



**COUNCIL FOR MUSEUM ANTHROPOLOGY**  
**Secretary's Report to the Board & Business Meeting 2019**

**BOARD**

**CMA Board Members 2018-2019**

President: Carolyn Heitman (2018-2020)  
President-elect: Cara Krmpotich (2018-2020) to be followed by a term as President (2020-2022)  
Treasurer: Jennifer Kramer (2018-2020)  
Secretary: Diana E. Marsh (2018-2020)  
Board Members: Joshua A. Bell (2017-2020), Emily Stokes-Rees (2018-2021), Erica Lehrer (2017-2020), David Odo (2018-2021), Adrian Van Allen (2017-2020), Christy DeLair (2018-2021)  
Student Member: Sowparnika Balaswaminathan (2017-2019)  
Past President: Robert Leopold (2018-2020)

**CMA Board Committees for 2018-2019**

**CMA Awards Committee:** Adrian Van Allen (Chair), Jennifer Kramer, Emily Stokes-Rees

**CMA Book Award:** Joshua A. Bell (Chair), Adrian Van Allen, Hannah Turner, Christy DeLair

**CMA Nominations Committee:** Carolyn Heitman (Chair), Cara Krmpotich, David Odo, Robert Leopold

**CMA Vancouver Reception Committee:** Jennifer Kramer (Chair), Robert Leopold, Cara Krmpotich, Carolyn Heitman

**CMA Communications Committee:** Diana Marsh (Chair, General Communications, Website, Anthropology News), Corinne Kratz (Facebook), Lillia McEnaney (Blog), Erica Fontana (Twitter), Christy DeLair (Anthropology News)

**CMA Committee on Journal:** David Odo (Chair), Lea McChesney, Sowparnika Balaswaminathan, Emily Stokes-Rees

**CMA Committee on Conference:** Robert Leopold (Chair), Erica Lehrer, Sowparnika Balaswaminathan, Tony Chavarria (Host), Bruce Bernstein (Host)

**CMA 2019 Election Results & Board Transitions**

**Board Members:** Kristin Otto (2020-2022)

**Retiring Board Members:** Sowparnika Balaswaminathan (2017-2019)

**Upcoming CMA Board Elections 2020**

The CMA will be holding elections this year for the following positions:

- (1) **President-Elect** (2020-2022) to be followed by a term as President (2022-2024)
- (1) **Treasurer** (2020-2022)
- (1) **Secretary** (2020-2022)
- (3) **At-Large Board Members** (2020-2023)

## EDITORS

### **Editors of *Museum Anthropology***

(outgoing) Lea McChesney, Maxwell Museum of Anthropology

(outgoing) Laura Steele, Editorial Manager

(incoming) Emily Stokes-Rees, Syracuse University

(incoming) Phaedra Livingstone, Centennial College

*Museum Anthropology Blog*, maintained and updated this year by Lillia McEnaney for the editors of *Museum Anthropology*.

-See: <https://www.museumanthropologyblog.com>

CMA Website, maintained by CMA Secretary Diana E. Marsh.

-See: <http://museumanthropology.org/>

CMA Facebook page, maintained by Corinne Kratz.

-See: <https://www.facebook.com/CouncilForMuseumAnthropology>

CMA Twitter feed

-See: <https://twitter.com/MuseumAnth> Follow: @MuseumAnth

## COMMUNICATIONS

### **Committee**

The Communications Committee coordinates communication via the CMA Email, Blog, Website, and social media presence. These platforms allow us to reach out to members and to the general public immediately about current events, exhibits, awards, job calls, awards, conferences, and a wide variety of current news in the field.

### **Email**

CMA used the AAA-maintained membership listserv to promote CMA news and events.

### **Website**

The CMA Website includes updated addresses for CMA board members and officers, as well as content on membership, *Museum Anthropology*, and other general information about CMA. Content has been added to our new Advocacy page to highlight advocacy initiatives and resources.

### **Blog**

#### ***From Lillia McEnaney:***

In 2019, the CMA Blog continued to serve as a source for news, calls for papers, and position announcements in museum anthropology. The Blog received close to 8,000 visits in 2019, with over 5,000 unique visitors. The most popular months were July and August (likely due to the September conference), and most visitors accessed the site from either the US, UK, Canada, or Germany. Approximately 40% of website visitors accessed the blog through a direct link, suggesting that the Blog has become established website that many museum anthropologists know of and routinely check.

