

The ASAO Monograph Series 1967-1990: Three Editors, Three Presses

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“If I were in this business as a business I wouldn’t be in this business.” Attributed to Morris Philipson, editor of the University of Chicago Press from 1967 to 2000 (Mullaney 2013).

Introduction

In 1983, Mac Marshall and Ivan Brady trusted me with the editorship of the ASAO monograph series, a position I held until 1990. For the ASAO Histories Informal Session in Santa Fe in 2015, I shared some of what I learned participating in ASAO and editing the series. In preparing this paper for the working session in San Diego a year later, boldly set out to consider how the monograph series began, and how it has changed over 45 years. I started with the archival material that Jan Rensel generously organized and provided. Twenty-five pages later, I had barely reached the period of my own editorship, much less the present day, so I settled for considering the first 23 years – from 1967 to 1990. I am delighted that Pamela Stewart and Andrew Strathern as well as Rupert Stasch have now contributed accounts of their experiences editing and supporting the evolution of the ASAO publication series.

Questions to be considered here include: How does the microcosm of ASAO monograph series editors' reports from 1971 to the present reflect macro-level challenges and changes in academic publishing? Was/is ASAO a special case? How has the process through which our volumes are created changed? To what extent are these changes driven by the changes in the publishing industry and what other factors are at play?

First encounters

Thanks to the Counts and other Pacific specialists at McMaster University where I did my graduate studies, I participated in ASAO since I was a master's student in 1976. My husband Bill Rodman and I had gone to Ambae Island in what was then the New Hebrides in 1969. I became interested in what motivated local people to collaborate with missionaries to end cycles of raiding and retribution in the 1930s. The Counts encouraged me to organize a session at ASAO for the 1976 meetings in Charleston. Feeling out of my depth as a master's student, I enlisted support from Matthew Cooper, my supervisor at McMaster. We followed the ASAO process and held a working session on the Pacification of Melanesia in Charleston, then a symposium in Monterey in 1977.

The next step was to approach ASAO Series Editor Mac Marshall, whose job as I understood it was to identify sessions with the potential to make good ASAO volumes, to encourage the thorough ASAO treatment that would strengthen and integrate the papers into chapters, and to shepherd the resulting volume through publication. Ivan Brady, then Special Publications Editor, joined our meeting. I

remember really wanting Mac and Ivan to like our symposium and what a thrill it was that they wanted to publish it.

Bill and I were doing fieldwork back on Ambae when I received an advance copy of the Pacification volume in 1979. A copy of *National Geographic* arrived in the same post. I was deflated but not surprised that Chief Mathias, who had contributed so much to my chapter in the book, was far more interested in the *National Geographic*!

Origins - Hawai'i and Vern Carroll, Series founder

The origins of the ASAO monograph series are entangled with the origins of ASAO itself, or to be more accurate with the origin of ASAEO. Flashback to March 1967, when Vern Carroll (U of Washington) convened a symposium at the University of California, Santa Cruz on systems of adoption and fosterage in Polynesia, Micronesia, and Melanesia. Newsletter No. 1 was published at UC Santa Cruz in May of that year by Association Secretary Roger Keesing. A portion of that Newsletter, reproduced in Box 1, suggests that the symposium “represented the first phase of [Carroll’s] long-range plan for recurring conferences on social anthropological questions of comparative importance in the Pacific” (ASAO Newsletter 1, May 15, 1967).

Box 1. Our Existence. ASAO Newsletter Number 1.

Association for Social Anthropology in Eastern Oceania.

NEWSLETTER NO. I

MAY 15, 1967

SANTA CRUZ, CALIF.

OUR EXISTENCE!

In March, 1967, a symposium of social anthropologists with recent field experience in Eastern Oceania was held at the University of California, Santa Cruz. The symposium was focused on systems of adoption and fosterage in Polynesia, Micronesia, and Melanesia; but we discussed as well wider questions of social anthropology in the Pacific. The symposium was organized by Dr. Vern Carroll of the University of Washington, and represented the first phase of his long-range plan for recurring conferences on social anthropological questions of comparative importance in the Pacific. Dr. Carroll is editing a volume of papers presented at the symposium.

Later in 1967, Vern Carroll received a grant from the Wenner-Gren Foundation for \$500 to assist with production costs for a volume he edited on adoption in eastern Oceania. Published with University of Hawai'i Press in 1970, this became Volume 1 in the ASAO publication series.

