



# The Association of Social Anthropologists of the UK and Commonwealth

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## **Committee Meeting 6 November 2004, from 13.00**

**Brunei Gallery (B 203), SOAS**

### **Agenda**

1. Apologies
2. Minutes of the last meeting on 7 June 2004
3. Matters arising
4. Committee replacements
5. Updates:
  - 5.1 Administrative handover
  - 5.2 Annals (2004 and 2005)
  - 5.3 RAE/ Nominations to ESRC Priority Board
  - 5.4 Membership (recruitment drive & application process)
  - 5.5 Back subscriptions
  - 5.6 Committee Publications
6. ASA Conferences 2006 (Jubilee celebration) & 2007
7. Reports from Members
  - 7.1 Chair
  - 7.2 Treasurer
  - 7.3 Secretary
  - 7.4 Administrator
  - 7.5 Media & Publications Liaison
  - 7.6 *anthropologymatters* representative
8. AOB
9. Time of the Next Meeting

## Chair's report

When Veronica resigned as Hon Sec – and there was no replacement for some time – I got into some bad habits under pressure of work. First, was treating Maureen as a stand-in Hon Sec, which was not part of her job but she took on nobly; the other was not taking the signing-off of Minutes as seriously I should have done.

Several things have changed: Iris has taken over as Hon Sec, Maureen has resigned (in principle though is still keeping an eye on us in fact), Ro has taken over more of the strictly admin side of Maureen's job, and I am into my last six months (as are some others). Time to tidy up then.

1) **ABM minutes:** these are password protected on the website for all our members to access. Because Iris was unwell, Maureen and I took Minutes and there is uncertainty about the status of the version on the website. There are two senses of draft involved here: 1) that the Minutes are correct according to our recollection, 2) that the Minutes have been accepted by the next ABM (2005). We need to decide in which sense the current Minutes are in 'draft'. I suggest that this is best done by looking at the last ABM Minutes currently posted on the website as an Agenda item next meeting.

2) **Minutes of Committee Meetings:** I have suggested to Iris and Rohan that we establish an archive of Committee Minutes on the website that are password protected and accessible to committee members only. Iris being of liberal disposition thought I was making a gesture of openness to members. In principle this would be good, but sometimes we have confidential matters under discussion (would we have wanted our publications renegotiations to be in the public domain immediately?). So, I feel Committee Minutes should be for our eyes (and posterity's) unless there is a strong feeling otherwise.

We should distinguish the same two senses of draft as for ABM Minutes. I need to remember (or be sternly reminded!) to make acceptance of final draft of Minutes an Agenda item. As Hon Sec, Iris (and her successors) should be responsible for the status of Minutes and for liaison with Rohan about website. (Part of my thinking here is that the more we archive on the web, the less of a headache handovers of office will present.) We agreed to remove specific named references to our search for new committee members from Minutes and have to check that this has happened. Suggest that we review the Minutes for the last (how many?) meetings at committee too and establish our electronic archive formally and in an agreed fashion,

3) **Agendas of Committee Meetings:** Rohan thought that my suggestion to put Agendas on the website was excessive. I agree. Agendas should circulate prior to the meetings, but Minutes are the record of what went on.

4) **Reports from Committee Members:** We have become a little casual about reports from committee members – even when these are entirely pro forma. Sarah Pink aside, no-one other than the 'officers' had reports in Annals. No inquest, but I think we should get back to brief reports to committee even if all there is to say is that there is nothing to say. Remember that you can send them to everyone via [committee@theasa.org](mailto:committee@theasa.org) – no need to ask Rohan to do it. If we all report to Committee three times per annum, then producing an annual report will be easier.

5) **Membership drive:** Iris will be sending a routine e-mail around Heads of Department/Subject asking them to urge non-members (including new staff and recent PhDs) to join. I have sent my annual message of encouragement to SOAS staff and hope that some of you will do likewise in your own institutions.

Rohan and Mukulika were to undertake a more targeted drive to capture university academics whom we can identify as eligible non-members. Is this happening? Simultaneously, we need to assist recruitment from the non-university sector. Anything more happening here?

6) **Membership procedures:** The transition between Maureen and Rohan has coincided with a move from paper to electronic forms (at least insofar as the paper-averse Mr Jackson can

persuade his paper-using anthropologist clients). I cannot help with the queries that have come my way on this since my role in respect of membership applications has thankfully been restricted to running through the proposals presented at the committee meeting preceding ABM so that we can make recommendations. Let's discuss procedures at Committee if that will help clarify matters.