Notably, this year, we published three guest posts from the School for Advanced Research's Anne Ray interns, Amanda Sorensen and Erin Monique Grant, who spent significant time reflecting and writing on the Museums Different conference in Santa Fe.

Lastly, please also note that we are consistently seeking contributors; the CMA Blog is a great place for emerging professionals and students to publish their work. We are always open to reviews, reflections, project spotlights, commentaries, or interviews.

### **Facebook**

#### ***From Corinne Kratz:***

As usual, this year's posts on the CMA Facebook page included announcements for jobs, fellowships, conferences, workshops, and CMA award competitions; news and reviews about museums and exhibitions;

recognition of accomplishments by CMA members and others in the museum world (we should all encourage members to send their accomplishments to be posted!); materials for teaching museum anthropology and related topics. I try to highlight work outside the US as well as a range of US locations.

During the 2nd CMA biennial conference, Museums Different, in September, Lillia McEnaney was temporarily added to the CMA FB account as an editor, along with Erin Grant and Amanda Sorensen, the two Anne Ray interns at the School for Advanced Research. Erin and Amanda posted regularly from the conference to keep news and images coming daily. Their fresh, conference-engaged posts were a great addition. Using the regular CMA Facebook page in this way, for getting news out about and during the CMA biennial conference was effective. Rather than creating a separate, ephemeral page specific to the conference, it helped consolidate attention that the conference brings for the CMA itself and its social media. I would suggest following this strategy again for future CMA conferences.

Facebook only provides analytics for the prior month, so I did tracking over the year at different times to have more extended information available for the 2019 Board meeting and annual report. That's the basis of the following analytics.

From mid-November 2017 to mid-November 2018, the total number of our followers increased from ~1,225 followers to 2,426 followers. After nearly doubling the number during that period, we have continued to attract more followers but not at the same rate. As of 13 November 2019, we have a total of 3,031 followers – still roughly a 25% increase for the year. If we all help to spread the word, share posts, and encourage colleagues, friends, and students to like and follow the page, our reach will continue to expand. It would be great to reach 4,000 by next year, though that would take more than a 25% increase. Please announce the CMA Facebook page at any sessions you are doing on museum anthropology at the AAAs or elsewhere and encourage students, friends, and colleagues to like and follow the CMA page.

Our FB page continues to give us international reach. Our fans/followers are located in 45 countries around the world (same as the past two years; as shown in screenshots in previous reports). While most followers are from the US (1,324 cf. 1,147 a year ago), we have 1,102 fans elsewhere. We have fans/followers in North America, South America, Asia, Africa, Europe, Australia and Pacific region.

The age and gender profile for fans/followers of the CMA Facebook page shows the 18-34 year old demographic making up 41% (down slightly from 43% last year, after a steeper drop from 60% in 2017). If that initial decline was related to general FB use reduction by the younger demographic, it seems to have leveled off now (<https://www.marketingcharts.com/digital/social-media-82512>, accessed 15 November 2019). Women make up 66% of our fans, 67% of followers, the same as last year.

FB posts often move well beyond those who are fans/followers and FB analytics track that as well. In the last year, women were 71% of people reached (back to the 2017 report level of 72%, cf. 62% in 2018), and 72% of people engaged (cf. 69% last year, and 81% in 2017). As in the past two years, there are shifts in the age profile for people engaged vs fans/followers. This year the 45-54 demographic for fans/followers constitutes 16% while for those engaged it is 18% (cf. 16% and 24% in 2018). There's also a pattern for older demographics to have greater proportion of engagement than of fans/followers, while engagement rates for younger demographics are lower than for fans/followers:

	Fans/Followers	People Engaged
25-34	34%	24%
35-44	26%	21%
45-54	16%	18%
55-64	8%	15%
65+	7%	15%

Reach varies by the post, typically from around 100 to 600, with a number falling in the 700-1000 range, and a smaller number reaching 1,500-2,000. Our aggregate monthly reach has been quite a bit higher this year. Last year, our monthly figures were often in the 3-5000 range, with increases to 8,000 when CMA Awards were announced and 13-23,000 in periods of high engagement after the tragic fire at the National Museum in Brazil.

