by the National Association of Science Writers and pointed out that though Americans apparently read news stories about science and medicine, they retain very little.

Ubell noted that the impact of "the massive distribution of information on the earth satellite . . . squirted [only] a trickle of data into the public's brain," and, he added, "the launching of the . . . satellites changed nothing of the public's attitudes towards science or towards scientists."

What to do to remedy the situation? Dael Wolfle, executive officer of the American Association for the Advancement of Science, doubted that a great deal could be done until the public itself had sufficient education in science. But he felt that "television has a superb opportunity" to contribute to that education. He asked for a "straight" — not sensationalist — treatment of science on TV and a presentation "not only of facts but also of the deeper understanding" necessary for an appreciation of news about science. Wolfle's challenge was immediately taken up by broadcasting executives participating in the conference. Edward Stanley, director of public affairs for NBC, and Irving Gitlin, a program executive for CBS News, cited a number of good science programs already being broadcast. But both Stanley and Gitlin noted the difficulties of producing shows that involve "abstract concepts." They agreed that the most successful shows are those which establish a "human relation"—that is, which have a direct emotional effect on the viewer or listener.

Science commentator Lister Sinclair of the Canadian Broadcasting Corporation also agreed that such impact was important in the broadcasting process. He held, further, that retention of facts was less important than an appreciation of "the scientific attitude," and he felt that broadcasting media could very effectively communicate that attitude.

As for the image of American science abroad, George V. Allen, director of the United States Information Agency, said: "Science information and U.S. scientific achievements form an increasingly larger proportion of the information made available through the USIA to project the image of the United States abroad. In fact, people overseas are more interested in American science and technology than in almost any other aspect of American life."

College Testing Program Started

A new testing program for evaluating applicants for admission to college has been launched by the State University of Iowa. Known as the American College Testing Program, it began operation in November in 200 to 300 colleges and universities in 14 states in the Midwest, West, and South.

While similar in some respects to the present College Entrance Board tests, it is broader in scope. In addition to providing information for college admission, it will offer data useful for placement, scholarships, guidance, and counseling.

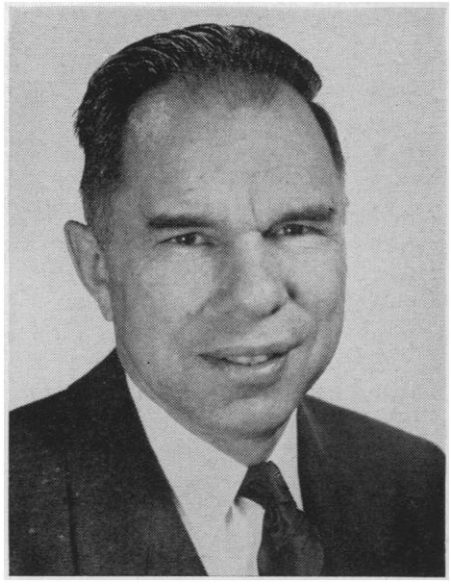
Whereas the College Entrance Board has 250 member institutions, the new program plans to serve the great mass of colleges that up to now have not subscribed to any testing service, according to E. F. Lindquist of Iowa State, director of research and development for the program.

The tests will evaluate intellectual capacities in English, mathematics, social studies, and the natural sciences. The scores will be available not only to the colleges but also to the student and his high school. In addition, the student's grades as a college freshman will be reported back to his high school to enable it to evaluate its curriculum.

The tests and administrative services will be provided by the Science Research Associates of Chicago, the Navy Reserve Officers Training Corps Program, and the National Science Foundation. Offices for program coordinators have been established in Alabama, Arkansas, Colorado, Idaho, Illinois, Iowa, Kansas, Kentucky, Minnesota, Missouri, Montana, Oklahoma, Tennessee, and Wisconsin. It is expected that California will start participating in 1960.

Seaborg Wins Fermi Award

Glenn T. Seaborg, nuclear scientist and chancellor of the University of California, Berkeley, has been named to receive the Atomic Energy Commission's Enrico Fermi Award for 1959. He is being honored with the $50,000 prize for his outstanding work in the field of nuclear chemistry, including the discovery of plutonium and other transplutonium elements, and for his leadership in scientific and educational affairs. The award was recommended by the General Advisory Committee of the commission and was approved by President Eisenhower.



Glenn T. Seaborg, winner of the AEC's $50,000 Fermi Award.

A presentation ceremony will be held at AEC headquarters in Germantown, Md., at 12:30 P.M. on 2 December, the 17th anniversary of the day on which the late Enrico Fermi and his team of nuclear scientists proved that nuclear fission could be self-sustained and controlled when they operated the world's first reactor in a squash court under the stadium at Stagg Field at the University of Chicago.

Cancer Research Leaders Form Organization

The directors of cancer research institutes in America have formed an organization, the Association of Cancer Institute Directors. The organizational meeting was held at Roswell Park Memorial Institute, Buffalo, N.Y. The new group is composed of the senior scientific executives of those institutions and autonomous divisions and departments whose principal activities are concerned with the study of malignant disease and the treatment of cancer patients.

The association has been established to support investigations of the causes, nature, treatment, and prevention of malignant diseases; to encourage the exchange of ideas, information, personnel, and special facilities between