By 1968, Vern had been appointed ASAO Monograph Series Editor and established a relationship with University of Hawai'i Press (UH Press) that went beyond the single volume on Adoption. In January 1969, he secured a second Wenner-Gren Grant for \$1800. This grant was specifically to found the ASAO Monograph Series "with the understanding that all royalties (10% of domestic sales, 5% of foreign sales) received from the University of Hawai'i Press would be returned to the fund, which would therefore, in time, become self-supporting" (ASAO Publication Fund Report, Oct 1971).

While pleased to have negotiated this relationship with the press, Vern had two concerns. First, would the series have a steady supply of quality manuscripts? The answer that the ASAO came up with was to create a process for generating volumes through annual meetings with a sequence of symposia (later supported with working and informal sessions) to ensure a steady supply of well-integrated, high-quality manuscripts for the Series Editor to evaluate.

The ASAO could only provide a partial answer to Vern Carroll's second concern, which was how to be sure that ASAO monographs would sell enough copies to sustain the relationship with UH Press. The monographs were intentionally tightly focused on particular geographic areas and topics of interest to ASAO members, but sales to members would not likely be enough. "My principal worry," Carroll wrote in a report, "is that UH Press will take stock of the situation one day, and decide that our sales do not justify their (enormous) investment. If they decide to abandon this series, then we are cooked!" (*Ibid.*)

These concerns seemed set aside in the Winter Newsletter, 1972, where Vern Carroll reported that royalties from the sales of volume 1 (*Adoption*) totaled \$549.75. The "diligence" of the Series Editor and the financial support that volume editors were able to obtain from their universities kept costs low. Carroll opined that the account balance of \$1761.25 combined with anticipated royalties from the "five or six" volumes in the pipeline would be sufficient to cover "complete editorial expenses for as many volumes as we care to undertake. It is the Editor's hope that we can get ten monographs in print within five years, for with ten volumes generating royalty revenue, ASAO could afford to sponsor wholly one Symposium a

year (providing transportation and maintenance of the conferees)” (ASAO Newsletter No. 9, Winter 1972).

Such optimism proved unwarranted. A year later, Carroll suspended disbursements from the publication fund, except for volumes then in production, as “our small reserve will be fully expended in getting these books into print. While royalties from Volume 1 have dwindled to the vanishing point” (ASAO Newsletter No. 11, Winter 1973). As concern about low sales figures grew, a poll in Newsletter No. 12 suggested that few respondents could commit to using ASAO monographs in their courses. The Series Editor defended the relationship with UH Press as the best of the available options, and suggested that, contrary to members’ suggestions, a commercial press would not be interested in the series.

Vern Carroll’s 1974 Series Editor’s report includes discussion of the qualities he sought in “eventually” finding a successor to his position. He thought that a logical point to do that would be after submission of Vol 6. Basically, he said, the editor “must encourage worthwhile symposium projects (and discourage poor ones). Stimulating the organization of such projects when there is a dearth, and acting as a wet blanket when there is a glut” (ASAO Monograph Series Editor’s Report No. 00 1974?, p. 3). At that time, the Series Editor had sole decision-making power with regard to the acceptance, final editing, and production of manuscripts, as well as control over the ASAO publication fund.

Production costs climbed with Henry Lundsgaarde’s Volume 2 (*Land Tenure*). By then the monograph series had an (unpaid?) Associate Series Editor for Cartography, Everett A. Wingert, an assistant professor at the University of Hawai’i,

but the maps integral to the monograph's focus on land were very expensive to produce in the days before personal computers and user-friendly graphics programs.

The poor economic climate in the early 1970s posed challenges for publishers. Mergers were common. The merger of the University of Hawai'i and East-West Center Presses in 1971, and a related hiring freeze, created a backlog of ASAO titles awaiting publication. Without more volumes in print, the stream of royalty income upon which the series depended for sustainability was but a trickle. This was not an isolated phenomenon or one unique to ASAO, as a brief excursion into the history of university presses suggests.

University Presses

The founders of the first university presses had understood that the costs of scholarly publishing would generally be too high and the sales would be too limited to be attractive to competitive, commercial publishers. Nonprofit, university presses would ensure that the research that was taking place on their campuses and that their faculty and students were conducting "in the field" would be published whether or not the publications on their list were profitable for the press or the authors. Peter Givler, longtime Executive Director of the Association of American University Presses who retired in 2013, argues that the rise of university presses was "an indispensable component of the modern, research university itself" (Givler 2002).