This year, our monthly reach fell back to that 3-5000 range from September to November (most recently at 3,552 for the period 18 Oct-14 Nov), but we maintained an over 10,000 monthly post reach – sometimes much more – quite consistently from November 2018 thru July 2019. Periodic analytics tracking from Nov 2018 -Nov 2019 included 15,660 (7 Nov-4 Dec), 17,377 (20 Nov-17 Dec), 17,303 (19 Jan-15 Feb), 20,636 (31 Jan - 27 Feb), 17,825 (3-30 March), 19,966 (13 March-9 April), 42,894 (1-28 May), 21,007 (4-31 July).

Our high reach posts (over 2000 reach) cover a range of topics, with common themes involving award announcements; decolonization, repatriation, and social justice issues; and professional resources (collections etc.). There were about two dozen of these high impact posts this year. At the end of this report, I list all our posts with 2000+ reach over the year through 13 November 2019. Last year we saw an extraordinary temporary leap in our reach when I posted a museum-related cartoon from the New Yorker that went viral, eventually reaching 276,700 people, with 33,421 engagements. Following that success, I posted several other New Yorker cartoons about museums this year, as they appeared in the magazine. They did not go viral to the same extent, but this one did produce a peak reach of 16,400 (New Yorker, 8 Apr 2019, p. 65):

Such broad reach can help increase our total fans/followers because FB sometimes sends me notice of people who see a post who could be invited to like the page. It can also help boost our usual monthly reach (as has happened this year). With the AAA meetings getting under way, we have a lot of posts planned and will post photos from the CMA reception in the weeks after the AAAs. News and ideas for CMA FB posts are welcome, and please encourage students, friends, colleagues, and others to follow and like the CMA Facebook page.

CMA social media coordination across FB and the CMA blog and Twitter is ad hoc but good, generating a diversity of content that should encourage people to follow all of the platforms. Diana has also been active as chair of the Communications Committee in keeping us all in touch. The social media managers contact each other when there are jobs to post so they get full coverage across all platforms; likewise for any CMA-specific announcements. I get the blog posts and often cross-post those on FB if I have not already posted on the topic. We do need to be sure that our Twitter profile returns to the same level of prominence and regular posting that it had several years ago to enhance these cross-media synergies. Making sure we have someone committed to being a lively CMA-Tweeter is essential.

I'm happy to continue managing the FB page, if the Board wants me to continue, but will readily pass it on to someone else if the Board prefers new input and approach.

High reach posts (seen by >2000 people):

- \*about France returning objects to Africa (25 Nov) 2800
- \*About archive of fugitive slave ads (3 Dec) 3300
- \*2 articles about new Senegalese Museum of Black Civilizations (3 Dec) 4300, 5100
- \*SIMA deadline announcement (27 Jan) 2000
- \*Chip Colwell wins book award (13 Feb) 4500
- \*113 Museums Transformed Illustrations From Collections Into Free Coloring Pages (15 Feb) 3300
- \*Why Looted Benin Bronzes are Africa's Most Treasured Royal Art (22 February) 2800
- \*Study Finds U.S. Museum Collections Are 85% White and 87% Male (22 Feb) 6400
- \*Museum of Emotion exhibit (5 March) 3500
- \*Two Okwi Enwezor obits (16 March) 2240 together
- \*German states to repatriate artefacts looted in colonial era (19 March) 2000
- \*Colonial Reckoning through Archives, not Museums (19 March) 2678
- \*Red Dress art installation at NMAI (20 March) 2234
- \*Survey shows white men dominate major art collections (25 March) 2800
- \*Countries demand fossils back (28 March) 2000
- \*Three articles on Harvard lawsuit about slave daguerotypes (29 March) 3800 together
- \*Art Institute postpones Native American pottery show (1 April) 3400
- \*Archiving slavery records held in bad conditions (5 April) 3200
- \*Alan Lomax music archive online (5 April) 2600
- \*Brazilian museum fire followup (20 April) 4400
- \*Australian Aboriginal remains returned (20 April) 2900

- \*Graphic novel re: making history exhibit (24 April) 2100
- \*New Yorker cartoon by Z Kanin (22 June) 2400
- \*New Yorker carton by Amy Hwang (22 July) 16,400
- \*While we had 7 other posts that reached 1000+ after 22 July, we have not yet had additional 2000+ posts

**Twitter Feed**

Our Twitter account was run this year by Erica Fontana, with additional management from Amanda Sorensen and Erin Grant during our *Museums Different* conference.

