FY09 Final Reports

Our first Gala was held on Tuesday, April 28, 2009 in celebration of the 130th anniversary of the Institute and the 60th anniversary of *Archaeology* magazine. The event, which took place at Capitale in New York, was a great success, and grossed roughly $400,000, with a net income of nearly $200,000. Part of this will fund the Waldbaum Field School fellowships, and we are enormously grateful to our co-chairs for the event, Brian Heidtke and Elizabeth Bartman, as well as to the AIA staff.

The Site Preservation Challenge Grant was matched in November of 2008, with the final contributions having been submitted by the AIA staff. Four site preservation receptions/fundraisers were held in support of the program, for which we thank co-chairs Larry Coben and Charlie Steinmetz. In the spring of 2009, the Site Preservation program was reorganized under two different umbrellas, with separate but related missions. The Site Preservation Committee is chaired by Paul Rissman under the aegis of AIA; the Sustainable Preservation Initiative is chaired by Larry Coben and Charlie Steinmetz under the aegis of AIA and the UCLA Cotsen Institute. The first site to receive a grant was Assos in Turkey; Easter Island received the second grant, which will help support the development of a polymer that will be used to stabilize the iconic Moai statues.

The Hague Convention was ratified by the United States Senate on September 25, 2008. This is an enormous victory for the protection of cultural property, and our thanks go to John Russell, immediate past Vice President of Professional Responsibilities, who made the ratification of the convention his main goal while an AIA officer.

The Troop Lectures and Cultural Heritage Training Programs for soldiers who are deployed to Iraq, Afghanistan, and the Horn of Africa are becoming increasingly successful. Lectures have been given at Fort Dix, New Jersey, Fort Drum, NY, and Fort Bragg, NC. One of the groups that I have been able to reach recently is the Army Corps of Engineers, which is particularly important because they oversee construction on the overseas bases.

In April of 2009, I traveled to Iraq at the invitation of the State Department, and provided advice on the preservation of archaeological sites. In the course of the visit, I met with the Iraqi Minister of Culture, the director of the State Board of Antiquities, the director of Historic Preservation in Iraq, and the director of the Iraq Archaeological Museum. We discussed a variety of issues associated with cultural heritage, including the state of the monuments of Ur. All of the cultural officials with whom I met are eager to establish collaborative relationships with American institutions, especially exchange programs for archaeologists and conservators.

At the Annual Meeting in Philadelphia there was an all-day workshop and a Presidential Plenary session focused on cultural heritage and armed conflict. Brigadier General Mark S. Hendrix presented "Cultural Property and the Role of U.S. Army Civil Affairs," and Karl von Habsburg, Vice President, Austrian Society for the Protection of

Cultural Property, discussed "The Protection of Cultural Property in the Event of Armed Conflict."

The 2009 Annual Meeting was a great success, with the highest AIA attendance ever, as well as the second highest combined AIA/APA attendance in the event's history. The AIA Archaeology Fair was extremely popular, with an estimated 1,700 people in attendance. Two new societies were chartered: Lubbock, Texas and Bozeman, Montana, which brings us to 107 AIA Local Societies.

The following Award Winners were honored at the Annual Meeting in Philadelphia in January of 2009:

Henry Wright (Gold Medal Award for Distinguished Archaeological Achievement)
Dolores Piperno (Pomerance Award for Scientific Contributions to Archaeology)
Michael and Neathery Fuller (Artemis and Martha Joukowsky Distinguished Service Award)
Joan Breton Connelly (James R. Wiseman Book Award)
Andrea Berlin (Excellence in Undergraduate Teaching Award)
Dougald O'Reilly (Conservation and Heritage Management Award)
John Noble Wilford (Outstanding Public Service Award)

A major change this year is that all *Archaeology* magazine subscribers were made members of the AIA. The initiative was recommended by the Governing Board and passed by the Council at the Annual Meeting. Subscribers were informed of their new status as members in the President's Letter in the May/June issue of *Archaeology*. This change brings AIA's total membership to well over 200,000 people, allowing the Institute to advocate more effectively for important legislation regarding the preservation of our archaeological heritage.

Finally, I felt that there should be increased dialogue between the Association of Art Museum Directors (AAMD) and the AIA. For too long there has been a barrier to communication between the two organizations. Although we will probably have to agree to disagree on a wide range of issues, we need to work together in areas where our missions overlap. I contacted the president of AAMD, Dan Monroe (Peabody Essex Museum), and we arranged to create a small working group for this purpose. I will play a role in the discussion group, as will Claire Lyons, former VP of Professional Responsibilities and Curator of Antiquities at the Getty; Rosemary Joyce, Professor and Chair of Anthropology at UC Berkeley, and former director of the Hearst Museum; Jenifer Neils, VP of Publications and Professor of Art History and Classics, Case Western Reserve; and Gil Stein, Director of the Oriental Institute, University of Chicago.

Respectfully submitted,

C. Brian Rose
President, AIA

Final Report of the First Vice-President, Fiscal Year 2009

The activities of committees overseen by the First Vice President are as follows:

APA/AIA Joint Placement Committee

Paul Scotton this year ends his second term as AIA representative to the Committee. He reports that the Committee is trying to increase its job listings in secondary school and to foster careers at this level. The Committee plans a symposium for first-time job seekers at the Annual Meeting.