Rohan has raised periodically the problem of members needing to wait to ABM for ratification of membership. I remain averse to moving formal ratification from the ABM since this would require a change in standing orders, and it would change the ethos of the organization (in principle at least, even if not that greatly in fact given low turn-out to ABM). However, I can see some room for change. 1) We might inform applicants that their applications have been recommended by ASA Committee to ABM. This would mean making applications a standing matter for each committee meeting; 2) Maureen's final testimonies show that we are going through the protracted business of accepting members who then never pay. Two suggestions: abolish the reduced rate in the first year of membership; make payment in advance a prerequisite (with the understanding that we return money to any applicant not accepted). Can we decide in Committee whether this is acceptable? (I think we may already have done the first, but without requisite formality.)

7) **Membership subscriptions:** The painful business of getting members to pay the correct subscription continues. It just does not seem worth thinking about raising core subscription (unchanged from 1999) unless we can get people paying the right rate (including monograph). Berg appear to be understanding in relation to the 2004 monograph, but a combination of recruitment, retention and proper payment would put us on a more stable financial footing. As Ro keeps telling me, we need active, or at least paying, members so as to balance the books and keep activities going; I am sure that Lisette would concur since our finances are not stable as things stand – though we should be cutting costs in the coming year.

8) **Annals:** Related to the last item, Maureen organized the posting of 2004 Annals through the SOAS postal system (since they arrived from the printers after I had gone abroad). Immense gratitude is due to her (especially since she had resigned by then). It makes sense to get the 2005 Annals out as early as we can: conference-time would be ideal, especially considering the impending changes in committee membership. Mary Warren needs to be involved in arrangements as early as possible. The first task (not very difficult) is to identify who has to update which bit and get them started on it (more difficult is to get them finished of course).

Maureen left a box-full of labelled envelopes for non-despatched Annals. I assume that these are for 'members' who have not paid us – particularly overseas members. Non-paying overseas members make up a category we must reduce because of the postal charges we incur on their behalf.

9) **Membership termination:** I understand that Ro is almost ready to let Iris send intention of membership termination letters to members. Since we bring a list of prospective new members to meetings, it might be wise to do the same for prospective terminations of membership (we don't want to be threatening the infirm, deceased ... there is plenty of room for embarrassment and offence here). Would Ro be able to get us a list of prospective terminations (with date of joining and gravity of offence) by the November meeting?

10) **Monograph:** Proofs are done and ASA 41 *Qualities of Time* is ready to roll at Berg. Ro is trying to collect as many subs for it as he can. But we shall deliver only around 200 or so, which is less than I led Kathryn to expect (or anticipated myself for that matter). It may be time for Trevor to start discussing other series with Kathryn. Can we revive the Research Methods Series?

11) **Routledge complementaries:** I got in touch with Bracton Books about the first 12 ASA monographs and 3 Firth volumes that we were given. BB is only willing to take them on 50% commission upon sale, and did not give me a firm price. Can we discuss a fair price for these in committee?

12) **Anthropology matters:** There has been considerable exchange of views, and the Committee would I am sure be interested to hear whether some state of resolution (or exhaustion) had been reached.

I was happy to be invited to an Anthropology Matters committee meeting where we discussed funding. There was agreement to send a letter from both ASA and Anthropology Matters to HoDs suggesting a level of support (perhaps £10 per staff capita). In the ensuing e-mails about the text of the letter, it was also suggested that this ought to be discussed at a HoDs' meeting rather than mailing them 'cold'.

We need a broader discussion of funding. 1) We never resolved the question of the ASA's current p/g expenditure. We are continuing to fund bursaries for attendance at ASA conferences. Is this the best use of the money?; 2) Anthropology Matters might be pleasantly surprised if applications were made to such bodies as: Emslie Horniman, Fagg and Sutasoma. This would require a budget, which would focus minds helpfully in any case.

13) **Postgraduate training:** This is related to the previous because ASA supports ESRC-funded courses to the tune of 10%. Following the last HoDs' meeting, ASA agreed to continue to run these courses while ESRC was rethinking the need for p/g training at the 'exit' stage. Stella has kindly undertaken to continue and drafted excellent letters on my behalf for me to send to potential funders. We shall ask for replies before the ESRC submission date in early November.

