For Immediate Release
March 11, 2013

AAA's Society for Cultural Anthropology Paves New Way For Anthroloical Publishing Program

In its latest efforts to respond to today's evolving publishing climate the American Anthropological Association (AAA) celebrates the decision by one of its most influential sections to undertake efforts to expand the way its signature journal is made available to scholars, researchers and the general public.

In 2012 the AAA Executive Board invited its sections to submit creative publishing proposals. The Society for Cultural Anthropology (SCA) responded with a proposal to transform Cultural Anthropology to an open access format. The plans, while still under development, will provide Cultural Anthropology at no charge to readers beginning in 2014.

While the publication will soon be available open access via Cultural Anthropology's website, www.culanth.org, it will also remain available via AAA's AnthroSource, the premier online portal serving the research, teaching and practicing needs of anthropologists.

AAA is very excited for the opportunity to test this format. This experiment will pave a path for the publishing program to learn best practices and responsible approaches towards a sustainable publishing model.

For additional details, please read the latest SCA press release:

Cultural Anthropology will go Open Access in 2014
Written by Brad Weiss, President of the Society for Cultural Anthropology

The Society for Cultural Anthropology (a section of the American Anthropological Association) is excited to announce a groundbreaking publishing initiative. With the support of the AAA, the influential journal of the SCA, Cultural Anthropology, will become available open access, freely available to everyone in the world. Starting with the first issue of 2014, CA will provide world-wide, instant, free (to the user), and permanent access to all of our content (as well as ten years of our back catalog). This is a boon to our authors, whose work we can guarantee the widest possible readership — and to a new generation of readers inside of anthropology and out. Cultural Anthropology will be the first major, established, high-impact journal in anthropology to offer open access to all of its research, and we hope that our experience with open access will provide the AAA as a whole, as well as other journals in the social and human sciences, valuable guidance as we explore alternative publishing models together.

Release continued on Page 2.
Immediate Release Continued

While the current content of Cultural Anthropology will be available via open access, the current AAA contract with Wiley-Blackwell requires that the AAA continue to provide the journal to our library and member subscribers. Thus, CA will also continue to be available, in full, to library subscribers and all AAA members via the Anthrosource portal. Indeed, if you have access to a library subscription, or enjoy the benefits of AAA membership, we hope that you will continue to access CA by means of Anthrosource. The statistics these downloads generate continue to play an important part in the allocation of revenue, including to Cultural Anthropology, and thus help subsidize this new publishing venture. In the future, our goal, and that of AAA, is to sustain Cultural Anthropology independently as a preeminent publication, produced with the hard work of editors and authors, and the contributions made by the members of the SCA.

This change opens up new possibilities and new questions for Cultural Anthropology. The most important aspect of the journal is the quality of the research it publishes, and CA will continue its practice of detailed and critical peer review and extensive editorial involvement in the publication of articles. CA will also explore new ways of communicating its content, making it visible to the world beyond our members and subscribers. SCA will also begin to explore other sources of revenue, and consider options for making print versions of the journal available on demand. We are confident that CA can continue to maintain the extraordinarily high standard of scholarship it currently enjoys; indeed, we expect that this new opportunity will attract ever more interesting work. We want to thank the Executive Board and the publishing office of the AAA, and especially all of the members of the SCA, for their encouragement and support of this new project. The members of the SCA Board look forward to working with our editorial team, as well as our colleagues across the academy, and in the library world, as we undertake this important endeavor.