APA/AIA Minority Scholarships Committee

Co-chair Ili Nagy reports that due to financial constraints the Committee awarded only one scholarship this year. The winner was Manuel Andino (classicist from Hunter College, CUNY), who participated in the Classical Summer School at the American Academy in Rome. The Committee hopes to improve its fund-raising next year (and to award its usual two scholarships) by holding its annual book raffle at a cash-bar or other reception rather than at its traditional breakfast, where costs have become prohibitive.

Archaeology in Higher Education

Under the chairmanship of Theodore Peña, the Committee has produced a directory of graduate programs in classical archaeology and related fields in the US and Canada. Intended to be updated regularly, this will appear on the AIA website. The Committee has formed a sub-committee to pursue contacts with the National Science Foundation.

Excellence in Undergraduate Teaching Award Committee

The Committee, chaired by Patrick Thomas, awarded the 2009 prize to Andrea M. Berlin. Berlin joined the University of Minnesota, where she still teaches, in 1997. At Minnesota she teaches courses in various subjects, including Greek, Roman, and Near Eastern archaeology.

Gold Medal Committee

Henry Tutwiler Wright of the University of Michigan received the AIA's highest academic honor. Characterized by an insatiable curiosity about the human past, a love of fieldwork, and a commitment to training future generations of scholars, Wright has had an enormous impact on archaeology in North America and around the globe. The primary focus of his research has been the emergence of social hierarchy and the formation of states--topics he has addressed in his early work in Iran and Iraq (1965 to 1978), and in subsequent research in Madagascar, the Comoros, Syria, Turkey, and China, among others. Wright's intellectual accomplishments are manifest in more than 120 publications, from the detailed archaeological reports and monographs that comprise the core "data" of our discipline to major theoretical discussions of theories of state emergence. The committee was chaired by Hector Williams.

Pomerance Award for Scientific Contributions to Archaeology Committee

Dolores Piperno, Senior Scientist and Curator of Archaeobotany and South American Archaeology at the Smithsonian Natural History Museum in Washington, D.C., received the 2009 Award. Piperno's research focuses on the human and environmental history of the New World tropical forest, with special emphasis on agricultural origins, vegetation, and climate history during the Late Pleistocene and Holocene periods, and pre-Columbian use and modification of lowland tropical landscapes. Her use of phytolith techniques in archaeology has been pioneering. Theodore Peña chaired the committee.

Program for the Annual Meeting

The Committee, led by Chair Garrett Fagan, inaugurated a new format in order to accommodate the ever-growing number of submissions. (There were 281 paper submissions, of which 207 were accepted; 32 colloquia, of which nine were accepted; and two workshops, which were both accepted.) By starting earlier in the day and shortening the lunch break, the number of time slots grew from two to three each day. Other changes included eliminating the traditional paper readings on the final half-day of the conference. Response from attendees was positive. In addition, the Committee shifted the deadline for colloquium submissions to March and altered its vetting system in order to focus its en face discussions more sharply.

Awards and Fellowships

Archaeology of Portugal

Ana Maria Silva will investigate the funerary practices found in the Late Neolithic hypogeum of Monte Canelas I (Alcalar, Algarve, Portugal). She is currently assistant professor of anthropology and with the Research Centre for Anthropology and Health at the University of Coimbra.

Anna C. and Oliver C. Coburn Fellowship

Yuki Furuya, University of Cincinnati, will examine the Bronze Age jewelry of Crete while in residence at the American School of Classical Studies at Athens.

Deutsches Archaologisches Institut Fellowship

There were three awards given in 2008-09 for this reciprocal fellowship. A German connected with the DAI, Claudia Winterstein, was the first recipient of the DAI/AIA Study in the U.S. Fellowship. She was in residence at the Cotsen Institute of Archaeology at UCLA, where she continued doctoral dissertation research for "Şekerhane Köşkü in Selinus – Architectural Research on the Assumed Cenotaph for Emperor Trajan." In addition, two US-based scholars used the resources of the DAI Zentrale in Berlin to pursue their research. Andrea De Giorgi of Case Western Reserve University worked on a study of Anazarbos in Cilicia, with focus on the structural transformations of the cityscape between the third and sixth centuries A.D. The second AIA-DAI fellowship winner was Ulrike Krotscheck of Evergreen State College. Krotscheck's research focuses on archaic Mediterranean trade and colonization in the Western Mediterranean.

Olivia James Traveling Fellowship

Elizabeth Robinson, a graduate student at the University of North Carolina at Chapel Hill, received the 2009 award for dissertation research on "Larinum: A Case Study for the Romanization of Southern Italy."

Jane C. Waldbaum Archaeological Field School Scholarships

From the 64 applicants for this award, the following students were selected: Eric Mentges, Ohio State University (Isthmia, Greece); Kaitlin Moleen, Rutgers University (Gabii, Italy); Max Price, University of Chicago (Misti, Peru); Margaret Stack, University of South Florida at Tampa (Roatan Island, Honduras); Alexander Zarley, UW-Madison (Petra, Jordan). Because of funds raised at the April gala in New York, the AIA will be able to fund two additional scholarships in 2010.

Helen M. Woodruff Fellowship

Lauren M. Kinnee of the Institute of Fine Arts, New York University, received the 2009 prize, which helps underwrite her residency at the American Academy in Rome. She will investigate the Roman trophy.

Other awards (in conjunction with the Annual Meeting)

Best Poster:

First prize was awarded to Toshihiro Osada of Tsukuba University for "Also 10 Tribal Units—the Grouping of Cavalry on the Parthenon North Frieze;" the runner up was Amanda Reiterman of the University of Pennsylvania. The joint winners of the best poster by a graduate student were Seth Pevnik and Esmerelda Agnolli of the Cotsen Institute, UCLA. The poster awards are judged by Garrett Fagan and the members of the Program for the Annual Meeting Committee.