The University of Hawai'i Press (UHP) was founded in 1947. Ten years later, as the Space Race and the Cold War began, President Eisenhower declared the improvement of education in the US to be a national priority. The National Development Education Act poured funds into universities, and their presses thrived. Remember that Vern Carroll's agreement with UHP began in 1967, the heyday of Cold War funding for education. That the series ran out of funds in 1973, not surprisingly coincides with belt-tightening all across the scholarly publishing world. Givler provides this context:

In 1969, Neil Armstrong took his famous giant leap for mankind, and the race for space—at least symbolically—was over. We had put two men on the moon, but we also had 550,000 troops on the ground in Vietnam, fighting a real war with no end in sight. Education no longer seemed an urgent national priority, and universities had become unpopular centers of political and social dissent. Congress began redirecting the money almost immediately.

Not surprisingly, the end of the Cold War boom in funding for higher education coincided with the levelling off of the population of university presses. ... The year 1970 also marked the beginning of a slow decline in purchases by libraries of scholarly monographs, particularly in the humanities and social sciences, a decline that continues to this day and that has had a profound impact on university presses. (Givler 2002)

In 1971, the East-West Center Press brought a subsidy into its relationship with University of Hawai'i Press, and for a decade until that subsidy was withdrawn in 1981, the press was known as the University Press of Hawai'i (UPH). The press's agreement to publish the new ASAO monograph series in 1967 coincided with a time of general expansion that began to contract in the 1970s even before Reaganomics and the 1980s.

As contraction set in, the ASAO Series Editor experienced in microcosm what the presses themselves were struggling with – a long delay between spending time and money to produce a book and reaping the often slim rewards from its sales. To make matters worse, scholarly libraries were cutting budgets for book acquisitions in favour of their serials collections. Journals were where scientists tended to publish their results, and subscriptions were rising in price, further squeezing libraries' book budgets (*Ibid.*)

Transitions – Marshall steps up

Vern Carroll resigned at the March 1974 ASAO meetings, as he was moving from the University of Washington to the University of Michigan. Mac Marshall was appointed as Series Editor. Although Mac was on faculty at the University of Iowa, he was at University of Hawai'i in the summer of 1974, which helped to smooth the transition. At that time, only Volume 1 was in print. Volume 2, Lundsgaarde's land tenure monograph, was due out in the Fall. The press was seeking printing bids for Volume 3, *Pacific Atoll Populations* (Vern Carroll, editor) which appeared in 1975.

Marshall correctly felt that the next volume in the pipeline would be Ivan Brady's *Transactions in Kinship: Adoption and Fosterage in Oceania*, published as Vol 4 in 1976. (I remember its affectionate nickname as "Son of Adoption). Mac predicted that Mike Lieber's edited collection would be Vol 5, and indeed *Exiles and Migrants in Oceania* appeared in 1977. After that, another volume by Carroll on incest prohibitions was anticipated but for "for several reasons, Vern opted to place these papers elsewhere as a set" (ASAO Monograph Series Editor's Report No.4, October 1976). They were published in what Mac's report called a "pioneering" special issue of the *Journal of the Polynesian Society* (see Carroll 1976).

In his September, 1974 Series Editor's Report, Marshall had proposed that ASAO publish an "occasional papers" series, which became the Special Publications Series. He suggested that the ASAO Board appoint Ivan Brady to edit the new series; the board did so in 1979 (see Lindstrom's paper on the history of the Special Publication Series).

Low sales figures plagued the entire scholarly book publishing industry as library orders contracted in the '70s, but within ASAO it seemed that inadequate marketing on the part of UHP, and members' failure to buy enough of the books, or to order them for their university libraries, were responsible for poor sales of the association's monographs. Mac Marshall reported ASAO volume sales as of June 30, 1976 as Vol 1, 829; Vol 2, 498; and Vol 3, 288 (ASAO Monograph Series Editor's Report No. 4, October 1976). It seemed unlikely that any ASAO volume would sell 1500 copies, and in fact none did at least to the end of my editorship in 1990.

Up to this point, ASAO's Monograph Series had been a special case, effectively subsidized by its publishers at the University of Hawai'i in that a 10% royalty for all domestic sales went directly to the ASAO publication fund. As presses began to lose subsidies from government sources and from their universities, they tried to eliminate special arrangements such as the one they had with ASAO monographs. In his 1976 report citing the sales figures above, Marshall described the "ultimatum" that UHP had given him in December 1975 (see Box 2). He had little choice but to agree to a new royalty agreement which was likely to generate no income for the ASAO publication fund from sales of the three volumes then in process. Brady's Vol 4 was at the bindery and Lieber's Vol 5 was under contract. A potential Volume 6, edited by James Boutilier et al., *Mission, Church and Sect in Oceania*, was nearly ready for submission to the series. Marshall announced that he would not consider any new manuscripts beyond Vol 6, and began to explore moving the monograph series to another press. He felt it was important not to change presses before the publication of the Mission volume.

