatively good shape in terms of covering our ongoing expenses out of the expected income for the remaining years of the contract, with the exception of the last year, when we are projected to incur extra expenses associated with a change in editorial office. Even so, the message we are hearing from the AAA is that the steps taken to date, although in the right direction, are insufficient to address the “imperiled sustainability” of our publishing model, given projections of rising costs and decreasing revenue in the future.

To help the sections and AAA to chart a future course, the AAA Committee on the Future of Print and Electronic Publishing (CFPEP) developed a statement that lists four key publication values: breadth, quality, accessibility and sustainability. In putting these values forward, CFPEP hopes to stimulate thinking about “constellations of values rather than focusing on specific ones” and help “frame discussions both within sections and within AAA about possible necessary costs, benefits and trade-offs.”

The SMA has also benefitted from the able guidance of Oona Schmid, AAA director of publishing, who has worked out projections for both subscription-based and open-access publishing alternatives. There is no free lunch in academic publishing. Under all of the different models there are costs of publishing that must be covered; what varies is the source of revenue for these costs and estimates of the proportion of costs covered by different sources (e.g., SMA, authors, subscriptions). Even under a subscription-based model (which even now requires revenue from SMA member dues to cover costs), the projections point to growing demands on revenue from SMA member dues (or SMA reserve funds) to cover the increasing costs of our journal over the years.

Considering a Range of Options

In the January 2014 column, I wrote that the CFPEP recommendations were “silent on possible routes for increasing revenue that were highly unpopular with AAA members, such as the

need for members to pay author fees or significant increases in membership dues” (see summary of recommended changes at www.anthropology-news.org/index.php/2014/03/03/getting-to-journals-3-0/). As many may remember, the 2012 survey of AAA members carried out by CFPEP found that a “clear

for 30-50% of articles published in MAQ post-2018, with the remainder requesting a waiver of the APC?

At the other end of how “gold” OA can be sustained is what has been called the National Public Radio (NPR) model. This is where our loyal subscribers (a.k.a. SMA members) pay dues that are largely

“...the steps taken to date, although in the right direction, are insufficient to address the ‘imperiled sustainability’ of our publishing model, given projections of rising costs and decreasing revenue in the future.”

majority strongly oppose manuscript submission fees (82%) and author fees for publishing manuscripts (62%); and only 16% support raising member dues as compared to the other alternatives” (see article by Nichols, Jarvis, Orlove and Schmid in the May 2013 issue of *Anthropology News*). Still, I may have spoken too soon, as it now appears that the omission of these revenue-generating possibilities may simply reflect that it is being left to sections to consider such options.

At any rate, since I wrote my last newsletter column, the matter of “article processing charges” (APC, sometimes referred to as “author’s fees”) re-emerged as a topic of discussion. One of the projections provided includes a “gold” open-access route that depends on a percentage of authors being able to cover the APC after the manuscript is accepted following peer review (hereafter APC-OA).

This APC-OA model has the potential to increase the sustainability of “gold” open-access after 2018 but only if there are sufficient authors who do not request a waiver of the APC and instead have access to funds to cover the APC, such as grants or institutional sources. The problem is that it is difficult to estimate whether the authors whose articles are accepted will be in a position to have their grants or institutions cover the APC. Is it reasonable to project that the APC will be paid

(or perhaps even completely) allocated toward a collective good—producing a high-quality peer-reviewed “flagship” journal for the field of medical anthropology that is freely available to all. The post-2018 draw on member dues and/or reserves would require changes, and likely radical changes, in how the SMA allocates available resources (e.g., to pay for website support, our newsletter, SMA awards, student travel subsidies, funds allocated to the SMA interest groups, etc.).

To further muddle any crystal ball predictions, it is difficult to assess the APC-OA model in comparison with the other two. A worst-case scenario for a subscription-based model compared with what seems to me to be a highly optimistic scenario for the APC-OA model (given no changes in APC rates through 2018 and a significant proportion of articles accompanied by APC payment) brings the two models into closer alignment at a future point than one might anticipate.