Best Graduate Student Paper:

There were two winners of the 2009 award. Marcie Handler, University of Cincinnati, for her paper, "Chicken Soup for the Soul: New Evidence for the Practice of Magic in Hellenistic Athens," and Panagiota A. Pantou, University at Buffalo (The State University of New York), for her paper, "Mycenaean Dimini in Context: Discussing Settlement Types and Socioeconomic Complexities in Late Bronze Age Greece."

The many talented young people who have been singled out this year point to an exciting future for our field.

Respectfully submitted,

Elizabeth Bartman
First Vice-President, AIA

Final Report of the Vice-President for Professional Responsibilities, Fiscal Year 2009

The Professional Responsibilities Committee (PRC) held three meetings: in October of 2008, and then in January and April of 2009. Among the items discussed at the January 2009 meeting was the impact of United States law regarding compensation for terrorist victims on the loan of objects of cultural heritage to US museums. These discussions led to the issuance of a statement on the AIA website (now at http://www.archaeological.org/webinfo.php?page=10410). This was followed by a Forum Note entitled "Legal Threats to Cultural Exchange of Archaeological Materials" by S. Heath and G. Schwartz that appeared in volume 113.3 of the *American Journal of Archaeology*. The *AJA* released this article as a free PDF file (http://www.ajaonline.org/pdfs/113.3/AJA1133_Heath.pdf).

At the January 2009 meeting, the Council passed two resolutions that had been previously considered by the PRC. Firstly, the Council adopted a resolution in support of the CONVENTION ON THE PROTECTION OF THE UNDERWATER CULTURAL HERITAGE. That resolution is available at http://www.archaeological.org/webinfo.php?page=10410 . The Council also added the following text as Article II.4 of the AIA Regulations:

> 4. Members shall not use the name of the Archaeological Institute of America ("AIA") in connection with or in the furtherance of commercial transactions involving antiquities. Upon warning from the Executive Director, future failure to comply will result in suspension or termination of membership.

This new regulation was published in the AIA newsletter that is sent to all members. The VP of PR then approached dealer websites resulting in the removal of the AIA's name.

At the April 2009 Annual meeting, the AIA gave its Outstanding Public Service award to John Noble Wilford, recently retired as a science writer for the *New York Times*. Following nomination by the Cultural Heritage Policy Committee, the PRC recommended that Dr. Dianne Seibrandt of the US State Department receive the 2010 Outstanding Public Service Award. Dr. Seibrandt is the Cultural Attaché at the US Embassy in Baghdad, Iraq, where she works to protect that country's archaeological resources against both looting and damage during military conflict. The PRC also endorsed the nomination of Dr. Henry Cleere for the 2010 AIA Conservation and Heritage Management Award.

The AIA has undertaken important new initiatives in the field of site preservation. In 2009 ongoing grants to Assos in Turkey and to Easter Island continued to bear fruit in the form of work at those sites. After consultation with the PRC and with the Governing Board, the AIA has decided to partner with UCLA, which will develop a program of major grants to support sustainable preservation of archaeological resource. The AIA continues to develop programs that raise awareness of site preservation issues while taking advantage of the AIA's strengths in outreach and education. June 2009 saw the initiation of both smaller grants and the development of editorial content for *Archaeology* magazine.

Respectfully submitted,

Sebastian Heath, Ph.D.
Vice-President for Professional Responsibilities, AIA

Final Report of the Vice-President for Societies, Fiscal Year 2009

AIA Local Societies faced a challenging situation in FY09 as the economic downturn affected many similar organizations. While our overall numbers declined, the innovation and diversity of programming within many societies increased; it is hoped that this latter factor will provide a substantial foundation for growth in attracting new members to the AIA in the following year as the AIA expands our outreach efforts and stresses collaborative ventures for societies.

National Lecture Program

In FY09, 874 National Lecturers visited 105 AIA-Local Societies for a total of 284 lectures, another increase from the previous year (276 in FY08, 268 in FY07). The 2008/2009 season saw 18 new speakers for the AIA, all of whom were well received by their audiences and included for the following season's nomination process. As of July 2009, the AIA had 65 endowed lectureships, including the new J. Richard Steffy Lecture: the inaugural lecture highlighted Steffy's work on wooden shipbuilding and the interpretation of shipwrecks. Of the 284 lectures delivered, 194 lectures were supported by the endowments with named lectureships, 20 were endowed (not named). The AIA continues to expand its diversity of topics with excellent results, but occasionally a restricted topic, e.g. the Van Tilburg Lecture on Oceanic areas, can be challenging to fill while keeping to budgets, due to many of the specialists available to us being based outside the USA. 88% of our speakers returned follow-up forms in order to receive their honoraria and reimbursements; the 9 (of 74) which did not either donated their honoraria or received it in the form of a stipend while on longer lecture tours. A strong improvement was seen in the rate of return from Society follow-up forms: 92% of societies submitted all forms, our highest return rate in years. Reasons for this improvement are the ease of online submission (83%) combined with diligent tracking by office staff, and enforcement of the withholding of rebates until forms are sent to the office.

