

## The ASAO Monograph and Book Series\*

### Part I: The ASAO Monograph Series 1967–1990: Three Editors, Three Presses

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*Monograph Series Editor 1983–1990*

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 (quoted in Mullaney 2013)*

In 1983 (when I was called Margaret Rodman), Mac Marshall and Ivan Brady trusted me with the editorship of the Association for Social Anthropology in Oceania (ASAO) Monograph Series, a position I held until 1990. For the ASAO Histories informal session in Santa Fe, New Mexico, 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, I 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 subsequent ASAO Monograph and Book Series editors have now contributed accounts of their experiences in editing and supporting the evolution of the ASAO publication series.

Questions 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

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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 Dorothy and David 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. In 1969, my husband Bill Rodman and I had gone to Ambae Island in what was then the New Hebrides. I became interested in what motivated local people to collaborate with missionaries in order to end cycles of raiding and retribution in the 1930s. The Counts encouraged me to organize an ASAO session for the 1976 meeting in Charleston, South Carolina. 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, followed by a symposium at the 1977 meeting in Monterey, California.

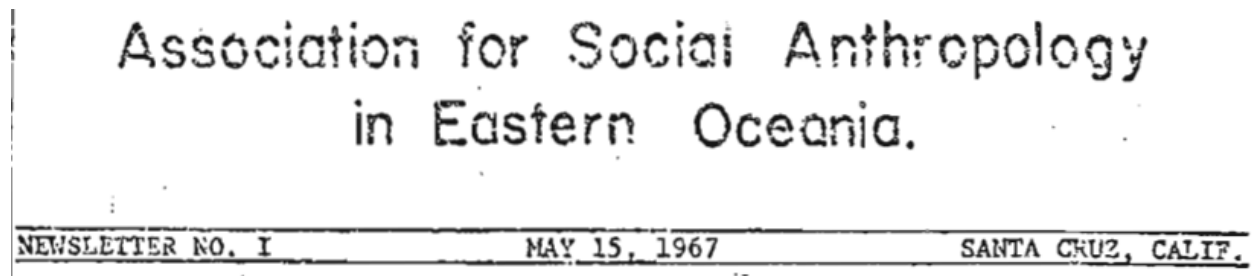
The next step was to approach ASAO Series Editor Mac Marshall, whose job as I understood it was to identify sessions with the potential to make good ASAO volumes; to encourage the thorough ASAO treatment that would strengthen and integrate the papers into chapters; and to shepherd the resulting volume through publication. Ivan Brady, who was then Special Publications Editor, joined our meeting. I remember really wanting Marshall and Brady 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 in 1979 when I received an advance copy of the *Pacification* volume (Rodman and Cooper 1979). A copy of *National Geographic* arrived in the same post. I was deflated but not surprised that Chief Mathias Tariudu, 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, the origin of ASAEO: the Association for Social Anthropology in *Eastern Oceania*. Flashback to March 1967, when Vern Carroll (University of Washington) convened a symposium at the University of California–Santa Cruz on systems of adoption and fosterage in Polynesia, Micronesia, and Island Melanesia. The first issue of the *ASAEO Newsletter* was published at UC Santa Cruz in May of that year by association secretary Roger Keesing.<sup>1</sup> A portion of that *Newsletter*, reproduced in figure 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” (*ASAEO Newsletter* #1: 1).



#### 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.

Figure 1. “Our Existence.” *ASAEIO Newsletter* #1.

Later in 1967, 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.<sup>2</sup> Published with University of Hawai‘i Press in 1970, this became volume 1 in the ASAO Monograph Series (Carroll 1970).<sup>3</sup>

By 1968, Carroll had been appointed ASAO Monograph Series Editor and established a relationship with University of Hawai‘i (UH) Press that went beyond the single volume on adoption. In January 1969, he secured a second Wenner-Gren Grant for \$1,800. As noted in Carroll’s October 1971 report on the ASAO Publications Fund, 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.”<sup>4</sup>

While pleased to have negotiated this relationship with the press, Carroll had two concerns. First, would the series have a steady supply of suitable manuscripts? The answer that 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 regular production of well-integrated, high-quality manuscripts for the Series Editor to evaluate.

ASAO could only provide a partial answer to 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 his October 1971 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!”

These concerns seemed set aside in the Winter 1972 issue of the *ASAO Newsletter*, where Carroll reported that royalties from the sales of volume 1 (*Adoption*) totaled \$549.75. Costs had been kept low thus far “owing to the volume editors’ diligence in securing grants or institutional support.” Carroll opined that the account balance of \$1,761.25 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* #9: 3).