14) **Conferences:** Aberdeen 2005 looks to be in good shape; Pnina has been quickly onto the Keele 2006 'ASA Diamond Jubilee' conference. I think that this is the committee meeting at which we must decide whether there will be a 2007 ASA Commonwealth Conference in India (or anywhere else). If we decide there will not, then a call needs to go out for proposals for a 2007 conference to be presented to the 2005 ABM. We have deferred this repeatedly without subsequent meetings ever clarifying matters really.

15) **Policy matters:** If we could find time to discuss media, equal ops, ethics ... (which routine admin problems tend to displace), this would be a good moment given the committee cycle. Marcus might like to have a word with Andre Singer about a pretty gruesome anthro-related series about to hove into view on a prime TV slot (or maybe news has reached him already). We may need to decide whether to be critical of the presentation, sympathetic to the disciplinary exposure, or a judicious mixture of the two.

16) **RAE:** Just to report that ASA submitted RAE sub-panel recommendations on behalf of the discipline.

## **Secretary's report (June-September 2004)**

### **Iris Jean-Klein**

Most activity during the summer months concerned the handover and redistribution of administration work following the retirement of the ASA's administrator Dr Maureen Bloom. The ASA secretary is now in possession of paper and electronic files of current and archival materials related to meetings, membership, and miscellaneous correspondence.

There have been a number of enquiries about membership application during the summer, I am glad to report, and the secretary has dealt with these. As part of the ongoing membership recruitment drive, the secretary also plans regularly to campaign among Heads of Subjects to keep newly appointed as well as long-time staff informed about the benefits and privileges of joining the Association. A letter is to go out for the start of the new academic year.

Other routine activity have included keeping a note of items for the agenda of the Committee's next meeting.

## **Publications officer's report**

### **Dr. Trevor Marchand, SOAS**

Donation of ASA Monographs: I propose that the ASA donate a series of hardcover ASA Monographs to the new Anthropology Centre at the British Museum. If committee members agree to this, I will contact the BM to offer the donation.

ASA 2004 Conference Volume: Editors Peter Collins (Durham) & Simon Coleman (Sussex) are planning two volumes of proceeding from the conference. As of October 1<sup>st</sup> 2004, they have received 5/10 papers from contributing authors for the ASA Monograph, and 6/12 for volume 2 of proceedings. They are presently working on the prospectuses, and expect to submit these to Berg shortly.

Qualities of Time (edited by David Mills & Wendy James) will be published as volume number 41 in the ASA series. This will be the first ASA monograph published with Berg. As of October 4<sup>th</sup> 2004, there was only one outstanding contributor's contract to be collected, and the book will move into the next publication stages once this is received. Berg has designed a new cover, and this will serve as the prototype for the forthcoming volumes.

ASA Decennial 2003 Conference: Editors Pete Wade, Penny Harvey & Jeanette Edwards (Manchester) are planning to meet in early October 2004 to hammer out a concrete publication proposal for the decennial conference proceedings. They are planning two volumes of papers: the first will be the ASA volume and the second a companion volume. Their aim is to produce a mix of 'edited volume' and 'reader' – it is likely that these will include papers already published since 2003. Pete Wade reported on September 30<sup>th</sup> 2004 that a 2005 publication date is unlikely.

### Berg Publishers:

- Berg has agreed to include a listing of the past ASA Monographs (published by Routledge/T&F) in the forthcoming volumes in order to highlight the historical importance and continuity of the series.
- Under the new publishing contracts with Berg, ASA monographs will continue to be copyrighted to the ASA in their entirety.
- Berg has included a clause in the author's contract stating that indexing (and associated costs) is the responsibility of the author(s) (in the case of edited volumes, this responsibility lies with the editor(s)).
- I have approached Berg about the possibility of continuing the ASA Research Methods Series, and other series. Ian Harper's proposed volume of edited papers from his current Edinburgh series, 'Anthropology, Ethics & Interdisciplinarity', has been suggested for the launch. RF and I will be meeting with Kathryn Earle at Berg in the near future to discuss possibilities.
- Berg has kindly agreed to a 20% discount on all their books for ASA members. Members should contact ORCA directly on 01202 665432 or send an email to [orders@orcabookservices.co.uk](mailto:orders@orcabookservices.co.uk) and they must quote the source code, ASA6. Richard Fardon has asked Rohan to publicise this to all ASA members.

### Routledge:

- Of the remaining volumes from the ASA Research Methods Series to be published by Routledge, Iain Edgar's *Guide to Imagework* was published in May 2004. I am still waiting to hear back from our contact at Routledge regarding any other books from that series that are still due out. According to Lesley Riddle at Routledge, Alan Rew has not been in contact with the publisher for some time and it now seems doubtful that his planned book will be published. I will be meeting with Lesley Riddle in the coming weeks to discuss the fate of our previous and any outstanding ASA publications with the press.

