

Belmont Plaza Hotels. Their courtesy and assistance were essential for the success of the meeting.

The secretaries and program chairmen of the sections and participating organizations cooperated ably, especially in providing copy and galley proof

for the 300-page General Program, published by the Horn-Shafer Company of Baltimore. Finally, the debt to W. Gilbert Horn, Jr., of that firm for his able and sympathetic cooperation in seeing the program through the press is more than nominal.

Awards and Prize Winners

A list of the recipients of the awards announced at the Association's eighth New York meeting appeared in *Science* [132, 1938 (30 Dec. 1960)] and need not be repeated here.

Public Information Service

Sidney S. Negus

As usual, the 127th meeting of the AAAS in New York afforded the Association one of its means for trying to increase public understanding and appreciation of the importance and promise of the methods of science in human progress. The initial step in this effort was taken in midsummer by Eger V. Murphree, president of the Esso Research and Engineering Company and general chairman of the New York meeting, when he invited Marion Harper, Jr., president of McCann-Erickson, Inc., to be chairman of the committee on public information on a volunteer basis. Most fortunately for the Association, Harper accepted this invitation, as he had done once before for the 1956 New York meeting, and soon had working with him as members of his committee the following: Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.; Robert Kintner, president, National Broadcasting Company, Inc.; James A. Linen, president, *Time*, Inc.; Daniel D. Mich, editorial director, *Look* Magazine; Malcolm Muir, chairman of the board and editor-in-chief, *Newsweek* Magazine; Robert W. Sarnoff, chairman of the board, National Broadcasting Company, Inc.; Frank Stanton, president, Columbia Broadcasting System, Inc.; and William L. Wheeler, Jr., secretary, Medical Society of the State of New York. The responsibility of this committee was to help set the stage for the formidable task of informing the public throughout the world of the

newsworthy reports to be made concerning the progress of science in all its branches at this great gathering of scientists from nearly 300 organizations in this country and abroad. Never, in our experience, has a public information committee worked toward this end more effectively.

The next step was taken at the Medical College of Virginia, Richmond, in late August when active preparations were begun for this meeting in which 18 AAAS sections and 100 other organizations participated. Various preliminary details had been cleared during the summer months. Then the usual pre-meeting procedures, which had been found more or less successful in the past, were followed [*Science* 127, 409 (1958)].

Three hundred and sixty-two accredited representatives of the press, radio, and television registered in the press room at New York. Only 23 individuals were denied press privileges because of inadequate credentials. Fifty-four other reporters in the United States and fourteen abroad, who could not be present, presumably reported the meeting from nontechnical abstracts and from complete papers mailed to them upon request before and during the meeting. This press room registration was by far the largest ever in the history of the Association, 200 more than in Chicago last year and 280 more than in Washington in 1958. Only 11 science writers covered the Richmond meeting in 1938. The fact that a total of 430

newsmen representing mass-media communication of all types were assigned to cover this scientific meeting must mean that there is an upward swing of interest on the part of the public in reports having to do with scientific research and development.

The New York city newspapers published reports about the meeting every day. On several occasions, full pages were devoted to it. For this outstanding job of science reporting, thanks go especially to experts like Robert Dwyer, William L. Laurence, Robert K. Plumb, Harold M. Schmeck, Jr., Walter Sullivan, Robert C. Toth, and Earl Ubell.

International coverage by reporters for the wire services and science writers for newspapers and magazines, including those abroad, was unusually good as far as can be determined from clippings and letters sent to the Association by friends. A clean-cut analysis of this coverage cannot be made since the AAAS does not subscribe to a clipping service. Since the meeting, requests have been received from individuals in 42 countries for more information about specific papers on the program. This fact alone is indicative that news of the reports made at the meeting was published world-wide.

Weekly magazines which devote some or most of their space to science reporting covered the meeting well in most cases. *Newsweek*, for example, featured the meeting with three full pages, *Business Week* with five, *Chemical and Engineering News* with one, *The New Yorker*, with nearly a page, with innumerable others following suit. Feature stories in monthly magazines having to do with various papers presented at the convention are now beginning to appear. There were many representatives of magazines registered in the press room principally for the purpose of picking up ideas for future articles. It is hoped, if and when these are published in the weeks and months to follow, that a credit reference will be given to the Association.