The AIA-Milwaukee Society won the 6th Annual Lecture Lottery held at the 2009 Annual Meeting; this lottery raised $1,625 for the National Lecture Program. Two concerns were raised during the year regarding hosting lectures: insurance for events and hospitality for speakers. A handful of societies faced venue changes, which raised questions of proper insurance; increased society efforts to augment lectures with additional offerings (tours, outings, special events) also demanded a look at insurance options for our societies as to have something concrete in place before the need became wider. Costs were surveyed during FY09 with a projected plan for additional group insurance to be available the following year. As some societies struggle with finding appropriate hospitality in a member's home for speakers, the AIA might need to consider an increase in funding for the National Lecture Program to include modest hotel expenses for societies without access to university accommodations.

Membership

The AIA-Bozeman Society and the AIA-Lubbock Society received charters at the 2009 Annual Meeting (105 Local Societies total). While our chartered societies grow in number, our AIA membership is decreasing: despite attracting 1,548 new members (higher from the previous year), we dropped to 7,934 members as of June 30, 2009, a roughly 6% decrease from 8,444 in FY08. This disturbing trend reflects the external factor of the overall economy, but may also be an indicator of changing environments among our audience. While lectures still prove a popular event, societies will need to expand their range of offerings if we wish to grow membership in the local societies.

Substantial work was done on the Society Online Resource Guide, with many detailed breakdowns for alternative programming and event ideas, as a way to offer societies assistance in tangible, accessible means; the Guide is scheduled to be online in the fall of 2009. Images and PowerPoint presentations promoting membership for speakers and societies to use at their lecture events were made available to help encourage AIA membership. 325 of FY09 renewals were originally incentive memberships; this membership plan accounted for 286 new members as of June 30, 2009. A new direction in membership was taken at Council, where the AIA voted to approve re-classifying all subscribers to *Archaeology Magazine* as Subscribing Members, put into effect in the spring of 2009. The increased membership number benefits the AIA in its visibility at a national level and may act to encourage magazine subscribers to better identify with the AIA. To differentiate these members from Local Society memberships, a benefits package was initiated (museum and other discounts or reciprocal relationships), to be offered during FY10.

Societies

The Incentive Grant Subcommittee selected the AIA-Bozeman Society, from nine applicants overall, to receive the 6th Local Society Incentive Grant for $1,500. The winning project supported the construction of an Early Bronze Age forge and cast simple bronze tools. The goals of this project were to create a cooperative, hands-on experience that would be challenging, educational, and memorable, involving professionals and students of all ages. The fourth Golden Trowel Award, recognizing the society whose net membership has proportionally increased the most during the past fiscal year, went to the AIA-Cincinnati Society. The Best Website prize of $200 went to the AIA-Hawaii Society; the Best Flyer prize of $150 went to the AIA – Central Missouri Society. The Society Representatives Breakfast Workshop continued in its streamlined form from last year with great success. The focus on publicity and outreach highlighted visibility as a chief objective and sparked informative and engaging discussions from our members.

Respectfully submitted,

Alexandra Cleworth
Vice-President for Societies, AIA

Final Report of the Vice-President for Outreach and Education, Fiscal Year 2009

Priorities

- To encourage local societies to offer more public outreach programs
- To continue providing high-quality outreach programs through the national office
- To make improvements and changes to the website
- To continue collaborations and partnerships with like-minded organizations in an effort to broaden the impact of our programs and reach different audiences

1. Societies

Our primary goal was to encourage societies to get more involved in public outreach efforts. To achieve this goal we put into place the following:

- Deanna Baker was hired as the new Outreach and Education Coordinator and one of her primary responsibilities will be to serve as the liaison between the national office and societies.
- A new grant program—the Society Outreach Grant—that replaces the Local Society Incentive Grant. The new Outreach Grant Program was made possible through a generous gift to the Outreach and Education program by AIA board member, Doug Tilden. We are now able to offer multiple grants to multiple societies up to a total of $30,000 a year. Ideally, around $5000 will be reserved for programs that promote site preservation.
- An improved (and renamed) Resource Guide that replaces the old Society Handbook.
- A new Programs Guide that lists numerous public outreach programs and provides guidance on how they can be presented by an AIA society.

The grant program and the new guides were completed and online by early fall and is currently available to societies. We welcome comments on these resources and will make changes and revisions as needed.

2. Outreach

<u>Fairs</u>

- Boston (October 2008): Second Annual AIA-MOS Fair. Over 4500 people attended the two-day event. Fair was supported in part by a $5000 grant from the Massachusetts Foundation for the Humanities (Mass Humanities). The 4500 attendees included approximately 1800 students, their teachers and chaperones. A complete report is available on the website.
- Santa Fe (October 2008): We held a fair in conjunction with the AIA Board Meeting. The purpose of the fair was to introduce the AIA to the residents of Santa Fe and provide our board members an opportunity to participate in one of more popular outreach programs. Board members were able to participate in the fair activities and mingle with the presenters at a special reception that was closed to the public. A report on the fair and the AIA's Santa Fe society appeared in an Albuquerque newspaper.

- Philadelphia (January 2009): In conjunction with the Annual Meeting. Over 1700 people attended the event making it the largest fair at an Annual Meeting. The fair was supported by the Slosberg Foundation. We received excellent coverage in the Philadelphia Enquirer and online.

Meetings

- In July we attended and exhibited at the World Archaeological Congress in Dublin, Ireland. Laurel Sparks and Ben Thomas attended the event and displayed and discussed AIA resources and programs, including Archaeology magazine, AJA, and our materials for educators.
- In October we teamed up with AFAR to host the Second Annual Maya at the Playa Conference in Palm Coast, Florida.
- AIA joined forces with SAA and SHA to present our resources, materials, and programs at the National Council for the Social Studies Conference in Houston as the Archaeology Education Clearinghouse.