## **ASA Books in Print & Current Prices:**

### **ASA Monographs (Routledge)**

24. Reason & Morality, 1985, ed. J. Overing £22.99
29. Anthropology & Autobiography, 1992, eds J. Okely & H. Callaway £21.99
30. Contemporary Futures, 1992, ed. S. Wallman £22.99
31. Socialism, 1993, ed. C.M. Hann £25.00
32. Environmentalism, 1993, ed. K. Milton £21.99
33. Questions of Consciousness, 1995, eds A.P. Cohen & N. Rapport £21.99
34. After Writing Culture, 1997, eds A. James, A. Dawson & J. Hockey £78/£21.99
35. Ritual, Performance, Media, 1997, ed. F. Hughes-Freeland £70/£21.99
36. The Anthropology of Power, 1999, ed. A. Cheater £70/£21.99
37. An Anthropology of Indirect Communication, 2001, eds J. Hendry & C.W. Watson £65/£20.99
38. Elite Cultures, 2002, eds C. Shore & S. Nugent £68/£20.99
39. Participating in Development, 2002, eds P. Sillitoe, J. Pottier & A. Bicker £63/£17.99
40. Human Rights in Global Perspective, 2003, eds R.A. Wilson & J.P. Mitchell £65/£20.99
41. Qualities of Time, forthcoming (Berg), eds W. James & D. Mills

### **Research Methods in Social Anthropology (Routledge)**

4. Oral Traditions & the Verbal Arts, 1992, R. Finnegan £23.00
5. Applications in Computing for Social Anthropology, 1993, M.D. Fischer, £72.50/£22.99
6. Key Debates in Anthropology, 1996, ed. T. Ingold £72/£18.99
7. An Anthropologist in Japan, 1999, J. Hendry £55/£17.99
8. Reflexive Ethnography, 1999, C. Davies £60/£18.99
9. A Guide to Imagework, 2004, I. Edgar £60/£18.99 (\*NEW)

### **ASA 1993 Decennial Conference Series (Routledge)**

1. Counterworks, 1995, ed. R. Fardon £68/£21.99
2. Worlds Apart, 1995, ed. D. Miller £70/£20.99
3. Shifting Contexts, 1995, ed. M. Strathern £70/£21.99
4. The Pursuit of Certainty, 1995, ed. W. James £70/£21.99
5. The Future of Anthropological Knowledge, 1996, ed. H. Moore £68/£21.99

## **Ethics Officer report**

### **Ian Harper**

1. I've co-organised (with Professor Tony Good) the Edinburgh departmental seminar series on issues of "Anthropology, Ethics and interdisciplinarity" (the lineup and blurb is attached). In no small part it was designed as an engagement academically and practically with the current ASA ethical guidelines. The idea has been well received and we are considering developing it for a book proposal. I wondered if it might be considered as a possible ASA publication?
2. I am attending a workshop in December at IDS on ethics and methodology as the ASA representative. This will be looking at the issues involved in "studying up" in complex development contexts, and will have representatives from the World Bank, DfID as well as jobbing anthropologists present. Again, the feedback / suggestions etc. I will bring back to the ASA and revision strategies for the guidelines.
3. I am in discussion with C-SAP (David Mills) over running a seminar on the relationship between the ASA ethical guidelines and teaching.
4. Anthropology matters are also considering a special edition of the journal in relation to ethics and postgraduate training etc.

5. I have been asked to present a paper next July at Oxford on "Informed consent in challenging circumstances: an international conference on informed consent in health & medical research involving human participants" to give an anthropological perspective on research in developing country situations. This, it seems to me, is a key issue in the growth of interdisciplinarity and globalising research.

Which links to:

6. Richard has circulated the request to the ASA about what we think of the ethics guidelines used generically for the Social Sciences (including anthropology) at Brunel. I am pretty sure that ethics is going to become more central to debates about the practice of our discipline over the years, and I wonder how we should respond to these types of request. Is it sufficient for one person to say what they think (i.e. me)? Or, preferably and more professionally in my opinion, should we consider the formation of an ASA Ethics sub-committee to consider these things? Such a committee could then also be responsible for an active engagement and reworking of the guidelines in the wake of all that's going on at present. Comments?

