

Addition to History of ASAO Monograph/Book Series  
Michèle Dominy, Series editor 2002-2004

With the resignation of Andrew Strathern and Pamela J. Stewart (Strathern) as series editors in 2001 (1991-2001), the ASAO Board appointed Michèle Dominy (past ASAO chair) as the monograph series editor. Coincident with the end of the Strathern's editorship, the University of Pittsburgh decided to "cease to publish the Series after volumes 19 and 20 and would take the opportunity to consider moving away from publishing in anthropology, in order to allow a different Press, with a greater interest in publishing anthropological works, to produce and market the Series." The immediate challenge was to seek a new publisher.

### Securing a New Press

My first task was to find a new press for the series. This was a difficult process, complicated by changes in the publishing industry, resistance to publishing edited volumes, and the our inclusive processes as an organization. Approaches were made to many presses, recommended by past and present board members, before a successful contract was negotiated with Peter Agree for the University of Pennsylvania Press. Deborah Gewertz played an important role in securing this partnership.

Approaches had been made to Pamela Kelley at the University of Hawaii Press, Dean Birkenkamp and Susan McEachern at Rowman and Littlefield Publishers (who forwarded our letter to Lexington Book Imprints), Ingrid Erickson at the University of Michigan Press, Elizabeth Dulany at the University of Illinois Press, Ann-Marie Davenport at JAI Press/Ablex Publishing Corporation, Tony Crawford editor of Crawford Publishing (Australia), the University of Massachusetts Press, and Kent State University Press.

These rejections highlighted a number of shared concerns for the Board had to address with the editor in securing the future of the monograph series. Press editors cited financial pressures that made it difficult to publish, market and sell the kinds of lengthy and diverse edited monographs the ASAO series offered. Several editors noted that the most marketable volumes were picked up by presses other than the monograph series press, leaving behind those with potentially smaller audiences. One press suggested that the association might offer shorter topical books written by a single author for classroom use. Others sought a tighter, more selective internal review process by the individual volume editor, and the ASAO editorial board, which might run counter to the more egalitarian ethos of the association in including all papers from symposium sessions.

### The Contract

We successfully negotiated a contract with editor Peter Agree for the University of Pennsylvania Press, and the association's contract with the press was executed on May 6, 2003 and the contract received on July 1, 2003.

The press imposed two new requirements that differed from previous monograph series arrangements, both of which addressed the challenges outlined above.

(1) ASAO agreed to provide the press with at least five titles over the next five years, either ASAO monographs in the traditional sense (i.e., multiauthored volumes arising from an ASAO session or sessions). These could include special publications (from distinguished

lectures) but would not include edited volumes arising from AAA or other organizations' meetings. The effective date was October 2002. Volumes were not to exceed 125,000 words, and were subject to rigorous internal and external review. One of our volumes (edited by Pascale Bonnemère) had been under review by the University of Michigan Press, but was dropped when there was a change in their system; it was reviewed by the University Pennsylvania Press and published as the first (and only) volume under my series editorship.

(2) The University Press of Pennsylvania recommended two possible new names for the series—"Social Anthropology in Oceania [NS] ASAO Monograph #21," for example, or "Contemporary Pacific Studies." The Board approved the first suggestion with concerns that the latter title could pose problems in that others use that phrase (for example, the journal, *The Contemporary Pacific*).

The agreement specified that ASAO would reimburse the press for all composition costs upon publication of each volume with the estimates being provided to the series editor prior to publication. ASAO was able to accept the estimate or to request a reduction from the volume editor in numbers of pages for figures in order to reduce the costs. The press sent royalty statements annually to ASAO at the end of the fiscal year and prior to the end of the calendar year. The press agreed to send sales reports on each volume to the respective editor of the volume.

#### The ASAO Editorial Board and Volume 21

Members of the editorial board were Bruce Knauft, Rena Lederman, Linette Poyer with Lamont Lindstrom serving as special publications editor. The members qualifications were vetted by the editorial board of the University of Pennsylvania Press.

The first ASAO monograph published by the University of Pennsylvania Press in their Social Anthropology in Oceania Series in June 2004 was:

**Women as Unseen Characters**  
**Male Ritual in Papua New Guinea**  
**Pascale Bonnemère, Editor**

304 pages | 6 x 9

Cloth Jun 2004 | ISBN 0-8122-3789-7 | \$49.95s | £35.00

Social Anthropology in Oceania

<http://www.upenn.edu/pennpress/book/14011.html>

#### The Next Editor

Jeannette Mageo was approved by the Editorial Board of the Press to succeed Michèle Dominy, when she stepped aside given decanal responsibilities that precluded her attending the annual meetings. An appointment was finalized between Peter Agree for the Press and Jeannette Mageo for ASAO at the American Anthropological Meetings in November 2003. The final transfer of funds from M&T Bank to a new Bank of America account in the amount of \$9362.02 was made of February 12, 2004.