National and local radio and television coverage exceeded all expectations for these reasons: Early in the planning stages, Marion Harper, Jr., chairman of the committee on public information, asked Richard W. Van Horne of McCann-Erickson's public relations division, Communications Counselors, to be our associate in charge of radio and television programs for the meeting. Van Horne soon brought in from his organization as his assistant, James A. Wicht. Working in close cooperation with the press room, these communication experts set up 11 radio network programs, 14 television network ones, 23 radio regional broadcasts, 3 regional television programs, 22 radio-delayed broadcasts, and 2 newsreel programs. Radio-delayed programs refer to those which were taped for future broadcast. The Voice of America taped seven, the U.S. Information Agency six, and the educational station WBAI-FM (New York, Los Angeles, and San Francisco) taped nine radio-delayed programs. This total of 75 radio, television, and newsreel programs is by far the best coverage by these particular communications media ever experienced by the Association at any of its annual meetings. In our report of last year these words appeared: "In our opinion, broadcasting companies nationally are not as alert to the news in a great gathering of scientists as are the leading world newspapers and magazines, which employ expert science writers on their staff" [*Science* **131**, 518 (1959)]. Results in this area of communication at the New York AAAS meeting indicate either we were wrong in this opinion or that radio and television networks and regional stations are becoming increasingly aware of the fact that their listeners and viewers are demanding more programs having to do with science. We suspect that the latter is the answer. Other

answers might be the caliber of Harper's committee, the know-how of Van Horne and Wicht, and the splendid cooperation of the 65 scientists who participated in the programs arranged.

Seventeen press conferences were set up during the meeting. The conference having to do with papers on one of the general session programs, "The Sciences in Communist China," was exceptionally successful and, with full texts supplied, resulted in extensive world-wide coverage. For these conferences and other activities in the press room, space was woefully inadequate but it was the best that could be obtained at the Commodore when so many larger rooms were required for AAAS sessions.

To Chauncey D. Leake, AAAS president at the time of the meeting, Paul E. Klopsteg, immediate past president, Thomas Park, AAAS president as of 15 January 1961, Dael Wolffe, AAAS executive officer, Raymond L. Taylor, AAAS associate administrative secretary and in charge of arrangements for the New York meeting, and members of the AAAS Board of Directors go the thanks of this department for their helpfulness on many occasions and for giving it a free hand to function as it deems best for the Association.

The Association is grateful to the friends of its public information service for helping to make enjoyable the extremely intensive task of reporting a meeting of this magnitude to the general public. Among these friends are the American Tobacco Company Research Laboratory which contributed daily coffee breaks for reporters working in the press room, the Florida Citrus Commission which supplied fresh orange juice each day for the hard-working press, the General Electric Company Research Laboratory for its suite, long a rendezvous for science writers at AAAS gatherings, where relaxation was in order for three eve-

nings of the meeting, and the Westinghouse Electric Corporation for its Science Writing Awards reception and dinner.

For the ninth consecutive annual meeting of the Association, Thelma C. Heatwole, patent liaison officer for Philip Morris, Inc., was associate director of the press room. Her long experience as an intermediary between scientists and the press helped greatly in our supplying source material quickly for the reporters covering the meeting. In addition, besides Van Horne and Wicht, the following individuals carried out press room assignments efficiently and effectively: Foley F. Smith of Richmond, Va.; Patricia Paddock of the AAAS office in Washington; Sue Diamond of Communications Affiliates, Inc.; and John Jacoby of Flushing, N.Y. We also appreciate the cooperation of Ralph S. Burkowsky, assistant sales manager for the Commodore, and his associates, for taking care of our many requests so promptly and courteously. It is of interest that the press room prize for asking us the least number of questions was awarded to Harry A. Nelson. His reporting of the meeting for the Los Angeles *Times* was outstanding. Previous winners have been Victor Cohn of the Minneapolis *Tribune* and Robert Dwyer of the New York *Daily News*. The science writer who traveled the farthest to cover the meeting was Lucien Barrier of Paris, France.

The awareness on the part of science writers and reporters in general of the news available in all branches of science at a AAAS annual meeting was certainly evident in New York. The Association compliments representatives of the press, radio, and television on this alertness and is deeply appreciative that they assumed the tremendous responsibility of sharing this news accurately with the public world-wide.