Such optimism proved unwarranted. A year later, Carroll suspended disbursements from the ASAO Publications 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 One have dwindled to the vanishing point” (*ASAO Newsletter* #11 [Winter 1973]: 3). As concern about low sales figures grew, a questionnaire included at the end of *Newsletter* #12 (Spring 1973) asked members whether they and their colleagues 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.

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 what was at the time envisioned as becoming volume 6 in the series (a collection he was editing about atoll populations, which was ultimately published as volume 3

[Carroll 1975]). Basically, he wrote, 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.” 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 Publications Fund.

Production costs climbed with volume 2, Henry Lundsgaarde’s *Land Tenure in Oceania* (Lundsgaarde 1974). By then, as noted in his 1974 report, Carroll had appointed Everett A. Wingert, an assistant professor at the University of Hawai‘i, to the (unpaid) position of Association Series Editor for Cartography, 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, and 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 on 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, the longtime Executive Director of the Association of American University Presses who retired in 2013, argued that the rise of university presses was “an indispensable component of the modern, research university itself” (Givler 2002: 108).

The University of Hawai‘i Press was founded in 1947, which, coincidentally, was about the start of the Cold War. Ten years later, as the Space Race began, President Dwight D. Eisenhower declared the improvement of education in the United States 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 UH Press 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 provided 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: 110)

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. 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 favor of their serials collections. Journals were where scientists tended to publish their results, and subscriptions were rising in price, further squeezing libraries' book budgets (Givler 2002: 111–112.)

### **Transitions: Marshall Steps Up**

Vern Carroll resigned at the March 1974 ASAO annual meeting, as he was moving from the University of Washington to the University of Michigan. Mac Marshall was appointed as Series Editor. Although Marshall was on faculty at the University of Iowa, he was at the University of Hawai'i in the summer of 1974, which helped to smooth the series' transition to the press. 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, Carroll's *Pacific Atoll Populations*, 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 volume 4 in 1976. (I remember its affectionate nickname as "Son of Adoption.") Marshall predicted that Mike Lieber's edited collection would be volume 5, and indeed *Exiles and Migrants in Oceania* appeared in 1977. After that, a volume on incest prohibitions was anticipated but, as Marshall noted in his October 1976 Series Editor's report, for "for several reasons, Vern opted to place these papers elsewhere as a set." They were published in what



Marshall's report called a "pioneering" special issue of the *Journal of the Polynesian Society* (see Huntsman and McLean 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 Lamont 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 1970s, but within ASAO it seemed that inadequate marketing on the part of UH Press, 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. In October 1976, Marshall reported sales as of June 30 of that year as 829, 498, and 288 for ASAO volumes 1, 2, and 3, respectively. It seemed unlikely that any ASAO volume would sell 1,500 copies (considered the minimum number sold for the press to recoup its costs), 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 percent royalty for all domestic sales went directly to the ASAO Publications Fund. As presses began to lose subsidies from government sources and from their universities, they tried to eliminate special arrangements such as the one the ASAO Monograph Series had enjoyed. In his 1976 report citing the sales figures above, Marshall described the "ultimatum" that UH Press had given him in December 1975 (see figure 2). He had little choice but to accept a new royalty agreement that was likely to generate no income for the ASAO Publications Fund from sales of the three volumes then in process. Brady's volume 4 was at the bindery, and Lieber's volume 5 was under

contract. A potential volume 6, edited by James Boutilier, Sharon Tiffany, and Daniel Hughes, titled *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 volume 6, and he 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.

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.

Figure 2. Excerpt from ASAO Monograph Series Editor's Report, October 1976

### **Winds of Change: The Michigan Years**

The 1977 ASAO annual meeting was held in Monterey, where oceanfront rooms in the Holiday Inn on a windy beach were \$30.50/night (*ASAO Newsletter* #23 [December [1976]/January 1977]: 3). 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* #24 [Combined Spring/Summer 1977]: 10, 13-14). 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 meeting 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 (December 9, 2016):

Once [Carroll] 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 hardcover, softcover, or microfiche. Marshall’s contract with UMP gave ASAO volumes 10 percent 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 (*ASAO Newsletter* #24: 10).

Marshall reported in February 1978 that, after nearly a year, UH Press had released ASAO from the publishing contract for the lengthy *Mission, Church, and Sect in Oceania* because of “financial exigency.” Marshall brought the manuscript to Michigan, where it would become 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 would become the personal computer!

