

contradiction. Though marketing images of authentic culture may be more driven by profit than truthfulness in representing indigenous peoples, the importance of profit and forms of social capital for historically disadvantaged individuals must not be overlooked. Because of the popularity of wrestling, the luchadoras claim mobility and status necessary for transforming the subject positions they inhabit within their historical, political and social milieu. Further, their particular modes of performance may serve to challenge deeply held gender, class and racial ideologies. Though not all audience members may understand the performances as such, the actions of the luchadoras work to destabilize ideologies, thus drawing attention to inequalities and exposing some of the messiness of cultural narratives.

Please send any comments, suggestions and ideas, including photos for future columns, to Annelou Ypeij at j.l.ypeij@cedla.nl or to CEDLA (Centre for Latin American Research and Documentation), Keizersgracht 395-397, 1016 EK Amsterdam, Netherlands.

Society for Linguistic Anthropology

MARK ALLEN PETERSON AND JAMES STANLAW,
CONTRIBUTING EDITORS

Developing Expertise

By Mark Allen Peterson (Miami U)

A number of recent news stories on language much debated in linguistic anthropology blogs and e-lists have made one thing painfully clear: Linguistic anthropology has a public relations problem. The media do not come to linguistic anthropologists. Our expertise on language, collective and individual, is not established. What do we do about this?

Many of us have found letters to editors and producers ineffective. Most media organizations choose letters from the topics that attract the most interest. More importantly, media organizations rarely choose experts from letter writers.

Media organizations get their experts primarily from three sources: people with whom they've worked before; people recommended, such as by university public affairs offices; and people found by searching the Internet.

Kerim Friedman, writing on the Linganth listserv, suggested an experiment: "pick five or six keywords related to your research and try searching for them on Google. Be sure to use search terms that a non-specialist would use to find information on this topic. Do you see your name on any of the top search pages?"

If not, there are fixes. Google and other search engines are not magic. They prioritize hits on the basis of specific criteria.

First, maintain an updated homepage with links to full-text PDFs of your journal articles (or to abstracts and to publisher's web sites), your syllabi and accounts of your ongoing research.

Second, blog. A blog is an incredibly powerful tool for creating a presence on the Internet. If you are not sure what to blog about, try writing short accessible versions of your articles or books, discuss conferences or

other speaking events you've attended, write informed commentary on current issues in the news, and start conversations with colleagues on key topics by inviting them to guest blog or to comment. Of special value are issues that have wide public interest such as sign language, language evolution or English-only legislation.

Blog pieces that might be of general interest to your university communications office and any media outlets you think might be interested (including alternative media). Also publish these pieces on the SLA blog.

Update Wikipedia pages with anthropological content. Add your knowledge to topics and insert your publications as references in relevant articles. Link it to the journal website or another online archive where your paper can be found. Some professors assign Wikipedia edits as part of course homework, both to increase the value of articles and to teach students how such articles are produced.

If you have social media accounts with sites such as Facebook, MySpace, Twitter, LinkedIn, Tumblr or Posterous, make sure you regularly post updates of your work, your blogs and links related to your research. Consider joining academic social networking groups such as Academici, Methodspace and MyNetResearch.

Add content to YouTube.com. User-generated multimedia content such as podcasts and videos are increasingly popular and there are several academic channels maintained by universities and academic publishers.

In all of this, use the link economy. Most search engines use the number of links on a webpage to prioritize the sites they display. Link your webpages, blogs and other pages to each other and to those of as many respected colleagues and organizations as possible (especially to linguisticanthropology.org).

Expertise is not just an achieved status we have as scholars and researchers; it is also a discursive construct whose authority is rooted in specific communicative genres: not only scholarly publications but also quotations by others as signs of recognition. The Internet is a powerful indexical interweaving of quotations—and if you wish you can make many of those quotations direct searches to your expertise.

Please demonstrate your expertise by sending your comments, contributions, news, announcements and publicity ideas to James Stanlaw (stanlaw@ilstu.edu) or Mark Allen Peterson (petersm2@muohio.edu).

Society for Medical Anthropology

KATHLEEN RAGSDALE, CONTRIBUTING EDITOR

El Día de los Niños Celebración: Community-Engaged Health Program for Latino Immigrant Families in North Carolina

By Andrew O Behnke (North Carolina State U)

Between 1980 and 2000, the Latino population in rural and small-town America nearly doubled from 1.4 to 2.7 million, and it is now the most rapidly growing segment of the population in rural counties, especially in states in the southeastern United States such as North Carolina.



El Día de los Niños Celebración offered puppet shows, games, dinner and live music in addition to educational sessions. Photo courtesy Andrew O Behnke

Across the US, Latinos are at an increased risk for unintentional injuries, health complications and chronic illnesses, including obesity, diabetes, asthma and dental caries. In North Carolina, Latinos often arrive in rural communities with little knowledge of the health and safety risks that exist. Unfortunately, this lack of knowledge can lead to injury, health complications and even death. This issue is complicated by the fact that a majority of Spanish-speaking Latinos lack access to health care, in part because more than two-thirds (69%) are uninsured and many face language barriers when communicating with health care providers in the US. However, a number of negative health outcomes could be prevented through integrated programming to inform this population.

Due to the significant need for health and safety information in rural North Carolina, 32 community partners were brought together to develop and evaluate a community-based rural health and safety program in the northwestern part of the state. Members of an English as a Second Language (ESL) class and the local Latino community were recruited to carry out a significant amount of the program planning and development. They proposed most of the health and safety topics, promoted the event in the community, were featured in radio public service announcements and newspaper articles, participated in fundraising, engaged additional community volunteers, contributed to and reviewed educational content, and served as co-presenters during educational workshop sessions. Local youth were also involved in the planning process, developing a Latino family health and safety calendar with pictures of local youth and adapting a bilingual safety-related script for outdoor puppet shows.

The culminating half-day event, El Día de los Niños Celebración, was the first of its kind in North Carolina and included six, 20-minute rotating concurrent sessions presented in Spanish on the following topics: community safety; safety at home; food safety; fire safety; vehicle and bicycle safety; and workplace safety. Each concurrent session was co-presented by a Hispanic community member and a subject-matter educator (extension agent, firefighter, etc.). This event was successful in reaching over 125 local families and providing them with information and safety materials.

In addition to these educational sessions, families were invited to participate in various games, puppet shows, dinner and live music. Donated health and safety items were given to families, including sunscreen, first aid kits, booster seats, bicycle helmets, fire extinguishers and fire and carbon monoxide alarms. A Spanish-