## **Additional ethics material**

The final bit of this file for your consideration. Ian feels that we shall often be faced with questions of this kind in future, so a proper discussion would be very worthwhile. Richard

----- Forwarded message follows -----

From "Stanley Gaines" <Stanley.Gaines@brunel.ac.uk>

Prof. Fardon,

Here is Prof. Seale's original response to the guidelines that I just sent you.

-Stan

Dear Stan

Further to our helpful conversation I can outline the issues that apply to document DCM54.1. The problem for me lies in the mechanism of specifying setting, topics and questions that are forbidden to the students. This contrasts with the approach of the BSA and ASA on the application of research ethics guidelines, since it suggests that there are general rules that apply to all research contexts rather than encouraging context-specific consideration of ethical issues. The approach is also likely to damage attempts to get students to think things through for themselves, an essential feature of the good research practice we would want our students to adopt. In my experience, first year students are capable of acting responsibly with regard to ethical issues in research and ought not to be denied the opportunity to exercise and develop that responsibility.

Additionally, the examples of restrictions given in the document are often impractical, so would not achieve what they are intended to achieve anyway. For example, the categorisation of a named group as 'vulnerable' is a blanket approach to this idea that ignores the contexts in which vulnerability may become apparent. We are all vulnerable in one context or another! Vulnerability is not a property of people, but of relationships between people. Telling students they cannot ask 'personal questions' suffers from the same problem. When is a question personal? This rather depends on how it is heard and answered. I can ask a person what she thinks about representations of women in the media, for example, and discover that a person's wishes to talk about how this relates to her own experiences of bulimia. In an exploratory qualitative interview it would be entirely appropriate to allow this to happen. It might even be unethical to deny to a person the chance to talk about such a subject, should their need to do so be pressing.

It is rather too easy to think of examples of excellent first year projects which I have supervised or assessed over the years which do all of the things that the document says are forbidden to students, but which are ethically conducted projects. None, in my experience, has ever resulted in any complaint, let alone a full blown legal challenge. For example:

- many students like to do observational studies of television watching in families, often their own families, or those of friends. This involves research on children.
- observation of 'private' behaviour in 'public' places is quite common too – studies of where people scratch themselves, blow their noses, make sexual contacts (eg: kissing) in public places, are all legitimate areas of social psychological and micro-sociological work that students ought to be allowed to engage in.
- many first year students whom I have supervised have reported on illegal drug taking behaviour by interviewing people about this, or doing observational studies in clubs or private houses. In doing this they are following in the footsteps of established sociological work on these topics and are encountering the ethical dilemmas that they ought to encounter if they are to learn what it means to do social research.

So for me the problem lies in the attempt to specify ethical issues in advance and on the negative effect of this on students' capacity to take responsibility and to learn an independent approach to research and ethical decision making. The mechanism of the ethical monitoring form, in encouraging students to confront and think through their responses to ethical issues, strikes me as a good educational device, sufficient also for the purposes of any legal challenge. In so far as it imposes bans on certain kinds of research (as unfortunately it does where it slips into a ban on research with children unless accompanied or in a public place - what about watching your own brothers and sisters watching television?) it strikes me as unhelpful.

I look forward to hearing the results of any further discussions you have with interested parties about this and appreciate very much your help in taking this forward.

Clive

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Dear Professor Gaines,

I am responding to your enquiry sent earlier this month (13 September). Unfortunately the timing of your enquiry, has given the Association no opportunity to respond before the resumption of the academic year (although I note that the issues were raised as long ago as March).

I am personally of the opinion that the Guidelines do indeed render some legitimate areas of anthropological research impossible - as Professor Clive Seale argues. However, it is the opinion of the Association that you seek rather than my view.

I have forwarded your papers to Dr Ian Harper who is ASA Ethics Officer and keeps abreast of current discussions in this field. We have a committee meeting on 6 November and my hope is that the Association will be able to reach an opinion and respond to you then.

It would be very helpful if you also had electronic copy of the materials you enclosed since the Association's Committee operates on e-mail between meetings. A copy to [committee@theasa.org](mailto:committee@theasa.org) would reach all members.

RF

## **Admin report**

### **Rohan Jackson**

**Subs** – most of my time has been spent recouping subs by individual emails, and sorting out membership. This is slow but yielding results in both money, and a more accurate membership record. By year-end I should be in a position to produce letters, in collaboration with Iris, to those who have not responded to various emails – basically removing them from the association.

I shall be emailing out subs reminders to all members in December this year. In the email I will also place their directory info – asking for any alterations asap via the website form. Those who pay by standing order will receive an email, but clearly won't be asked to pay anything. In



February I will be in a position to email all those from whom the standing orders either failed or came in short.