With this expense and no royalties from volumes 4 or 5, the ASAO Publications Fund was inadequate to move forward with volume 6. That volume’s editors and Marshall sought and eventually received assistance from Wenner-Gren (\$2,000) and the editors’ universities (\$1,700), as later recounted in Marshall’s February 1979 report to the ASAO Board. At the 1978 meeting, held at the Asilomar conference center near Monterey, Marshall asked for a subsidy from ASAO to enable the publication of one monograph in the series annually. Dues were raised to \$15, with \$5 earmarked for the series (*ASAO Newsletter* #26 [Spring 1978]: 12).

In May 1978, Marshall reported a happy breakthrough for volume 6: Vern Carroll found a keyboarder experienced in using an IBM composer to prepare photo-ready copy. Although the rate was expensive—\$3 per page—the press’s ability to produce books “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 8½ cents per page. When the nearly 500-page *Mission* volume finally appeared, it sold for “only” \$33.50.

Sales continued to be slow. By 1978, *Adoption* (Carroll 1970), the oldest and largest selling volume, was still under 1,000 copies in lifetime sales after eight years in print. At every opportunity, Marshall exhorted members to purchase all the volumes in the series and to get their libraries to do the same.

But technology kept shifting, and a year after the *Mission* volume, production costs declined. *The Pacification of Melanesia* (Rodman and Cooper 1979), a slim and less costly volume, was published in 1979. That year Marshall's own edited volume, *Siblingship in Oceania*, was in press, and as he reported to the ASAO Board in December, it was produced at no real costs to the Publications Fund because he had obtained a \$500 grant from the University of Iowa and had agreed to participate in an "experimental typesetting program run by Xerox." The Publications Fund was on its feet again.

In early 1980, Mac Marshall left for Papua New Guinea, where he took up a research position on alcohol abuse in the Institute of Applied and Social Economic Research (IASER) for two years. In his October 1979 report to the Board, he asked to continue as Series Editor, opining that the postal service to PNG probably wasn't worse than the "pony express" to the cornfields of Iowa.

In March 1982, Marshall formally 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." In a memo dated April 27, 1982, Marshall and Special Publications Editor Brady confirmed that the first editorial board members were Rick Feinberg, Deborah Gewertz, and Nancy McDowell.

By that time, it was apparent that University Microfilms International's "on demand" printing was, as Marshall noted in another March 1982 proposal to the ASAO Board, "collapsing under the weight of its own mismanagement." 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* (Rodman and Counts 1982), 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.

Marshall declared a moratorium on submission of new manuscripts to the series and once again began the search for a new publisher. In a memo dated December 31, 1982, Marshall wrote 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." But in that same memo, Marshall described an "attractive possibility," in the form of the University Press of America (UPA), established seven years earlier in Lanham, Maryland. It had developed a co-publishing program that seemed tailor-made for ASAO monographs. Marshall recommended that the Monograph Series be transferred 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 softcover option.

One drawback seemed to be royalty payments that would be substantially lower than the 10 percent flat rate that ASAO had enjoyed with both earlier presses. UPA offered a sliding scale from 5 percent for the first 500 copies, increasing 2.5 percent for every 500 copies to 12 percent on sales of 1,500+ copies. Marshall attempted unsuccessfully to negotiate a flat 10 percent royalty.

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

On another positive note, UPA expressed interest in consolidating the entire monograph series and proposed to buy up the other presses' inventories of volumes 1 through 9 for resale, with 10 percent 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.

In that New Year's Eve memo of December 1982, Mac asked 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 wanted the UPA co-publishing arrangement in place so that he could begin considering new manuscripts at the spring 1983 annual meeting in New Harmony, Indiana. 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 postdoctoral fellowship in Dorothy Counts's 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 United States 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 in 1983 Mac Marshall and Ivan Brady trusted me with the editorship of the ASAO series, 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 labors to establish the new co-publishing agreement allowed me to enjoy a honeymoon period with UPA. He orchestrated the immediate reprinting in 1983 of volumes 7, 8, and 9 (*Pacification, Siblings, and Middlemen*). In early 1984, UPA reprinted volume 6, *Mission, Church, and Sect in Oceania*.

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. As noted in my Series Editor's report of February 1984, 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-fourths had been sold. Advertising was through a flyer inserted in *ASAO Newsletter* #49 (Winter 1984) 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 compared to \$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\$1,075 annually offset most expenses.