Box 2. Excerpt from ASAO Monograph Series Editor's Report, Oct, 1976

The issue over low sales of the Series was the Press's major concern when I met with them last December in Honolulu en route to the field. They argued that in these times of financial stringency they can no longer afford to subsidize our Series as they have and I was presented an ultimatum: alter the royalties arrangement or take the Series elsewhere. Since we had 3 volumes in press with them at various stages and since I was about to leave the country, I felt I had little choice but to accept a change in the royalties agreement and I did so. You will recall that when the Series was established an arrangement was worked out whereby the ASAO Publications Fund would receive 10% royalties on all sales of the monographs (except those sold at discount for which we received 5%) beginning with the first copy sold. The new agreement reflects the Press's concern with costs: they do not recoup their investment in a book until 1500 copies have been sold. Since none of our books has come close to that figure, they wished to reword the agreement so that no royalties would be paid until 1500 copies have been sold, i.e., until they have recouped their investment. This is the present contractual arrangement we have on ASAO No. 4 (Brady) and ASAO No. 5 (Lieber). In effect, it means that we shall receive no royalties from these two books, although we'll continue to receive royalty payments on ASAO Nos. 1-3. Obviously, this new arrangement weakens the long-term viability of the Series and it is in our best interest to begin to explore alternative publishing possibilities.

Winds of Change – the Michigan years

The 1977 ASAO meetings were in Monterey, where oceanfront rooms in the Holiday Inn on a windy beach were \$30.50/night (ASAO Newsletter No. 23, December/January 1977). Members attending the Plenary Session learned of important changes to the association's Bylaws and of a new publishing arrangement for the series (ASAO Newsletter No. 24, Combined Spring/Summer 1977). First, a new category of Voting Member was created. Up to this point, Fellows – those who had published in an ASAO Monograph – were the only voting members of the Association (see Juliana Flinn's paper on changes in ASAO membership categories). Second, through a Bylaw change, criteria for the status of Fellow would be extended beyond having published in an ASAO Monograph to publications in the new Occasional Series (which became Special Publications) and to papers from ASAO symposia published elsewhere. Members were encouraged to follow the trail Vern Carroll had blazed and edit more special journal issues featuring papers from ASAO sessions.

For the purposes of this paper, the biggest news at the 1977 meetings was that the monograph series was moving immediately to University of Michigan Press (UMP) as one of four new series created there under the “overall supervision” of Vern Carroll. Mac Marshall would retain editorial control over the series, and Vern would play no active role. As Mac explained to me in an email, Dec. 9, 2016:

Once (Vern) got to Michigan, wheeler-dealer that he was, he negotiated a multi-Series arrangement with U MI Press that was--as you know--tied in with technological innovations that were then new and exciting via University Microfilms. Because of the changes that UH Press effectively forced on the Series Vern and I worked together to arrange for the ASAO Series to move to U MI Press/U Microfilms. Having the prestige of the university press on our books was important for scholarly bona fides.

The arrangement promised benefits from new Xerox technology that had not been available at the other press. University Microfilms International, under the imprimatur of University of Michigan Press, could produce books from camera-ready copy that volume editors would supply. This was unprecedented and promised to reduce production time and costs to eight weeks or less. The format could be hard cover, soft cover or microfiche.

Marshall’s contract with UMP gave ASAO volumes 10% from the first copy, a deal as good as the initial arrangement that Vern Carroll had made at the University of Hawai’i. As had been the case with UH, ASAO continued to hold copyright on all volumes published with UMP.

After holding Volume 6, the lengthy *Mission, Church, and Sect in Oceania*, for nearly a year, University of Hawai'i Press released the manuscript from its contract because of "severe financial problems." Marshall brought it to Michigan where it would be the first ASAO volume under the new arrangement. Camera-ready copy proved to be expensive to produce, especially for such a long book. It really wasn't camera-ready typescript that could be photographed; it had to be input by a keyboarder on a composing machine. This new technology still was a long way from what became the PC!