*We could use additional volunteers to increase our Twitter presence. We welcome any interested CMA members to contact Communications Committee Chair, Diana Marsh at [marshd@si.edu](mailto:marshd@si.edu)*

**Anthropology News Column**

*Anthropology News* is in its third year as a magazine format, and Section News is published in print once a year in a special Sections issue. All other submissions are accepted on a rolling basis (in up to 1400-word pieces, all inclusive). It’s a great way to get out short, timely pieces about current work.

This year it included a guest-authored piece by Christine Kreamer on curating *African Cosmos/Stellar Arts* at the National Museum of African Art, to be included in the Sections issue on the moon landing. We included a print ad for *Anthropology News* pieces in the journal, but did not receive any new submissions.

**CMA columns 2018-2019:**

<u>Publication</u>	<u>Title of Column</u>	<u>Author(s)</u>
<i>Published Jul/Aug (Print) 2019</i>	Curating African Cosmos/Stellar Arts	Christine Kreamer
<i>Published 11/18/19</i>	Museum Anthropology at the Vancouver AAA/CASCA	Diana E. Marsh

Please send column ideas to Diana E. Marsh at [marshd@si.edu](mailto:marshd@si.edu) and Christy DeLair at [cdelair@niu.edu](mailto:cdelair@niu.edu). More information at: <https://museumanthropology.org/cma-anthropology-news-columns/>

**CMA AWARDS**

Nomination instructions for 2019 are available at: <https://museumanthropology.org/cma-awards/>

**Michael M. Ames Award for Innovative Museum Anthropology**

The CMA Michael M. Ames Prize for Innovative Museum Anthropology is awarded to individuals for innovative work in museum anthropology. Examples include: outstanding single or multi-authored books or published catalogues; temporary or permanent exhibits; repatriation projects; collaborations with descendant communities; educational or outreach projects; multimedia works, and other endeavors.

**2019 Winner**

**Dr. Aaron Glass**, Bard Graduate Center

The Story Box: Franz Boas, George Hunt and the Making of Anthropology

“The Story Box” explores the hidden histories and complex legacies of one of the most influential books in the field of anthropology, Franz Boas’s “The Social Organization and the Secret Societies of the Kwakiutl Indians” (1897). This groundbreaking holistic portrait of a Native North American society resulted from Boas’s fieldwork among the Kwakwaka’wakw of British Columbia and collaboration with his Indigenous research partner, George Hunt. Although Boas recognized the dynamism of Indigenous cultures, the book conceals three important historical conditions of its own making: Canada’s assimilation policy, which outlawed potlatch ceremonies; the 1893 Chicago World’s Fair, where Boas and Hunt conducted much of their fieldwork; and Hunt’s status as a full co-author. Hunt later corrected and expanded the book, in part by reconnecting hereditary treasures to the families to whom they belong. Hundreds of pages of unpublished revisions, consigned to archives after Boas’s death, have been reunited with the book for the first time.

An innovation in reflexive museology, “The Story Box” lays bare the collaborative relationships and modes of creative labor that have always made possible the production of anthropological knowledge itself. Not only does the exhibit reveal some of the hidden histories behind the 1897 book’s production and influence within anthropology, it demonstrates the lasting impact of the book within the Kwakwaka’wakw communities. Curated by Aaron Glass with the participation of students at Bard Graduate Center, “The Story Box” was co-developed with the U’mista Cultural Centre, a Kwakwaka’wakw museum in Alert Bay, BC, to which it travelled.

### **Council for Museum Anthropology Book Award**

The Council for Museum Anthropology Book Award was created to recognize and promote excellence in museum anthropology. The award is awarded biennially to a scholar within the field of museum anthropology for a solo, co- or multi-authored book published up to two years prior to the award date. The CMA Book award will be given to the author(s) whose work is judged to be a significant and influential contribution to museum anthropology.