Volume 10, *Aging and Its Transformations*, was submitted to the series in the summer of 1984. Dorothy Counts had obtained subventions totaling C\$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 to the Board in February of that year, “This 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.”

Again, a change in technology benefited the monograph series as did university support. The Counts’s 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 with the working title of *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. I was delighted to report in March 1986 that 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 Alexander Mawyer and Alan Howard's paper on the history of ASAO sessions) and the new ASAO editorial board review process. I sought direction from the Board about how to respond when ASAO met in Salem in 1985, but as it happened, this apparent threat to ASAO control came to nothing. UPA began reviewing ASAO's new manuscripts at the same time as our editorial board but never requested substantive changes.

Toward the close of the Salem meeting, the Board of Directors received a request from Vern Carroll to consider adding as a new ASAO series two that (like our monograph series) had been orphaned when UMI ceased "on demand" publication: Austronesian Linguistic Texts and Studies in Pacific Anthropology (including single-authored, data-rich ethnographic works, possibly with a narrower focus than those published in the ASAO Monograph Series). The proposal did not attract sufficient interest to proceed.

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 provided 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. In my March 1986 report to the ASAO Board I noted that the Publications Fund was healthy, with more than \$6,500 in the bank. Grants from the volume editors' universities supplemented the annual dues allocation and royalties to keep the fund flush,

with \$8,206 in the US account at the end of 1986, as noted in the Series Editor's report of February 1987.

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

John Barker's *Christianity in Oceania* was next in line as a possible volume 12, and the papers from his symposium were under review later that year. UPA simultaneously reviewed the manuscript, a process that worked seamlessly, as I was happy to inform the ASAO Board in my annual reports of 1988 and 1989. However, while the volume was accepted for publication in 1988, it was 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 meeting in February 1989, to take effect a year later at the Kaua'i conference. 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 ASAO Board to begin a search for a new series editor.

In May 1989, following my suggestion, Andrew Strathern applied for the position of ASAO Monograph Series Editor. By the time of the Kaua'i meeting, the ASAO Board had

confirmed him in this position. He knew that UPA was in financial crisis and our relationship was deteriorating rapidly. Figure 3, extracted from my March 1990 Series Editor's report, summarizes the situation.

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.

Figure 3. Extract from ASAO Monograph Series Editor's Report, March 1990.

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 subsequent sections of this paper, which is authored by my successors in the role of ASAO Monograph (now Book) Series Editor. Over the next three decades, they sequentially worked with three additional publishers (see appendix 1 for an overview of all six publishers to date). But before turning to their accounts, I offer just a few summary comments regarding the experiences of the first three editors with the first three presses within a wider publishing context that continues to evolve.

### **Reflections on the First Twenty-Three Years**

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 publisher in financial trouble when University of Hawai'i Press refused to pay any royalties on volumes 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. Marshall again found a new press: University Press of America had the latest technology for producing small press runs, including softcover, a first for the ASAO series. When he felt ready to pass the editorship on to me, I was able to edit the series 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" in book publishing (Mullaney 2013). UPA was in transition, having purchased Rowman and Littlefield Publishing, the name under which UPA has continued to operate.

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 almost all emerged from the rigorous process of one or more ASAO sessions, as well as editing by the Series Editor and, from the mid-1980s, input from an editorial board.

Sales were never the series' strength. Figure 4 shows the lifetime sales of ASAO volumes through December 1989, which was included as part of my March 1990 report to the Board. Volume 1 (Carroll 1979) 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 (Counts and Counts 1985) went out of print within five years of publication, despite relatively strong sales of 799 copies.

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	540
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			

Figure 4. ASAO Monograph Series Lifetime Book Sales through 1989.

Royalties were on a downward trend from the flat 10 percent in the early days with University of Hawai‘i Press, reaching a low point when that press refused to pay any royalties on volumes 4 and 5. Financial problems at UMI and dwindling royalties paid on a sliding scale at UPA 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 ASAO 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 able to get from their universities, kept the ASAO Publications Fund solvent through 1990.

## **Part II: The ASAO Monograph Series 1991–2001**

Andrew Strathern

*Monograph Series Editor 1991–2001*

and Pamela J. Stewart-Strathern

*Monograph Series Associate Editor 1997–2001*

### **Succession and Transition**

Margaret Rodman approached Andrew Strathern at the 1989 ASAO meeting after indicating that she wished to relinquish the editorship of the ASAO Monograph Series. She pointed out the main problems for the series deriving from the arrangement with University Press of America (UPA) and asked if he could craft an association with the University of Pittsburgh Press to give the series a stronger academic and financial footing. Strathern had recently joined the Department of Anthropology in Pittsburgh as its Andrew W. Mellon Professor of Anthropology after a period of time serving as Director of the Institute of Papua New Guinea Studies in Port Moresby, Papua New Guinea. After gaining approval of the ASAO Board, he discussed possibilities with Frederick Hetzel, then the long-serving Director of the Press, and entered the process of constructing a contract for the series, which was executed in final form in March 1993.