Other Outreach

- AIA, along with MOS, Massachusetts Historic Commission, the City Archaeologist's office, Dig and Calliope magazines, and volunteers from Boston University's Archeology Club, presented a series of activities for the public at the opening and dedication of the Rose Kennedy Greenway in Boston
- In June, Ben Thomas visited the Belize Valley Archaeological Reconnaissance Project: A.F.A.R. Operations, which serves high school students from Florida. The decision was made to try and expand this field school opportunity nationally, through our societies.

3. Website

- We continue to make changes to the format of the website and are currently discussing a major redesign.
- We continued to add more resources to the website, including new lesson plans and updated bibliographies and glossaries.
- We are working on a grant proposal for a Kid's website.

Respectfully submitted,

C. Mathew Saunders
Vice-President for Outreach and Education, AIA

Final Report of the Executive Director, Fiscal Year 2009

Programs

Program information for the American Journal of Archaeology, Annual Meeting, AIA Local Societies, ARCHAEOLOGY magazine, Awards, Fellowships, National Lecture Program, Outreach and Education, and Site Preservation has been reported by the Overseeing Officers of the Board of the Archaeological Institute of America.

Five Year Financial Forecast, Vision Plan and AIA's Commitment to Fundraising

As FY 2008 came to a close, the Governing Board asked the Executive Director and the Staff to review the Board's Five Year Vision Plan, incorporate feedback from the feasibility study conducted in FY 2008 and report back to the Board at its fall 2008 meeting with an implementation plan. The Board also reiterated its charge to the Executive Director to build a more robust development operation that would be capable of running a campaign.

Five Year Vision Plan

In order to review the Board's Five Year Vision Plan, incorporate feedback from those who participated in AIA's feasibility study, and create an implementation plan, two off-site all-staff vision meetings were held. At the first meeting, the staff spent a full day reviewing AIA programs and the goals for each that had been laid out by the Board. The staff brainstormed and debated about the best ways to achieve those goals and set up smaller working groups whose members spent the next few months creating action plans in preparation for the second vision meeting. During the second meeting, which spanned two days, the staff reviewed and discussed the action plans, modified them and came to an agreement on each. The result was a more specific five-year plan, which incorporated feedback from AIA constituents.

As part of the revision, the staff broadened the K-12 education objective to include outreach and education to a wide variety of constituents. The staff began working with the Site Preservation Committee to devise a business plan that would take advantage of AIA's strengths and incorporate many other aspects of the Institute including the magazine, AJA, websites, fellowships, publishing, annual meeting, and Societies.

The revised AIA five-year plan was presented to the Board of Trustees and was approved at its October 2008 meeting. Details of the plan may be found in the Governing Board minutes of its October 2008 meeting.

Building a Stronger Development Operation

Jennifer Klahn was hired to head the development department. Ms. Klahn has a degree in Archaeology and extensive fundraising experience in academic, preservation and membership organizations. The development department had several vacant positions, which were filled during FY09. The staff now includes an Annual Giving Manager, a Database Manager, a Membership Coordinator, and a Development Events Manager

who also plans the Annual Meeting and Governing Board meetings. During FY09, the Board of Trustees also approved a new position for a Deputy Director, who would begin in FY10 and spend a significant portion of his/her time on development. In FY10, the new position would be supported by a bequest designated to this purpose.

The key goals of the Development Department are:

- audience development - increase the number of AIA supporters
- provide good stewardship to existing donors and get them more involved
- increase the number of donors and funds raised for the AIA Annual Fund
- set aggressive goals for restricted giving to support programs
- diversify revenue streams to include more private foundations and government grants and sponsorship of events
- prepare for a major fundraising campaign

Audience development is integral to the success of AIA's fundraising program and most of the other development goals depend on it. Throughout FY09, many new AIA events were created in order to give people the opportunity to learn about AIA and its programs. These included paid lectures co-sponsored by other organizations, which allowed AIA to reach new audiences, receptions hosted by both AIA and its supporters, dinners held in conjunction with some AIA lectures, and the largest event - a Gala celebrating the 130th anniversary of the AIA and the 60th anniversary of ARCHAEOLOGY magazine. These events allowed us to bring in many new supporters and stay better connected to current volunteers and donors.

The AIA's first Gala was held on April 28th, 2009 at Capitale in New York City. Over 430 people attended including long-term supporters of the AIA, Trustees, staff, Consuls from several Consulates, Ambassadors, tourism board representatives, thirty five people from various media outlets, and many people who had not previously supported the AIA. Nearly $400,000 was raised in total, and almost $200,000 net of expenses. This included $70,000 for the Jane Waldbaum Field School Scholarship and about $100,000 raised from auction items such as exclusive archaeological tours, some of which were donated by representatives from countries around the world. The relationships we developed at the gala, both with individual donors and country representatives, have proved to be useful in many ways. At the end of the fiscal year, we started to develop partnership proposals for some tourism boards which could lead to sponsorship of AIA events and programs.

Another key aspect to audience development is making sure that all of AIA's programs fulfill our mission, achieve excellence and have good cost-benefit ratios. In order to have a successful campaign, donors must feel confident that they are supporting worthwhile programs and reaching goals they could not achieve alone. AIA's wealth of resources in its professional and lay membership, Societies and volunteers and outreach tools such as the magazine, the Journal and the websites, make this possible. The FY09 Officer Reports address the specifics of what has been done to achieve excellence in all of our programs.