#### **2019 Winner**

**Dr. Chip Colwell**, Denver Museum of Nature and Science

*Plundered Skulls & Stolen Spirits: Inside the Fight to Reclaim Native America’s Culture* (University of Chicago Press, 2017)

Chip Colwell’s *Plundered Skulls & Stolen Spirits* is a moving examination of the work of repatriation and shines important light on the manifold ways in which museums have participated in settler-colonialism. Recounting his experiences as a curator at the Denver Museum of Nature & Science, Colwell shows what the possibilities that addressing these legacies entail, the necessity of doing so, and the ways the work of slow museology can help anthropologists and museums begin to repair the inequities of the past and present. The book is an important conversation-starter for the discipline and the public more widely about museums, collections, human remains, and ethics.

#### **2019 Honorable Mention**

**Dr. Diana Marsh**, National Anthropological Archives, National Museum of Natural History, Smithsonian Institution

*Extinct Monsters to Deep Time: Conflict, Compromise, and the Making of Smithsonian’s Fossil Halls* (Berghahn Books, 2019)

Diana Marsh’s book *Extinct Monsters to Deep Time* (2019) emerges out of her dissertation, which examined the development of the new dinosaur exhibit, David H. Koch Hall of Fossils – Deep Time, at the Smithsonian Institution’s National Museum of Natural History. The book is an important contribution to the genre of museum ethnography, and provides key methodological insights into doing research in and on museums. The book reveals the hidden labor and negotiations involved in exhibit making, chronicles the history of paleontology, and demonstrates why the work of natural history museums matters.

## **Council for Museum Anthropology Student Travel Awards**

The CMA Student Travel Awards are designed to support graduate student travel to the annual AAA meeting to present papers and/or posters. Students and recent graduate degree recipients (those who have defended within the year of the award) are eligible to apply. Each year, CMA will award two prizes of \$500 each.

### **2019 Winners**

#### **Haley Bryant**

PhD Candidate, University of Toronto

AAA Presentation: Roundtable on “Virtual Realities: Worldbuilding beyond the Ethnographic Frame.” Haley will also chair the roundtable on The Politics and Stewardship of Collections Data in a Digital Climate”

#### **Elizabeth Kozlowski**

PhD Candidate, Tulane University

AAA Presentation: “Object[ified] Identity” to be presented in the session Elizabeth organized entitled “Race, Representation and Migration”

### **Call for Proposals: Whiting Public Engagement Fellowship**

The Whiting Foundation has invited the Council for Museum Anthropology to nominate 1-2 individuals for their Public Engagement Programs in the 2021-2 award. This is a wonderful opportunity for CMA to help further the work of public-facing museum anthropology.

The Whiting Public Engagement Fellowship (\$50,000) and Seed Grant (\$10,000) are designed to celebrate and empower faculty who embrace public engagement as part of the scholarly vocation. They fund ambitious, often collaborative projects to infuse into public life the richness, profundity, and nuance that give the humanities their lasting value. Over time, we hope the two programs together will also build a community of faculty dedicated to this form of service; underscore just how essential history, philosophy, culture, and the arts are in helping us absorb the news of the day, participate as citizens, and live meaningful lives; and ultimately help to broaden understanding of the value of advanced work in the humanities. For both programs, nominees must have been full-time faculty at their institutions for at least two years (as of the end of this academic year), and must be early career, defined for this purpose as pre-tenure, untenured, or tenured within the last five years.

Details on application procedures will be emailed to CMA members soon!

### **TREASURER’S REPORT**

*The Treasurer’s Report will now be posted on our website as a separate report.*

### **2018 MEETING: CMA SESSIONS**

Sessions sponsored by the Council of Museum Anthropology at this year’s Meeting can be found:

On the *Museum Anthropology* blog: <https://www.museumanthropologyblog.com>

On *Anthropology News* at: <http://www.anthropology-news.org/index.php/2019/11/18/museum-anthropology-at-the-2019-aaa-casca-annual-meeting/>

On the Communities page: <https://communities.americananthro.org/communities/community-home/digestviewer/viewthread?GroupId=133&MessageKey=ce279d0b-ece8-47a0-98fb-6f4b42012183&CommunityKey=52cd0392-783a-4b7f-9965-647156348292&tab=digestviewer>

## PREVIOUS REPORTS

Past CMA Reports, including last year's Secretary's, Treasurer's and President's Report are available at:  
<https://museumanthropology.org/cma-annual-meeting-reports/>

*Report Submitted by Diana E. Marsh  
Secretary to the Council for Museum Anthropology  
Annual Meeting, American Anthropological Association, Vancouver, BC, November 20, 2019*