The difficulties with UPA were made clear in Rodman's reports. UPA had been slow in producing volumes and in paying out royalties to the association. They required a technology that was labor intensive, for camera-ready copy. They also required ASAO to purchase 70 copies of each monograph upon its publication and to then attempt to sell these individually to its

membership. Camera-ready copy meant that the UPA offered no copyediting services for volume editors.

An agreement was reached with the University of Pittsburgh Press, enabling an arrangement for a number of volumes to be considered for publication from 1991 onward. This arrangement included the 1992 republishing of the volume *Aging and Its Transformations* (Counts and Counts 1985), which had been awaiting a reprint by UPA; it had been selling well and was bringing in good royalties. *Christianity in Oceania* (Barker 1990), published by UPA, was also selling well from 1990–1991, but the ASAO Board did not go ahead with a reprinting of it, preferring to move ahead with a set of new volumes, that eventually included *Clowning as Critical Practice* (Mitchell 1992); *The Business of Marriage* (Marksbury 1993); and *Migration and Transformations* (Strathern and Stürzenhofecker 1994), as recorded in the Editor's February 1992 report. Strathern was away on fieldwork during a part of 1991 and Richard Scaglione agreed to stand in on his behalf at this time. Royalties for \$1,520.54 were eventually extracted from UPA and accrued to the publication fund for the series, with the help of Deborah Gewertz, as noted in Strathern's March 1993 report to the Board.

In order for a new series contract to be drawn up, UPA had to indicate its release of the series. A proposal was sent to UPA via their Editor-in-Chief, Jonathan Sisk, but UPA did not reply within the time period set. When this had elapsed, a new contract could be made with Pittsburgh.

The new contract, drawn up in March 1993 with Strathern as the ASAO representative, specified that the University of Pittsburgh Press undertook to be the sole publisher for the series, for books approved by the ASAO Board, with the association's choice of cover design. The press would render royalties yearly to ASAO, while ASAO would pay the composition costs for each



volume. The contract would be reviewed every three years as necessary, and either party could provide written intention to end the contract with twelve months' advance notice. This escape clause was included because none had been made with UPA, leading to the problems noted above.

There was no requirement for ASAO to buy 70 volumes of each volume. The press also undertook to appoint professional reviewers of volume proposals, in addition to the evaluations arranged by the association.

### **Framework of Volumes Published**

The framework noted above was followed throughout. Dr. Pamela J. Stewart (Strathern) joined as Associate Editor from 1997 onward, with approval by the ASAO Board.

Rodman had passed on funds in a savings account for the series, which had built up amounts over time from dues paid yearly by the association members; in 1991, these dues allocations totaled \$1,260, and in 1992, \$1,208. (Strathern also contributed \$400 in his initial year as Editor.) In 1993 this revenue stream from dues was diverted into support of the Pacific Islanders Scholars' Fund.

Strathern operated with a current account set up with the Mellon Bank in Pittsburgh. The savings account was a backup fund.

In 1993, \$1,000 was paid out as a contribution to defray costs of two *Pacific Studies* special issues (Nero 1992; Pomponio, Counts, and Harding 1994). The University of Pittsburgh Press paid an initial two sums of \$1,093.58 and \$959.01 as royalties in 1994. In 1994, the Editor asked whether payments from members' dues would be reinstated or not. The Board continued

to pay amounts into the Special Publications Fund but not to the Monograph Series. Royalty revenues dropped sharply in 1996–1998.

The Editor and Associate Editor were very active both in personally participating in sessions and in urging session organizers to produce new volume proposals and to ask everyone in ASAO to set series volumes for teaching.

After volumes 12–15, new volumes that emerged were *Adolescence in Pacific Island Societies* (Herdt and Leavitt 1998); *Money and Modernity* (Akin and Robbins 1999); and *Identity Work* (Stewart and Strathern 2000). The Editor and Associate Editor played very active roles in bringing these volumes into publication, through 2000 (volumes 16, 17, and 18).

