Public Information Service

Sidney S. Negus

Last spring, James W. Carr, executive secretary of the James Whitcomb Riley Memorial Association, was invited to be chairman of the local committee on public information for the Indianapolis meeting. Fortunately for the Association, he accepted this invitation. The members of the Indianapolis Public Relations Society became a committee of 36 communication experts to help him set the stage locally for this complex operation. Another fortunate happening soon occurred. Joseph E. Palmer, field secretary of the James Whitcomb Riley Memorial Association, agreed to help arrange all radio and television programs for the meeting. This team of 40, including my secretary, Lillian A. Hughes, and myself, went into action in mid-September after various preliminaries had been cleared during the summer months. This early start was possible because information needed by us in Richmond came through so quickly from Mr. Carr and his group.

Preliminary announcements of the meeting were sent out widely early in the fall to newspapers, broadcasting stations, scientific journals, trade journals, and high school and college weeklies. School principals in Indiana, editors of Chambers of Commerce publications, heads of scientific and civic organizations in Indianapolis, AAAS members in the area, and others were asked to help in letting midwestern folks know that the 124th meeting of the AAAS was to be in their territory during the last week of December. Never before in my 20 years with this department has one of its annual conventions had such favorable and widespread premeeting publicity—thanks to friends of the Association in Indiana.

Secretaries and program chairmen of the 17 AAAS sections meeting in Indianapolis and those of the 75 participating societies and officers of the Association cooperated splendidly with us. At the same time that titles of papers and the names of their authors were sent to Raymond L. Taylor for inclusion in the General Program-Directory, duplicate copies were forwarded to this department. Thus, we were able to write to practically all of the 900 authors on the program before mid-November requesting abstracts or complete copies of their contributions, or both. Approximately 300 personal letters were written to authors whose papers, as judged by their titles, appeared to be especially newsworthy. We did not experience quite as good cooperation from those who were presenting papers at the meeting as we have had at many meetings in the past. Consequently, we were unable to meet some requests on the part of science writers for scientific reports which they considered newsworthy.

As soon as all of the material for the General Program-Directory had been sent to the printer, it was possible to prepare a geographical index of all authors on the program. This was done by Jacquelyn Vollmer of the AAAS headquarters staff. Copies of this 40-page index were sent well in advance of the meeting to news bureaus of all colleges, industries, and governmental agencies (210) having representatives presenting papers. Copies were also sent to city editors of newspapers in towns and cities where authors resided (121) and to science writers (95) from different parts of the country who had registered previously to report the meeting. Thus, we invited over 400 individuals to report the papers of their "home town" scientists.

One hundred and forty-three accredited representatives of the press, radio, and television registered in the press room at Indianapolis. Milton Silverman, science editor of the *San Francisco Chronicle* and president of the National Association of Science Writers, traveled the farthest to cover the meeting and was more or less duly rewarded with the press-room medal. Sixty-one other individuals in the United States and abroad reported the meeting from nontechnical abstracts and from complete papers mailed to them before and during the convention. All American and several foreign wire services, many leading newspapers, scientific journals, and news magazines were represented at the meeting.

Everyone in attendance was greatly impressed with the excellent coverage given the convention by the three Indianapolis newspapers. For this, the Association is grateful to managing editors Eugene S. Pulliam of the *News*, Robert P. Early of the *Star*, and J. B. Stephens of the *Times*. They and their city editors and reporters did a marvelous job of informing the general public of the Midwest what was going on in Indianapolis during this "Science Week in Indiana." This proclamation by Governor Handley was especially appreciated as was the personal support of the meeting by Mayor Bayt of Indianapolis.

News stories and wire pictures concerning the meeting must have been published widely outside Indianapolis because clippings from many publications in this country and abroad have been brought to our attention. Close to 60,000 words were filed by reporters with Western Union during the week. Those filed by the wire services and broadcasting stations with their own facilities must have brought the wordage to well over 100,000. Feature stories, not requiring close deadlines, are beginning to appear in various publications. Several representatives of magazines registered in the press room solely to get ideas for future articles.

Joseph E. Palmer, who was in charge of arranging radio and television programs before, during and after the meeting, turned in one of the best jobs ever for the Association. All local stations cooperated so fully that it would be impossible to list the programs aired. Many talks were taped by the Voice of America; the educational station at Butler University (WAJC) carried five full speeches of prominent scientists; each of the commercial stations (WFBM, WLW-I, WISH, WIRE, WIBC, and WTTV) aired programs and spot news many times daily; and much news about the meeting was radioed nationally. There was little, however, in the way of national television coverage.

William H. Book, executive vice president of the Indianapolis Chamber of Commerce, arranged (in cooperation with Mrs. Fred Willkie and this department) a meeting of 250 selected high school science students with nine leading scientists in different fields. This unique get-together was held at the Herron Art Institute on December 29 and was most successful. The scientists (Drs. Bean, Birge, Brode, Brues, DuShane, Sears, Snyder, Wolfle, and Major Simons) talked with groups of students about their future careers in science. Many complimentary letters have been received from the students who attended this "party." It is reported here because the consensus appears to be that such a gathering should be made a part of the Association's program at each of its annual meetings.

