

Introducing the New Florida Journal of Anthropology



The *New Florida Journal of Anthropology* (NFJA) is the official journal of the Department of Anthropology at the University of Florida. NFJA carries on the tradition of the original *Florida Journal of Anthropology* (FJA) but with a few 21st century updates. The journal is still graduate student-run and peer-reviewed but is now digital, and gold open access. Published in partnership with the George A. Smathers Libraries the journal is hosted online via the Florida Online Journals (FOJ) platform. In honor of this first issue, we would like to briefly highlight the history, current mission, and future directions of the journal.

The revival of the FJA as the *New Florida Journal of Anthropology* has generated a lot of interest within the Anthropology Department as there is a long history of scholarly publication. FJA was a graduate student-run journal in press from 1976–1995 with a limited run reboot in 2003 (*The University of Florida Journal of Anthropology*). FJA originally operated as part of the undergraduate and graduate Florida Anthropology Student Associ-

ations (uFASA/FASA) with board members holding dual positions on both committees and was available in print form for a small fee. Because FJA took a holistic approach, including work from all subfields of anthropology equally, there was brilliant variation in the range and styles of content. Several special issues featured thematically focused content, including topics such as Women and Anthropology, Caribbean archaeology, and the conservation of archaeological materials. Additional special contributions featured essays in honor of Charles Wagley, and a history of anthropology at the University of Florida including Marvin Harris's time in the department. FJA also created unique cover designs for each edition, often hand drawn by graduate students in the department. These offered a visual window into the goals and concept for the journal.

Taking the lead from FJA, we opened the cover design to the public for our first issue. Anthropological submissions were made by artists and a contest was held via our [social media accounts](#). The public was able to vote on their favorite image and that image was incorporated into this first issue. Although this is not a traditional way of promoting scholarship, anthropology has so many visual components that this type of research promotion seemed like a logical step. We plan to continue this practice in future issues to stimulate engagement between traditional scholarship and visual media.

NFJA has expanded our submission pool to include members outside of the UF community, as well as including undergraduate submissions. Further, NFJA now has a broader reach than its predecessor, operating completely

online and implementing social media marketing strategies. We have assembled an Editorial Board consisting of highly specialized positions to provide graduate students with the ability to gain a wealth of experiential knowledge. Through our partnership with the UF Digital Collections, we are currently digitizing the original issues from the *Florida Journal of Anthropology* to add to our milieu as well. Once digitized, the George A. Smathers Libraries at the University of Florida will preserve a permanent record of this material, which anyone can access through our website.

The *New Florida Journal of Anthropology* is currently involved in a variety of projects in addition to active publication. The majority of these efforts are aimed at supporting greater global exchange of knowledge. NFJA is gold open access, meaning there are no publication fees, and all content is freely available without charge to the user or their institution. Users are allowed to read, download, copy, distribute, print, search, or link to full texts in the journal without asking prior permission from the publisher or the author for non-commercial purposes. Authors retain full rights to their work via Creative Commons licensing.

The NFJA also strives to train the next generation of anthropologists in the peer-reviewed publication process. In the spring 2020 semester, we offered experiential learning credits for undergraduates interested in learning more about the publication process, a 10-hour/week graduate internship through the Smathers Libraries, as well as assorted volunteer opportunities.

The principal aim of NFJA moving forward is to increase inclusion and accessibility. Advances in technology have created novel platforms to communicate anthropological research through digital

media and improved opportunities to reach broader audiences. To that end, we will soon expand our submissions to accept articles in multiple languages, as well as visual ethnographies and abstracts that enhance traditional article content. We are also striving to make sure our platforms and publications meet Americans with Disabilities Act (ADA) Standards of Accessible Design. In the future we also hope to host conferences and professional development workshops for students to learn about publishing and related topics.

With these strategic objectives, the *New Florida Journal of Anthropology* provides graduate and undergraduate students with experience in both publishing their work and the editorial process, allowing for enhanced more marketability upon graduation. Finally, allowing all research to be freely available helps to promote equity within academia and hopefully allows for underrepresented voices to be heard.

***New Florida Journal of Anthropology* Editorial Board 2019-2020**