Michèle Dominy was appointed Incoming Editor by the Board after Strathern and Stewart (Strathern) indicated that because of numerous other professional duties, including the editorship of numbers of other series that they had undertaken, they would not be able to continue in their roles. They nevertheless continued to work with the press to see volumes 19 and 20 (*In Colonial New Guinea* [McPherson 2001] and *Handle with Care* [Jaarsma 2002]) through to successful evaluation and publication through 2002, making a total of nine volumes published through Pittsburgh (including the republication of *Aging and Its Transformations*), an average of one monograph per year.

### **Achievements and Problems**

The Series was rescued from UPA and regenerated on a professional basis with the University of Pittsburgh Press.

The initial contract was arranged via Frederick Hetzel, University of Pittsburgh Press Director, and continued through Cynthia Miller, his successor, and with Niels Aaboe, who succeeded Catherine Marshall as Senior Editor.

Respectable royalties were earned on all volumes. It became quite evident, however, that the series could not be viable on the basis of royalties alone, without a portion of members' dues. Some funds had to be used from the savings account to meet this deficit over time.

There were problems also in encouraging members to produce viable volumes out of the ASAO process of three-year sessions.

The process of double evaluation by members for the Board and readers for the Press generally worked well but could lead to difficult negotiations if either side insisted on its viewpoint.

When the Editor and Associate Editor resigned their positions, the ASAO Board appointed Michèle Dominy as Editor. However, in accordance with its established practice in relation to other series, the press decided that it would not continue the relationship with any other set of editors.

### **Conclusions and Comments**

The series was run very successfully for more than ten years during its time with the University of Pittsburgh Press, with a set of excellent volumes.

Presses generally are reluctant to take on series for associations, especially without subventions, as University of Pittsburgh did, on the basis of the close professional ties set up with it.

The further history of the series is recorded in the next section by editors Michèle Dominy, Jeannette Mageo, and Rupert Stasch. Creating and maintaining a series needs a lot of commitment and work. We wish the association and its officers all the very best for their ongoing activities.

### **Part III. The ASAO Monograph Series and Book Series 2002–2017**

Michèle Dominy

*ASAO Board Chair 1999; Monograph Series Editor 2002–2004*

Jeannette Mageo

*Monograph Series Editor 2004–2007*

Rupert Stasch

*Book Series Editor 2007–present*

#### **The Search for a New Publisher**

When the ASAO Board appointed Michèle Dominy as the Monograph Series Editor, her first task was to find a new publisher for the series. This was a difficult process, complicated by changes in the publishing industry, resistance to publishing edited volumes, and ASAO's inclusive processes as an organization. Approaches were made to many presses, recommended by past and present board members: Pamela Kelley at the University of Hawai'i Press, Dean Birkenkamp and Susan McEachern at Rowman & 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 ASAO Board 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 tendencies of some session organizers-cum-volume editors who hope to include all papers from their symposia.

### **The New Contract**

Finally, with the help of Deborah Gewertz, we successfully negotiated a contract with Peter Agree for the University of Pennsylvania Press (UPP). ASAO's contract with the press was executed on May 6, 2003, and the contract received on July 1, 2003. UPP 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) or special publications (from distinguished lectures) but would not include edited volumes arising from sessions held at American Anthropological Association 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.

(2) UPP recommended two possible new names for the series: "Social Anthropology in Oceania [NS] ASAO Monograph #21," for example, or "Contemporary Pacific Studies." The ASAO Board approved the first suggestion with concerns that the latter title might cause confusion with other publications that 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 could accept the estimate or could ask the volume editor to reduce the number of pages or figures in order to lower the costs. The press would send royalty statements annually to ASAO at the end of the fiscal year and prior to the end of the calendar year. The press also 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 Knauff, Rena Lederman, and 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. One volume had been under review by the University of Michigan Press but was dropped when there was a change in their system. This collection was then reviewed and was accepted by the University of Pennsylvania Press. *Women as Unseen Characters: Male Ritual In Papua New Guinea*, edited by Pascale Bonnemère, was published in 2004 as the first (and only) volume under Dominy's series editorship. Although it is informally considered as ASAO Monograph 21, it was actually published as volume 1 in UPP's Social Anthropology in Oceania series.