With this expense and no royalties from Vols 4 or 5, the ASAO publication fund was inadequate to move forward with Vol 6. The volume 6 editors and Marshall sought and received assistance from Wenner-Gren (\$2000) and the editors' universities (\$1700). At the 1978 meeting, held at the Asilomar conference center near Monterey, Marshall asked for a subsidy from the ASAO to enable the publication of one monograph in the series annually. Dues were raised to \$15 with \$5 earmarked for the series.

A breakthrough with Vol 6 came when Vern Carroll found a keyboarder experienced with using an IBM composer to prepare photo-ready copy. Although the rate was expensive – \$3 per page – the press's ability to produce "on demand" saved them the cost, and the risk, of standard print runs and gave ASAO at least some return. Each copy printed could be a copy pre-sold and nothing need go out of print. A downside, though, was the per-copy price of the volumes, which was expensive for the times because the press said it would price each volume at 8 ½

cents per page. In the event, when the nearly 500-page *Mission* volume appeared in 1979 it sold for “only” \$33.50.

Sales continued to be slow. By 1978, *Adoption*, the oldest and largest selling volume, was still under 1000 copies in lifetime sales after eight years in print. At every opportunity, Marshall exhorted members to purchase all the volumes in the series and get their libraries to do the same.

Technology kept shifting and even a year after the *Mission* volume, production costs declined. *The Pacification of Melanesia*, a slim and less costly volume, was published in 1979. Marshall’s own edited volume, *Siblingship in Oceania*, was in press and was basically “free” because he had a \$500 grant from the University of Iowa, and had agreed to participate in an “experimental typesetting program run by Xerox. The publication fund was on its feet again.

Mac Marshall left for Papua New Guinea in early 1980 where he took up a research position on alcohol abuse in the Institute of Applied and Social Economic Research (IASER) for two years. He asked to continue as Series Editor, and opined that the postal service to PNG probably wasn’t worse than the “pony express” to the cornfields of Iowa (ASAO Monograph Series Editor’s Report, October 1979).

In March 1982, Marshall proposed creating an editorial board to strengthen and support the monograph and special publications series. Without such a board, he noted that the editor was sometimes placed “in a very awkward interpersonal situation with respect to colleagues” (Marshall 1982a). The first editorial board members were Rick Feinberg, Deborah Gewertz, and Nancy McDowell (Marshall and Brady 1982).

By that time, it was apparent that University Microfilms International's "on demand" printing was, in Marshall's words, "collapsing under the weight of its own mismanagement" (Marshall 1982b). UMP was not interested in taking the series into a conventional academic publishing process because of low sales. The press did, however, make good on its commitment to publish Volume 9, *Middlemen and Brokers in Oceania*, even after UMI had ceased production. The print run was only 500 hardcover copies, but the volume was well priced at \$16.50 and UMP wrote it off as a financial loss.

In Marshall's words, the UMP/UMI arrangement "was characterized by a lack of communication and responsiveness to inquiry, poor to nonexistent advertising, and a confusion over the filling of orders. It was anything but an ideal relationship" (Marshall 1982c). Once again, Mac looked for a new publisher. Meanwhile he declared a moratorium on submission of new manuscripts to the series.

University Press of America (UPA) in Lanham, Maryland, was just seven years old. It had developed a co-publishing program that seemed tailor made for ASAO monographs. Marshall wrote a report for the ASAO Board recommending that the monograph series transfer immediately to UPA. He explained that UPA intended the co-publishing program as "a simple, speedy, and inexpensive" way for associations like ASAO to publish monographs. ASAO would retain full editorial control and copyright. UPA promised, and, unlike UMI, seemed to deliver on, a production time of ten weeks or less from the time it received photo-ready copy. Their marketing would be better than UMI's, which had been extremely limited. Their print runs included a mix of hard and soft copies. UPA's pricing structure was

cheaper than at UMI, especially with the soft cover option (Marshall 1982b).

One drawback seemed to be royalty payments that would be substantially lower than the 10% flat rate that ASAO had enjoyed with both earlier presses. UPA offered a sliding scale from 5% for the first 500 copies, increasing 2.5% for every 500 copies to 12% on sales of 1500+ copies. Marshall attempted unsuccessfully to negotiate a flat 10% royalty.

Another challenge was that UPA would require ASAO to pre-purchase 70 copies of each book. Originally, this figure was 85 copies, but Marshall was able to persuade UPA to reduce the number to 70. This would require more cash flow and add to the cost of each book's production. Marshall proposed that these be re-sold to members at a 10% discount.