Given the effort that has been put into strengthening our fundraising operation and developing new audiences, AIA has set forth the goal of beginning the quiet phase of a fundraising campaign in the Spring of 2010. The exact magnitude is yet to be determined, but is likely to be about $15MM.

Membership
On January 10th, 2009 the AIA Council voted to make all ARCHAEOLOGY magazine subscribers members of the AIA. Subscribers were informed of their new status in a letter from AIA President C. Brian Rose in the March/April 2009 issue of the magazine. The AIA now has a membership in excess of 200,000 rather than less than 8,500.

The staff is working on strategies to encourage subscribing members to be more involved and upgrade to Society membership. There was an offer in the March/April 2009 issue to upgrade, but it was not well received. It is likely that the economy is a large factor in the reluctance of subscribing members to convert at this time. A new AIA section is planned for the magazine that will help readers become more familiar with the Institute and its programs. There is also an initiative to provide additional membership benefits, which will give subscribers additional reasons to upgrade.

Site Preservation Program
Although specifics of the AIA programs are addressed in the Officer Reports, Site Preservation merits inclusion in this report as AIA's efforts on this front have recently been formalized into a new program. The program is overseen by the new Site Preservation Committee and a business plan for the program was approved by the Board of Trustees in April 2009.

The program was initially designed to give grants that would primarily fund direct conservation or site management plans. As part of the Board's directive to the Executive Director and the staff to revise the Five Year Vision Plan with feedback from AIA constituents, the staff worked with the Site Preservation Committee to revise the strategy of the program. AIA constituents suggested that the program be modified to take advantage of AIA's strengths including its network of professionals, its communication tools and its membership, and that advice has been incorporated into the new business plan for the Site Preservation Program. The mission of the program is as follows:

To utilize the AIA's core competencies to save and preserve the world's archaeological heritage by raising public awareness of the significance of archaeological sites and the threats they face, spreading best practices, and encouraging increased preservation support and efforts.

The AIA's goal is to maximize worldwide preservation and as such, it strives to create partnerships with other organizations and to complement, rather than duplicate, their efforts.
To accomplish its mission, the AIA Site Preservation Program focuses on five main objectives:

1. Increase public awareness of threatened sites by using AIA's media outlets.

2. Educate people to be an informed part of the solution and not part of the problem. Mobilize AIA's Local Societies to reach out to their communities and to partner with other organizations to promote preservation.

3. Indentify, recognize and fund best practices and innovative preservation programs. Promote and publicize these programs through our media and professional outlets to increase funding and encourage the archaeological community to adopt similar practices.

4. Create training programs and guidelines for specialized groups, such as military troops and tour operators, whose activities have a direct impact on sites.

5. Use our network of professionals and 200,000+ members to advocate for the protection of archaeological heritage.

Great progress has been made in FY09 on all five of these objectives. An AIA section, "Dispatches from the AIA" has been added to Archaeology magazine and will reach all our subscribing members, our Site Preservation website has been redesigned and is filled with content including a guide to preservation funding sources for professionals, articles on best practices, progress reports on the projects which we are currently supporting and information about AIA's outreach programs related to preservation.

We have two projects underway in Turkey and on Easter Island and are in the process of inviting applications for the next round of funding. The Site Preservation Committee is also considering the creation of an awards program for best practices. AIA's Troop Lecture Program continues to reach hundreds of soldiers being deployed to areas with a rich archaeological heritage, and responsible tourism guidelines have been created for site managers, tour operators and tourists. The AIA continues to take action to advocate for international agreements that protects archaeological heritage, including testifying at meetings of the Cultural Property Advisory Committee, and to help its members to communicate their views on issues of cultural and archaeological heritage.

The Site Preservation Program is currently funded by the challenge grant which was successfully matched in FY09. An aggressive fundraising plan is being created to ensure that the program is financially stable over the long term, and the Site Preservation Program will represent a significant component of the upcoming fundraising campaign.

Respectfully submitted,

Teresa Keller
Executive Director, AIA

Report of the Executive Director on ARCHAEOLOGY Magazine, Fiscal Year 2009

Archaeology magazine achieved its outreach goals as never before.

The circulation of the magazine exceeded 275,000 paid subscribers, which translates to over 750,000 readers, the highest ever, thanks to increased efficiency in its direct mail campaigns and partnerships with subscription agents. Editorial content continued its excellence both in the quality of the individual articles and in the diversity and flow of content. The graphic presentation maintained its high quality, but with lower costs as several editors developed new photography skills and took their own photos on site.

The reach of the magazine was further broadened by an expansion of newsstand sales into fifteen new countries and an increase in sales in many others. This was achieved by hiring a newsstand consultant, T. J. Montilli, who negotiated with outlets that carry similar magazines to begin distributing Archaeology. T.J. Montilli also worked with the staff to prepare for Archaeology's first Special Interest Publication (SIP), an issue that focuses on the archaeology of Egypt, repackages past content and will be released only on newsstands in September of 2009. The SIP will generate revenue, raise the profile of the magazine and the Institute, provide a vehicle to generate revenue from tourism boards and other country-specific sponsors and provide AIA with a product that can be used as a promotional tool to encourage subscribing members to upgrade to Society membership.