**Finances** – members can pay online using Paypal, which is proving to work quite well – over 540 received that way so far. This has allowed us to do away with the credit card machine and save over 120 pounds a year. I envisage increased take-up of this when the reminders go out. I also will be extending this facility to conference registration.

Having online access to the main bank account would be helpful in checking recent payments, and would save the need for posting photocopies of statements.

**Website** – this continues to develop. Probably unnoticed. But the Appanth section is growing; as is the news page. Does anyone look at this? Anthropologymatters is now hosted on our server and have a functioning online database – please do take a look at this. While there has been discussion of putting the ASA membership database online, I think this should be kept on a back-burner for at least another year. Members can already update their records online, but few do. Journalists, etc can email for a search – but I have haven't had many enquiries. I am doubtful as to the cost benefit of making the directory public or searchable.

**Conferences** – 2005 progressing with call for papers closing end-Nov; 2006 booked; unsure what is happening if anything wrt 2007.

**New member applications** – RF mentioned this in his report. My desire is to streamline the process to fit with directory production. Application is now online and could be completed bar the ABM signing off, before the conference.

Currently we have: Ade Ademola, Peter Sutton, Mils Hills, Sal Buckler, Ulrich Kockel, Gil Daryn, Simon Roberts, Joost Fontein, Panagiotis Pantelis.

## **AnthropologyMatters: budget proposal**

### ***Website costs:***

<b>Domain name annual renewal</b>	<b>£ 30</b>
<b>Web development and maintenance work</b>	<b>£450</b>
<b>Consultancy</b>	<b>£200</b>

By drawing on the technical expertise and goodwill of anthropology post-graduates, we have so far been able to maintain the site with minimal input from outside services. Necessary work on designing a database for the Contacts section has already been completed, and, because the site has had a complete redesign in the past year, there is no immediate imperative to radically change the format of the site. However, even if we continue to use students to do the work – which the SG would prefer – the time-consuming work of uploading journals and dealing with any technical hitches that arise requires some form of recompense. We therefore propose a rate of £9.00 per hour, and estimate that around 50 hours of work would be required per year to carry out the vital tasks outlined above. We have also included a contingency of £200.00 for use in the event of technical problems with the site that we are unable to deal with in-house. Where this money is not required it would role on to the next year.

### ***Travel to/from meetings:***

<b>£250 per meeting for four meetings per year</b>	<b>£1,000</b>
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The Steering Group (SG) meets around six times per year, and while six of the ten current SG members are based in London or nearby (Brunel and Kingston), we aim to increase representation from Universities in other parts of the UK. Other current members are based in Birmingham, Manchester, Edinburgh and St. Andrews. Any increase in representation requires funding for those representatives to attend up to at least two-thirds of our (currently) London-based meetings by the most economical means of travel available. Although many of our day-to-day decisions are taken via email discussions between SG members, face-to-face contact between members has also been identified as an important part of the learning process.

We predict that £1,000 per year will cover this sum: if representation accelerates faster than we predict – with more SG members wishing to attend meetings than funds permit – we will either a) he funds proportionately, and/or b) decrease the number of physical meetings and facilitate necessary meetings through e-mail discussions.

**Publicity:**

<b>1,000 colour flyers/posters @ 30p per flyer</b>	<b>£300</b>
<b>2,000 mono flyers on colour paper @ 3p per flyer</b>	<b>£ 60</b>
<b>Advertising in journals/conference brochures</b>	<b>£300</b>
<b>Promotional hard copies of the journal</b>	<b>£600</b>

Promoting the site through posters and flyers distributed for display in anthropology departments, University libraries and other key locations plays a vital role in generating interest in the site and in ensuring it remains dynamic. Colour posters for this purpose need to regularly updated – at least annually, if we want to catch new MPhil/PhD intakes. Cheaper flyers – mono on colour paper – are useful for conferences, taken along for distribution by SG members or sent to conference organisers. For maximum impact, we would like to advertise selectively in conference brochures and anthropological journals (such as *Anthropology Today*). Estimated costs for the above are based on quotations from local printers and published advertising rates in journals.

Finally, the SG believes that a well-produced paper version of the journal – featuring a selection of full-papers as well as information about the Anthropologymatters.com network, will also serve a useful role in promoting interest and participation in the site. Copies would be selectively distributed via conferences and University departments.

<b>TOTAL RUNNING COSTS FOR ONE YEAR:</b>	<b>£2,940</b>
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