\* \* \*

Jeannette Mageo succeeded Dominy, serving as editor of the ASAO book series between 2004 and 2007. The ASAO Editorial Board during her tenure consisted of Rena Lederman, Bruce Knauff, and Suzanne Falgout. They inherited the contract with the University of Pennsylvania Press, calling for at least five titles over five years. From the beginning, however, UPP editor Peter Agree seemed ambivalent about the monograph series, and as it happened, Mageo and the Editorial Board did not receive a sufficient number of high-quality manuscripts during that period to comply with ASAO's end of the agreement. They did, however, regularly attend annual

ASAO meetings, scouting for suitable manuscripts, and received some intriguing submissions, but the ones they relayed to the press were not accepted.

In 2004, John Barker submitted a very interesting prospectus for a festschrift, a tribute to Kenelm Burridge's work in Melanesia, which Mageo forwarded to Agree with her praise and encouragement. Agree wrote back that Penn did not publish festschrifts. Mageo forwarded this response to Barker, suggesting he give the collection a different slant. When Barker submitted the full manuscript the following year, it was still recognizably a festschrift, but Mageo and the Editorial Board judged it to be a great volume. Hearing that UPP did indeed publish festschrifts, Mageo submitted it again to UPP for consideration. Despite repeated attempts to reach the UPP editor by phone or email, it was many months before Agree finally responded, again saying simply that the collection was a festschrift and that UPP did not publish festschrifts.

Soon thereafter Barker published the volume (*The Anthropology of Moralities in Melanesia and Beyond* [Barker 2007]) with Ashgate, in their Asia and the Indo-Pacific Series, which was created by former ASAO Monograph Series editors Andrew Strathern and Pamela Stewart (Strathern).

In 2004 and 2005 the series received two more submissions. The first was a book on Pacific myths, edited by Serge Dunis. The Editorial Board thought the book would be better published elsewhere and gave feedback and suggestions as to where the editor and contributors might place their work, and the collection was published in French Polynesia and New Caledonia [Dunis 2008].) The next submission was from Jocelyn Armstrong and Juliana Flinn on grandparenting in the Pacific, a fertile and deserving topic. Again Mageo and the Editorial Board felt that this work might be better published in another venue and gave feedback on the volume

along with several suggestions for publication; this collection was published as a special issue of *Pacific Studies* (Armstrong and Flinn 2007).

On September 14, 2006, Mageo and the Editorial Board received what they deemed a very promising volume titled “Young People in the Global Pacific: Culture and Agency,” edited by Christine Jourdan and Jean Mitchell. Mageo sent it on to Agree with her and the board’s strong recommendation. Agree again did not respond. Mageo’s email messages and weekly phone calls went unanswered. Finally, after several months Agree emailed that UPP had decided to discontinue the series and later sent ASAO a formal letter of cancellation.

Mageo volunteered to approach other presses and the board discussed a number of possibilities but decided to temporarily suspend the series until an appropriate press could be found.

\* \* \*

Rupert Stasch began serving as editor of the ASAO series in 2007, at the same time that the ASAO Board of Directors had negotiated a contract for publishing the series with Marion Berghahn of Berghahn Books. This involved a transition from working with university presses to a commercial publisher, but one that had long been independently supportive of anthropological publishing on the Pacific specifically.

One early ambiguity that arose in relations with Berghahn was the numbering and titling of the series, and its continuity with the prior decades of ASAO titling. For marketing and other reasons, Marion Berghahn was firm that the series numbering with her press begin with volume 1. Additionally, in the contract negotiations the ASAO Board had established that the series would include single-authored monographs, which by definition would not have been incubated through an ASAO meeting process. Thinking about this adjustment also raised the issue of the



slight anomaly that the series had hitherto been named a “Monograph” series but that it consisted entirely of edited collections; in contemporary usage, edited collections are not often referred to as “monographs,” even when having the special level of thematic coherence typical of an ASAO meeting–generated volume. For these reasons, a retitling and relaunch of the series as ASAO Studies in Pacific Anthropology seemed a congenial option in many respects, except for the loss of title and series continuity with the earlier twenty-one volumes of the “Monograph Series.” However, the ASAO webpage emphasizes that continuity (<https://www.asao.org/asao-books-2.html>).

New ASAO books have been brought out with Berghahn at a rate of roughly one per year. Berghahn has been very supportive of the series. As series editor, Stasch has usually run the peer reviewing directly, then bringing readers’ reports and a recommendation to publish to an Associate Editor at Berghahn, who has arranged for honorariums to the reviewers and conferred with Marion Berghahn about a final decision to issue a contract. However, the exact division of labor and density of coordination between Stasch and Berghahn staff across the acquisition and review process has varied across different years and different titles. All books that have been recommended by reviewers for publication have been accepted by the press. With many other series, Berghahn staff run peer reviewing themselves.