Despite their unpopularity in the survey, the SMA will consider the institution of small “article submission” fees. This step is compatible with all three models. For example, the closest approximation to the NPR model in the AAA portfolio is the journal *Cultural Anthropology*. That journal requires AAA members to join the Society for Cultural Anthropology (SCA)

prior to submitting a manuscript for consideration. Authors who are not members of the AAA pay a submission fee of \$21 to the SCA.

Spring Publishing Discussion

We experimented this year with a different spring board meeting format, with many board members participating virtually, joining those who were physically present at the March 2014 SMA co-sponsored SfAA meeting in Albuquerque. Because of this format, we were also able to invite all members of the SMA Committee on the Future of Publishing and Oona Schmid to join the board in the conversation about our publishing options.

A couple of days later, an open meeting was held for SMA members attending the Albuquerque meeting and I was pleased to see so many members turn out. In addition to members on the SMA Future of Publishing Committee (MAQ editor Lance Gravlee, former MAQ editor Pam Erikson, SMA Treasurer Doug Henry, and Executive Board member Robbie Baer—I hope I have not left out any committee members who were there!), we were fortunate to have AAA Executive Director Ed Liebow also in attendance.

In setting up the discussion, informa-

tion was presented about the AAA process, the SMA's response to date, the AAA publishing values, and the three scenarios under consideration (subscription-based, NPR-OA and APC-OA). Among the points reiterated from a 2013 SMA report to the AAA, which I drafted in my role as committee chair, was a framing of the future as "one of moving, albeit cautiously, toward greater access while sustaining the journal—a difficult balancing act." Another point made in the same report was that the SMA did not "envision a future in which membership dues would cover the costs of 'gold' open access." This latter position has shifted somewhat, as illustrated by the active discussion of the NPR-OA model among board members and at the open meeting in Albuquerque. Given the concerns expressed by SMA members about the ability of the APC-OA approach to generate sufficient revenue without discouraging quality submissions to MAQ, the NPR model may offer both a more realistic (and costly) financial scenario under open access as well as an operational framework that is less likely to negatively impact journal submissions.

Toward the end of the hour, following an active discussion, we turned to the question of whether the SMA members

present considered it important for the MAQ to move toward gold open access, versus remaining green open access, within the context of our discussion of the sustainability plan. We held a straw poll with a show of hands. Twenty voted in favor of moving toward gold open access, three voted for remaining green open access, and six (including me) abstained.

Given the brevity of the meeting, we did not have time to discuss the types of funding arrangements to support a move to gold open access that SMA members would be willing to entertain. This, of course, is a critical matter. The tension between the values of accessibility and sustainability is a significant challenge in planning for the future.

Next Steps

Despite the fog surrounding the future of publishing, I fully anticipate that my next column will continue a discussion of these issues, further explorations, and the deliberations of the SMA publishing committee and board toward developing a publishing plan for submission to the AAA.

To date, and consistent with the request for a sustainability plan, the push has been for sections to take steps toward planning for a future in which the costs of sustaining the journal are essentially covered by the publishing section (which, in the case of OA, could also include covering fees associated with AnthroSource). At the same time, as sections, we are not independent but part of larger, dues-collecting organization with a history of publication-related decisions. If the publishing program continues to be framed as a collective good for AAA members (with access to all journals through AnthroSource as a member benefit), should sections be expected to go it alone? Under an OA scenario, for example, might AAA contribute to covering some of a section's publishing costs through the dues paid for general membership to the AAA?

Once again, I'll close by noting that comments and suggestions about the future of publishing are welcome and may be sent to sma-publishingcomm@medanthro.net.

SMA Executive Board

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Alexander Edmonds A.B.Edmonds@uva.nl
Athena McLean mclea1ah@cmich.edu
Juliet McMullin julietm@ucr.edu
Mark Nichter mnichter@email.arizona.edu
James Pfeiffer jamespf@wu.edu
Jonathan Stillo, *Student Representative* jstillo@gmail.com
Sarah Willen sarah.willen@uconn.edu

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Sean Bruna-Lewis, *Webmaster* sbruna@unm.edu
Kaylene Holvenstot, *SMA Admin. Assistant* kholvenstot@ucla.edu
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