We also developed a relationship with a second consultant, Cue Ball, which will enable us to produce foreign editions. The goal is to license content to two foreign publishers by FY11. Based on market research and the location of publishers who are likely to be interested in publishing Archaeology, there is potential to reach twelve to fifteen countries by 2015—an estimated net revenue of over $400,000 annually. AIA will hire the foreign publishing consultant during FY10.

All of these achievements were made in an extremely difficult economic environment and at a time when the media industry is facing sweeping changes related to the shift from print to electronic publication. In fact, Publishing Executive Magazine plans to do an article in the fall of 2009 on the success of Archaeology magazine in the face of these difficulties.

The challenges Archaeology magazine is facing

As mentioned, Archaeology magazine, like other magazines, faced difficult economic conditions in FY09. Net revenue was down about $500k compared to FY07. List rental, print advertising and renewal rates all fell significantly. Clients continued to cut their print ad budgets, or temporarily cease traditional forms of advertising, so revenue was more difficult to secure. We dealt with this shortfall in part by renegotiating our

print contract, eliminating one position at the magazine, cutting the more expensive methods of obtaining new subscribers—which will temporarily decrease total circulation, and by becoming more efficient in content generation. However, expense cuts could not offset the entire shortfall so we needed to explore new ways of generating revenue.

Archaeology compared to the industry

Magazines went out of business so frequently during FY09 that the American Society of Magazine Editors referenced a website entitled "Magazine Death Pool", which showed magazines that had recently failed and those that were likely to go under within the next year. The death pool predicted that a struggling National Geographic Traveler would not make it, which would be a significant event in our specific market space. Most titles are suffering from large reductions in spending on print advertising. The good news in FY09 was that our print ad sales only dropped about 20% compared to an industry average of about 40%, the bad news was that we were not as diversified as other publishers and relied almost entirely on print ad sales, rather than a mix of print, electronic, and sponsorship revenue.

The publishing industry developed new strategies

As advertisers cut their print budgets – and sometimes their whole advertising budgets – other publishers began to partner with their clients in new ways. Successful publishers took an integrated approach which provided ad clients with a variety of ways to reach their target audience. These partnerships often included lectures, conferences, electronic newsletters, specialized online content, awards events, and specialized print publications. Publishers discovered that clients who are no longer willing to spend on print ads may spend a significant amount on sponsorship or barter for the opportunity to reach their target audience in new ways. This trend was cited in magazine and advertising trade publications, and we discussed it with other publishers in a consortium to which we belong. We experienced it first-hand when we brought in sponsorship for the gala. When we tried to go to advertisers through their ad agencies with a print proposal that included gala sponsorship, we were not very successful. When we tried a different approach and went directly to the Consuls, Ambassadors, trade commission representatives, tourism board representatives and the like with a sponsorship proposal, we brought in donated items for our auction that were worth about $100k.

We have an advantage over other publishers – a wealth of live events and content

During FY09, we came to realize that while other publishers need to create live events and specialized content to bring in sponsorship dollars, we already have a large annual conference, a gala, back content that can be compiled to highlight a particular country and nearly 300 lectures held all over North America. We have also developed the most popular website in the country devoted to archaeology. The changes that are happening in the publishing industry give us an advantage because we already have events that are conducive to sponsorship and they provide us with ways to more fully integrate our diverse programs.

Internet challenges and opportunities

In addition to integrated marketing, other magazines began to prepare for a future that is increasingly web-based. Our three websites are not integrated and not yet prepared for the current monumental changes taking place in the marketplace. We currently generate less than 10% of our revenues from online advertising and sponsorship when media averages are in the range of 25%-40%. We are confident we can launch some additional short term online offerings that can drive incremental revenue in the next fiscal year. For the longer term future of the magazine we plan to do a strategic review of our websites in FY10. This would include, but not be limited to, a site redesign that provides more useful content for professionals, achieves our mission to educate the public, and presents sponsorship opportunities to companies, organizations and governmental entities that have the potential to be good partners for the AIA. Any successful plan to monetize our websites will include a plan to increase traffic significantly, which will lead to better mission fulfillment as well as increased revenue.

As of the end of FY09, we analyzed potential revenue streams, sponsorship viability, associated costs, and mission fulfillment implications of the following (some of which we have done in the past or were doing without sponsorship), so that we could be prepared to produce them in FY10:

1. online newsletters
2. expanded permission based marketing
3. banner ads on websites
4. webcasts
5. online travel guides
6. on-demand conferencing
7. cross promotion of the website and magazine
8. expanded job boards
9. themed microsites
10. video offerings
11. interactive digs

FY09 closed with a new strategy to increase and diversify magazine revenue

Archaeology magazine has achieved its outreach goals as never before. The magazine reached record numbers of people in FY09 and expanded into new countries and marketplaces. As such, the magazine is, and will continue to be, one of our most important outreach tools in our mission to create an informed public interest in archaeology. However, FY09 was a time of seismic changes in the publishing industry, and extremely challenging economic conditions. As we concluded FY09 and planned for the coming years, we began to develop new strategies to increase and diversify the magazines revenue streams. This included partnering with clients on event sponsorship, specialized content, and online content. Not only will this secure the future of our magazine, it will help us fulfill our mission in new ways as we integrate our events and publications.

Respectfully submitted,

Teresa Keller
Executive Director, AIA

The American Journal of Archaeology

Annual Report to the Governing Board
Archaeological Institute of America
December 2009

Naomi J. Norman, Editor-in-Chief

This has been an outstanding year for the *AJA*. I continue to be enthusiastic about editing the *Journal* and am grateful to the Governing Board for the opportunity to serve both the Institute and the wider profession. My thanks go to the Institute staff, especially Teresa Keller and Kevin Mullen and former CFO Tom Pappas, and to the Development Staff in Boston, especially Jennifer Klahn, for their support. Special thanks go to the *AJA* Advisory Board and to the *AJA* editors and staff whose dedication, vision, hard work, and support make my job easier and very rewarding.