Of the first thirteen volumes published or under contract with Berghahn, four are edited collections developed through sessions at ASAO meetings (Hollan and Throop 2011; Lipset and Silverman 2016; Mageo and Hermann 2017; Mageo and Knauff 2021); one is an edited collection resulting from a separate conference in Australia but with heavy representation of longtime ASAO members and supporters (Tomlinson and McDougall 2012); and eight are single-authored monographs (Martin 2013; Addo 2013; Sissons 2014; McDougall 2016; Munro

2018; Pickles 2019; Demian 2021; Bratrud forthcoming). The relatively small number of meeting-generated volumes probably reflects a more general drift toward the format of journal special issues as a more favored type of outlet, due to greater publication speed, better online distribution, and greater flexibility as to numbers of papers, among other advantages. The greatest downsides to ASAO's relation with Berghahn have been the books' high list prices as hardbacks, and authors' (as well as the Association's) lack of control over whether the publisher decides to issue a less costly paperback. To date, only three of the ASAO volumes published by Berghahn have later been reissued in paperback. Moreover, around 2014 there was a 20 percent hike in the pricing of hardbacks, putting all titles in the range of US\$100 and up. Thankfully, many Pacific-focused anthropologists can purchase Berghahn books at some discount at conferences or in other promotional or service contexts (including a standing discount on series titles for ASAO members), but the pricing is particularly discouraging for authors who want their books to reach student or nonacademic Pacific Islander audiences, among others. On the other hand, publishing economics grow only more challenging each year, and one reading of the situation is that ASAO is quite fortunate to have a publisher that has been stable across this period and that supports Pacific anthropology this well.

At the time of Stasch's appointment, the ASAO Board of Directors also appointed a three-member Editorial Board, and he has occasionally relied on members of that board for advice or service help. In practice, though, he has found it challenging just to keep up with communications between authors, Berghahn staff, and peer reviewers. Involving a further constituency in the communicative chain early on proved unrealistic, and the editorial board arrangement has been largely dormant.

Due to lack of institutional support and the timing of ASAO's annual meetings vis-à-vis the academic calendar, the series editor has not been able to keep up regular attendance at ASAO meetings. The ease of electronic communications, the fact that many series authors are also not attending these meetings, and the support of ASAO Board members and informal proxy representatives of the series have all meant that this non-attendance by the editor is not severely damaging to the series. On the other hand, such a pattern would probably have been unthinkable in earlier stages of the series' life, and probably is a small but significant factor in the long-term drift away from the idea of "publication in the ASAO monograph series" as the paradigmatic sequitur to a three-year progression from "informal session" to "working session" to "symposium." Presumably this situation will be ameliorated by appointment of a next editor, or an eventual coeditor, with better capacity to attend meetings. On the other hand, the pattern also reflects structural changes in the geography, temporality, and economics of academic work more generally. The ASAO Board and officers have been navigating these shifting structural conditions and their challenges to the organization's earlier norms in other areas besides publication.

## Notes

1. ASAO Newsletters are available on the ASAO website at <http://www.asao.org/pacific/archives.htm#news>. The Summer 1984 issue of the *ASAO Newsletter* (#51) contains Mac Marshall's list of reviews of all ASAO publications to 1984.
2. Unless otherwise marked (such as C\$ for Canadian dollars), all currency figures in this article refer to US dollars.
3. All volumes in the ASAO Monograph Series and ASAO Book Series, with links to tables of contents, are listed on the ASAO website: <https://www.asao.org/asao-books-2.html>
4. All ASAO minutes, reports, memoranda, and correspondence cited in this paper are available in the ASAO Archives. For more information about or to request access to archived materials, contact the ASAO Archivist at [asaoarchivist@gmail.com](mailto:asaoarchivist@gmail.com).

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#### **Appendix 1: ASAO Monograph/Book Series Publishers, 1967–2020**

<b>Years</b>	<b>Publisher</b>	<b>Editor(s)</b>
1967–1977	University of Hawai‘i Press	Vern Carroll; Mac Marshall
1977–1982	University of Michigan Press	Mac Marshall
1983–1990	University Press of America	Margaret Rodman (Critchlow)
1991–2001	University of Pittsburgh Press	Andrew Strathern; Pamela Stewart-Strathern, Associate Editor (1997–2001)
2002–2007	University of Pennsylvania Press	Michèle Dominy; Jeannette Mageo
2007–present	Berghahn Books	Rupert Stasch