On another positive note, UPA expressed interest in consolidating the entire monograph series and proposed to buy up the other presses' inventories of Vols 1 through 9 for resale, with 10% royalties on all copies of such reprints going to ASAO. The press also offered to reprint any volumes as demand warranted, so long as ASAO pre-purchased the requisite 70 copies.

On New Year's Eve, Mac wrote a memo to ask the ASAO Executive Board and the new Editorial Board to authorize him to sign a co-publishing agreement with UPA:

"Given the realities of contemporary book publishing, and an honest recognition that the ASAO Monograph Series is not exactly a 'hot item' in terms of sales, I do not think we can do better than the very attractive Co - Publishing arrangement offered by UPA" (Marshall 1982c).

Marshall wanted the UPA co-publishing arrangement in place so that he could begin considering new manuscripts at the New Harmony meetings in the spring of 1983. He also wanted to be able to pass the editorship on to a new editor.

Rodman and the UPA years

In 1983, the ink had only been dry on my PhD for two years. I was on a post-doctoral fellowship in Dorothy Counts' department at the University of Waterloo with no long-term academic employment possibilities. I was fortunate to get a one-year contract to replace someone on sabbatical at McMaster in 1984-85. The early eighties under Reagan in the US and Mulroney in Canada were dark days in many ways, not least on the job scene. Tenure-track positions were nearly as scarce as in 2016, and contract teaching was not the widespread practice that it has become. There just weren't many jobs, and a sabbatical replacement rarely came with much institutional support. It was a surprise, then, when Mac Marshall and Ivan Brady trusted me with the editorship of the ASAO series in 1983, a position I would hold for seven years.

In July, Mac and his wife Leslie drove to Canada to deliver a carload of files to me in Dundas, Ontario. Thus Mac brought to an end his tenure as ASAO Monograph Series Editor after nine years. Marshall's labours to establish the new co-publishing agreement allowed me to enjoy a honeymoon period with UPA. He orchestrated the immediate reprinting in 1983 of *Pacification*, *Siblings*, and *Middlemen* (Vols 7, 8, and 9). In early 1984, UPA reprinted *Mission, Church and Sect in Oceania* (Vol 6).

The obligation to purchase 70 advance copies of each new or reprinted

volume redefined the series editor's involvement in marketing but did not prove to be a problem. In just over four months, I was able to sell half of the 280 advance-purchase copies that ASAO had to purchase as part of our contract with UPA. A year later, three-quarters were sold. Advertising was through a flyer inserted in Newsletter No 49 and through direct-mail advertising to former ASAO members and AAA members listing "Oceania" as an interest. The Series Editor's expenses increased considerably with this marketing activity (\$679.97 in 1984 vs. \$165.78 in 1983). Fortunately, I was able to get a joint research appointment at both the University of Waterloo and McMaster and the resulting grant of \$C 1075 annually offset most expenses (ASAO Monograph Series Editor's Report No 17, February 1984 and No 18, February 1985).

Volume 10, *Aging and its Transformations*, was submitted to the series in the summer of 1984. Dorothy Counts had obtained subventions totalling \$2,400 to cover production costs. By the spring of 1985, *Aging* was in the final stage of production, with publication scheduled for the summer. I could report that

[t]his volume marks many "firsts": it is the first new ASAO volume published with UPA, the first to be prepared on a computer, the first to undergo review by the Editorial Advisory Board, the first to have an index, and the first in my experience as Series Editor. The Counts have been patient, resourceful, and persistent editors who even retained their good humor throughout. (ASAO Monograph Series Editor's Report No. 18, February 1985)

Again, a change in technology benefited the monograph series as did university support. The Counts' volume was typeset using a new IBM system at the

University of Waterloo. As part of its support for the series, the university was willing to provide computer time, graphic services at in-house rates, and free computer consultation.

Two manuscripts were under ASAO review in 1985, Lamont Lindstrom's *Drugs and Interpersonal Relations in Oceania*, and Karl Heider's *Rashomon*. Heider's rather brief collection did not go forward with ASAO but his own chapter later appeared in *American Anthropologist* (Heider 1988). Lindstrom's volume was accepted and in press in 1986. It would be published in the spring of 1987. All 280 copies of the earlier volumes had been sold, as had the 70 pre-publication copies of the *Aging* volume.

The relationship with UPA seemed all that Marshall had hoped except that in 1985 the press wanted to add its own review process to the already stringent ASAO three year cycle for volume production (see Mawyer and Howard, this session) and the new ASAO editorial board review process. I sought direction from the Board about how to respond when ASAO met in Salem, and this apparent threat came to nothing. UPA began reviewing ASAO's new manuscripts at the same time as our editorial board but never requested substantive changes. Perhaps they wanted the appearance of peer review to bolster their academic image?