My vision for the *AJA* is simple: to continue to publish the very best articles and reviews in archaeology and to strengthen its editorial perspective by re-invigorating its role within the discipline as a whole and by broadening its scope. I am also dedicated to expanding the readership of the *AJA* and to fundraising for the *Journal*.

The four fascicles published in 2009 (113.1-4) contain a wide variety of articles (including Forum pieces and State of the Discipline articles), field reports, museum reviews, review articles, and book reviews; a comprehensive index of the volume is printed in the fourth fascicle, which we also post on our website for free download. As has been the case for several years now, circulation averaged just about 3000 with distribution to individuals, libraries, institutions, and the editorial offices of other journals.

The *AJA* is financially supported by subscription revenues, the AIA, the Department of Classics and the Willson Center for Humanities and Arts at the University of Georgia. The *Journal* also benefits from the contributions of the many institutions and individuals who contribute annually to the Society for the *AJA*.

Personnel

The staff of the *AJA* is exceptionally hard working and visionary. Madeleine Donachie, Managing Editor, oversees the staff in Boston and the budget, is responsible for the production and publication of each issue, and works to help position the *Journal* to take advantage of new technologies, the expanding digital world, and the Web. Maddie also has a leadership role with the Education Committee of the Society for Scholarly Publishing and has organized or co-organized a number of Web-inars on a variety of issues in scholarly publishing, both print and online. Her work with this organization is invaluable to the *AJA*. Vanessa Lord, *AJA* Assistant Editor, copyedits the *Journal*, works with authors in the final stages of manuscript preparation, and prepares the editorial content for *AJA Outlook*. They are ably assisted by part time workers: Katrina Swartz, an editorial assistant, and Larisa Allan, a graphics assistant, as well as some freelance proofreaders.

I work out of my office in the Department of Classics at the University of Georgia, in Athens, GA. As Editor-in-Chief, I am directly responsible for all editorial activities and decisions on editorial content for the *Journal*. I also am responsible for

conceptualizing new initiatives and new directions for the *Journal*, in consultation with the *AJA* Advisory Board (which includes AIA Vice President for Publications Jenifer Neils), Madeleine Donachie, and the other *AJA* editors, Pedar Foss and Rebecca Schindler (Book Review Editors), and Beth Cohen (Museum Review Editor). This year I was ably assisted by both Amanda Gregory and Courtney Canada, undergraduate classics students whose salaries were paid by the Willson Center at the University of Georgia. The entire *AJA* staff works to maintain the *Journal*'s production schedule and quality, to expand its size and scope, and to envision and implement important new initiatives that will ensure its reputation as one of the leading scholarly archaeological journals in the world.

Initiatives and New Features

In 2009 we completed our ambitious program to donate back issues of the *Journal* to libraries and institutions around the world that have not been able to subscribe to *AJA* or whose facilities and holdings have been damaged by war, politics, or devastating acts of nature. Over the past few years we have mailed over 10,000 fascicles of the *Journal* to over 130 recipients across the globe. As a follow-up to this initiative, we are now offering deeply discounted subscriptions to libraries and individuals in developing nations, as defined by the World Bank. Our goal is to put the *AJA* into the hands of scholars and students who may not otherwise be able to access the material and ideas published in the *Journal*.

As the world of publishing changes, we are working to harness new technologies and to respond to the changing landscape of scholarly publishing. We are continuing to place *AJA* in more digital databases to make it easier for scholars to access *AJA* content, and we are beginning to use the archives of the *Journal* as a source of revenue by providing individual article sales via Atypon and JSTOR. We have also joined the Portico library to ensure that all *AJA* content will be able to transition to new digital formats as technology changes and new formats emerge.

We also turned our attention this year to marketing the e-journal with, for example, a direct mail campaign to Europe; placement of *AJA* information and subscriber sign-ups at various archaeological meetings and congresses; and an ad in the International Congress of Classic Archaeology program. We will need to increase our efforts next year to attract more subscribers to the e-version of the *Journal.*

This year we completed an on-going project to archive and conserve old volumes of the *Journal*, thus preserving our own past. Our website continues to expand as book reviews, museum exhibition reviews, article abstracts, some articles and supplementary data for other articles are regularly posted there in an open access part of the site. In 2010 we will include more color in each fascicle and will move all of our book reviews to online only publication; they will be available as free downloadable PDFs via our website.

Summary of Contents

In 2009, we published a total of 674 pages between the covers of the *Journal*, plus the index and some miscellaneous matter. On the open access part of our website, we also published an additional 170 pages of fully vetted and edited museum and book reviews.

Fundraising and the Financial Picture

The annual appeal for contributions to the Society for *AJA* continues to be successful, but we need to do more and need to concentrate on attracting major donors to ensure the continuing reputation of the *Journal.* The *AJA* currently turns a profit, and the Institute needs to return more of those profits to the *Journal* so that it can expand and undertake new initiatives.

The stature of the *AJA* resides primarily in the quality of the material it publishes. If the *AJA* continues to be a vibrant force in the field of archaeology, it will continue to grow.

Respectfully Submitted,

Naomi J. Norman
Editor-in-Chief, AJA