For assistance in the press room at Indianapolis, we are grateful to the Indiana University Medical Center for furnishing a desk and filing cabinets; to the

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Indiana Bell Telephone Company for contributing the services of Marjorie N. Pierce as a secretary; to Dorothy Nisely of the Indianapolis Public Library for volunteering as a communications specialist; to Maurice C. Gronendyke of the Indiana State Chamber of Commerce and Charles E. Ehlers of the Claypool Hotel for helping to provide ideal working facilities in the Florentine Room; to Robert Worth and Joseph Sitzman, Eagle Scouts of the Central Indiana Council, Boy Scouts of America, for serving as messengers; to the Indianapolis Press Club for extending guest privileges to out-of-town science writers; to the Florida Citrus Commission and Noyes and Sproul, Inc., for the hospitable serving of fresh orange juice continuously each day; to the General Electric Company Research Laboratory for holding open house each evening for all reporters covering the meeting; to D. H. Radler of the Purdue Research Foundation and Hugh Hazelrigg of the Indiana University News Bureau for helping in many ways to make visiting science writers feel at home in Indianapolis; to Reverend Laurence T. Hosie, executive secretary of the Church Federation of Greater Indianapolis, for making arrangements for the Protestant interdenominational service at the Roberts Park Methodist Church on Sunday, 29 December; to Eli Lilly and Company for the reception for reporters at the Severin Hotel on the evening of 27 December; to the Allison Division of the General Motors Corporation for the press reception the following evening; to Herman B Wells and Frederick L. Hovde, presidents of Indiana University and Purdue University, respectively, for entertaining science writers and their wives at dinner at the Athenaeum on 28 December following the semiannual meeting of the National Association of Science Writers; to the Indianapolis Chamber of Commerce, Pitman-Moore Company, American Tobacco Company Research Laboratory, Indianapolis Power and Light Company, James Whitcomb Riley Memorial Association; and the Indiana University Medical Center for providing luncheons for the press during the meeting; and to the "old-timers" of the NASW for invaluable technical advice.

Thelma C. Heatwole of Staunton, Virginia, was press room director. After this experience for six consecutive annual meetings of the Association, her services have become invaluable. Wayne Taylor of Austin, Texas, was again the press room photographer, and Foley F. Smith of Richmond, Virginia, served as an associate. James W. Carr and Joseph E. Palmer made their headquarters with us. These individuals and the secretaries mentioned previously arranged 18 press conferences during the week and got source material quickly to reporters to whom, more than to any others, goes the credit for helping to make possible at these annual meetings one of the four principal objectives of the AAAS: to increase public understanding and appreciation of the importance and promise of the methods of science in human progress. The Association is deeply appreciative of the world-wide coverage of its meetings by members of the National Association of Science Writers and other representatives of the Fourth Estate.

Reports of Sections and Societies

Mathematics (Section A)

Section A presented a program of three invited papers on the mathematics of guided missiles on Saturday morning. A. George Carlton of the Johns Hopkins Applied Physics Laboratory outlined a solution to the problem of filtering radio noise in missile guidance. Homer E. Newell, Jr., of the U.S. Naval Research Laboratory gave a popular exposition of satellite orbits. Robert W. Rector of the Ramo-Wooldridge Corporation gave an over-all picture of the American effort in guided missiles.

On Thursday afternoon, two former chairmen of the section gave their retiring addresses. Dean Mina Rees of Hunter College spoke of the various professional opportunities for mathematicians other than in teaching. A. W. Tucker of Princeton University explained a new method in mathematical programming.

On Friday morning the section was cosponsor, with the National Council of Teachers of Mathematics and with the AAAS Cooperative Committee on the Teaching of Science and Mathematics, of a program on the modernization of the mathematics curricula in schools and colleges. In the afternoon Section A and the National Council listened to invited papers on curriculum study.

C. C. MacDuffee, *Secretary*

Symposium on Mathematics Instruction. The symposium on mathematics instruction was planned to bring before the scientific community information on current curriculum studies and a statement on the mathematics curriculum in perspective.

R. L. Davis, executive secretary, reported for the Mathematical Association's Committee on the Undergraduate Program (CUP). Davis indicated that CUP was concerned with ways to (i) bring to college freshmen the calculus which underlies so many of the important applications, (ii) introduce to them the set notions and probability theory basic to so many modern applications, and yet (iii) do all this without making unrealistic demands on students with 2½ years of high school mathematics.

The Committee on the Undergraduate Program has tried to answer these questions by designing and producing whole courses which would accomplish these ends, by sponsoring mathematical expositions for teachers and students, and by studying the design of special courses for teachers. The committee has also designed two types of sophomore courses. One course, for physical science and engineering majors, will save student time because it provides a head start from the first-year course and with further gains in the use of handbooks and tables. The emphasis of the whole course will be shifted to a consistent use of vectors and differential forms in many-variable calculus. The other course for sophomores answers increasing demands from biological and social scientists, covering at first the elements of many-variable calculus and linear algebra. There are also special units on optimum problems and linear programming, probability theory, Markov chains, order relations, and finally, a long unit on mathematical models in the biological and social sciences.

A. W. Tucker reported for the Commission on Mathematics. The College Entrance Examination Board established