Toward the close of the Salem meeting, the Board received a request from Vern Carroll to consider adding two series that had been orphaned, as our series had, when UMI ceased "on demand" publication (Carroll et al. 1985). These were *Studies in Pacific Anthropology*, and *Austronesian Linguistic Texts*. The proposal did not come as a surprise — Carroll had presented a version of it at the Moloka'i

meetings – but it did not meet with approval for several reasons. The vision for volumes in the new series had shifted from the earlier version. The board believed it was now too focused on “ethnographic minutiae” (e.g., Pacific fish hooks) to be financially viable, and worried that the editorial board could find itself deluged with manuscripts for review: “Everyone in ASAO has interesting ethnographic minutiae to submit for possible publication” (Rodman to Carroll in archived correspondence labeled Carroll et al. 1985).

I departed for a year of fieldwork and writing in the summer of 1985. McMaster continued to support the ASAO Series with a grant, and also provide a graduate assistantship so that there would be someone to “tend shop” while I was away. Joel Minion, a McMaster anthropology MA student who went on to a career in library science, provided very capable assistance.

In 1986, there was a delay in receiving royalties from UPA but otherwise relations with the press continued to be good. The publication fund was healthy, with more than \$6500 in the bank in March 1986 (ASAO Monograph Series Editor’s Report No. 19, March 1986). Grants from the volume editors’ universities supplemented the annual dues allocation and royalties (\$1065 in 1987) to keep the publication fund flush, with \$8206 in the US account at the end of 1986 (ASAO Monograph Series Editor’s Report No. 20, February 1987).

An advance copy of Vol 11, *Drugs*, hot off the press, was on exhibit at the Monterey meetings in 1987. Orders from meeting participants and throughout the year left only twenty-six to sell at the Savannah meetings in 1988. All continued to go relatively smoothly in ASAO’s relations with the press, except for delays in paying

us royalties. This proved to be an early sign of financial problems at UPA.

John Barker's *Christianity in Oceania* was next in line as a possible Vol 12, and the papers from his symposium were under review later that year. UPA simultaneously reviewed the manuscript, a process that worked seamlessly (ASAO Monograph Series Editor's Report No. 21, February 1988 and 22, February 1989). The volume was accepted for publication in 1988 but not published until 1990, after disturbing delays on the part of UPA.

Meanwhile, thinking all was in good order with the UPA arrangement, I had submitted my resignation as Series Editor at the San Antonio meetings in February 1989, to take effect a year later at the Kaua'i conference (ASAO Monograph Series Editor's Report No. 22a, February 1989). With all the UMI volumes republished through UPA and three new volumes (10-12) in the series, it seemed time to find someone to bring new energy and ideas to the series. Despite some challenges, the co-publishing arrangement with UPA seemed viable, reinforcing my feeling that this was a good time to pass the editorial torch. I had accepted a tenure-track position at York University in 1986, while the series was still headquartered at McMaster, which was inconvenient, and York was not willing to support the series editorship. I had no one in mind to replace me and asked the Board to begin a search for a new series editor.

In May, Andrew Strathern applied for the position of ASAO Monograph Series Editor (Strathern 1989). By the time of the Kaua'i meetings, the Board had confirmed him in this position. He knew that UPA was in financial crisis and our

relationship was deteriorating rapidly. Box 3, extracted from the 1990 Series Editor's Report, summarizes the situation.

Box 3. Extract from ASAO Monograph Series Editor's Report, February 1990.

3. Future ties with University Press of America. During the past six months I have reported to the president some problems with UPA. He has discussed these with Board members by phone. Briefly, these problems include 1) long delays in paying royalties -- I finally extracted a cheque for 1988 royalties (\$303.76) in Jan 1990; 2) allowing the Aging volume to go out of print without notifying us, without filling 75 back orders, and without agreeing to reprint it; and 3) uncertainty concerning when the Barker volume can be printed. All of these problems arise from the poor financial situation at UPA. I have discussed with Andrew Strathern the possibility of moving the series to another publisher, perhaps the University of Pittsburgh press. He will report to you as things develop.

Strathern, who had a faculty appointment at the University of Pittsburgh, was able to establish an arrangement to transfer the monograph series immediately to the University of Pittsburgh Press. The rest is history ... and is described in the Stratherns' and in Rupert Stasch's contributions to this session.

Conclusion

Vern Carroll initiated the ASAO monograph series with the University of Hawai'i Press in 1967, near the end of a period of growth for academic publishing, spurred (who would have thought?) by the space race. As financial contraction set in and production costs rose, the computer age promised to reduce typesetting costs and speed up academic publishing. The second Series Editor, Mac Marshall took over when Carroll resigned in 1974. Marshall was disappointed and saw the signs of a press in financial trouble when University of Hawai'i press refused to pay any royalties on Vols 4 and 5. He moved the series to the University of Michigan Press in

1977. UMP's connection with University Microfilms International's Xerox technology looked like a great way to produce "on demand" copies of volumes such as ASAO's, for a specialized, limited readership.

As technology continued to evolve and the world of academic publishing became increasingly competitive, the arrangement with UMI failed and University of Michigan Press had no appetite for our series. Mac Marshall again found a new press. University Press of America had the latest technology for producing small press runs, including soft cover, a first for the ASAO series. He felt ready to pass the editorship on to me, and I was able to edit it from Canada through this Lanham, Maryland, publisher for seven years. The 1990s, however, "saw the advent of the Internet and the first wave of digital disruption" to which UPA quickly succumbed (Mullaney 2013).

By 1990, when Andrew Strathern became series editor, the Monograph Series had grown to twelve volumes. They were well-edited, tightly integrated collections of papers that had gone through the three-year ASAO process, as well as editing by the series and, from the mid-1980s, by an editorial board. Whether that process made ASAO volumes substantively different to other edited collections is a question I had hoped to consider, but will leave to others.

Sales were never the series' strength. Box 4 shows the lifetime sales of ASAO volumes through December 1989. Vol 1 had barely sold 1,000 copies after twenty years in print. By 1990 it seemed unlikely that the other volumes would remain in print that long. In fact, the *Aging* volume was out of print within five years of publication despite relatively strong sales of 799 copies.

Box 4. Lifetime sales through 1989 (ASAO Monograph Series Editor's Report No. 23, February 1990).

ASAO MONOGRAPH SERIES LIFETIME BOOK SALES			
VOL.	TITLE (AUTHOR)	PUB DATE	COPIES SOLD THRU 12/30/89
1	ADOPTION (CARROLL)	1970	1021
2	LAND TENURE (LUNDSGAARDE)	1974	870
3	ATOLL POPULATIONS (CARROLL)	1974	695
4	ADOPTION & FOSTERAGE (BRADY)	1975	642
5	EXILES & MIGRANTS (LIEBER)	1977	340
6	MISSION... (BOUTILIER/HUGHES/TIFFANY)	1978	
	REPRINTED	1984	707
7	PACIFICATION (RODMAN/COOPER)	1979	
	REPRINTED	1983	551
8	SIBLINGSHIP (MARSHALL)	1961	
	REPRINTED	1983	510
9	MIDDLEMEN & BROKERS (RODMAN/COUNTS)	1982	
	REPRINTED	1983	456
10	AGING (COUNTS/COUNTS)	1985	799
11	DRUGS (LINDSTROM)	1987	276
TOTAL SALES ALL VOLS			7067
VOLS 1-5 PUBLISHED BY UNIVERSITY OF HAWAII PRESS			
VOLS 6-9 PUBLISHED BY UNIVERSITY OF MICHIGAN PRESS			
THEN REPRINTED BY UNIVERSITY PRESS OF AMERICA			
VOLS 10-11 PUBLISHED BY UNIVERSITY PRESS OF AMERICA			
VOL 10 CURRENTLY OUT OF PRINT			

Royalties were on a downward trend from the flat 10% in the early days with University of Hawai'i Press, reaching a low point when the press refused to pay any royalties of Volumes 4 and 5. Financial problems at UMI, royalties paid on a sliding scale at UPA, and eventually a failure to pay royalties owed to the series as the press slide into financial distress, all reduced the funds available to produce new volumes in the series. Fortunately, Marshall had introduced the practice of allocating a portion of members' annual dues to support the monograph series. This allocation

combined with support for the Monograph Series Editor from the University of Waterloo and McMaster University, along with smaller grants that volume editors' were ability to get from their universities, kept the publication fund solvent through 1990.

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<http://www.asao.org/pacific/archives.htm#news>. NL 51 (Summer, 1984) contains Mac Marshall's list of reviews of all ASAO publications to 1984. (?Mac recalls that Rick Feinberg updated this list when he was Newsletter editor – check with Rick).

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