

special trips to the White House and Smithsonian's Museum of History and Technology, with a behind-the-scenes view of the Museum's activities, were arranged for the ladies. Highlight of the Women's Events was the luncheon in the Shoreham's Blue Room on 29 December, at which Mary I. Bunting (president, Radcliffe College, and former Commissioner, Atomic Energy Commission) was the guest speaker. Dr. Bunting spoke on Higher Education and the Female Consumer, and later graciously responded to questions from the floor.

The Honorary Reception Committee included the heads of public and private agencies concerned with science and education. Their willingness to endorse the Association and its 133rd national meeting is much appreciated.

#### Other Acknowledgments

Besides thanking all members of the local committees, this report expresses appreciation to the key executives of the hotels which provided assistance and friendly help throughout—especially George Gorman of the Sheraton-Park; John E. McMurtagh, Mrs. Florence Homann, and Nickolas Karas of the Shoreham; and Lawrence K. Green of the Washington Hilton. Their cooperation and courtesy 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 352-page *General Program*, published by the Horn-Shafer Company of Baltimore. The perennial 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. Particular thanks are due Mary Anne Lipford who did most of the editorial assistance with the program copy. Finally, we are grateful to all AAAS staff members not previously mentioned who worked long, hard, and cheerfully at the meeting.

#### Prizes and Awards

The AAAS-Westinghouse Science Writing Awards for 1966 were presented to John Kolesar (special assignment writer for the *Evening Times*, Trenton, New Jersey); Evert Clark (science writer for the *New York Times*); and Albert Rosenfeld (science editor of *Life Magazine*). John Kolesar won the new \$1000 award for newspapers with under 100,000 daily circulation for his story on "The C stellarator. It's hot as the sun," which appeared in the Trenton *Evening Times* on 16 May 1966. The article concerns the goal of electric power through con-

trolled nuclear fusion. Evert Clark won the \$1000 award for newspapers with over 100,000 daily circulation for a series of articles on Surveyor I's landing on the moon. The nine articles appeared between 31 May and 14 July 1966, in the *New York Times*. Albert Rosenfeld won the \$1000 award for magazine writing with "The new man—what will he be like?" (Part IV from his Control of Life series), published 1 October 1965, in *Life*. The article explores the implications of new scientific breakthroughs in biology and medicine and their possible effects on man. Honorable Mention in the over 100,000 circulation category was awarded Harry S. Pease of the *Milwaukee Journal*; a special citation was awarded the *Minneapolis Tribune*.

The awards, made possible by a grant from the Westinghouse Educational Foundation, were established to give recognition and encouragement to outstanding science writing, to stimulate public interest in science, and to foster a deeper understanding of science by the public.

The winner of the Procter Award of the Scientific Research Society of America was Elmer W. Engstrom (chairman, Executive Committee of the Board, RCA).

Mention has already been made of the winners of the AAAS Socio-Psychological Prize under the section "AAAS Presidential Address."

## Public Information Service

Thelma C. Heatwole

The 133rd meeting of the AAAS in Washington, D.C., was, as usual, the focal point for science news in all areas of science. Public information for the annual meeting continued to foster the four objectives of the Association—to further the work of scientists, to facilitate cooperation among scientists, to improve the effectiveness of science in the promotion of human welfare, and to increase the public un-

derstanding and appreciation of the importance and promise of the methods of science in human progress. It is to this end that the Association maintains a public information service.

The initial step in public information for the annual meeting was taken in June when a local committee was selected. Richard Berg (director, Office of Public Information for the Smithsonian Institution) consented to serve

as its chairman. Other members of the committee were Michael Amrine (public information officer, American Psychological Association), George J. Berk-lacy (press officer, Smithsonian Institution), Windsor P. Booth (director, News Service, National Geographic Society), Mrs. Marion Corddy (associate director of public relations for medicine/science, George Washington University), Ray E. Hiebert (director, Washington Journalism Center), Howard Lewis (Office of Information, National Academy of Sciences), and E. G. Sherburne, Jr. (director, Science Service).

This group helped to set the pre-meeting stage for informing the public throughout the world of the scientific progress that would be reported by

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scientists from the top colleges, universities, industrial organizations, and governmental agencies in the United States and abroad. This local committee worked most effectively toward this end during the summer and the fall. Chief among their contributions were the alerting of local press to the story possibilities, and editorial articles that were mailed to agricultural and medical journals.

Following the local alerting, the Director of Public Information for the 1966 meeting sent preliminary announcements of the meeting and its highlights to newspapers, popular magazines, scientific journals, trade journals, publishing houses, and radio and television networks and stations. Six thousand AAAS members in the Washington area and the nearby Virginia and Maryland areas were asked to help in letting others know that the 133rd meeting of the AAAS was to be held during the last week of December. Libraries of industries and schools, scientific laboratories, and school science departments were alerted by means of posters and news releases to the major events that would occur during the meeting.

The 1500 authors of scientific papers were invited to contribute complete copies of their presentations for use by the press. Approximately 800 of these whose papers seemed to be especially newsworthy were asked to send sufficient copies to mail in advance to 185 key news outlets.

As soon as the material for the *General Program* had been sent to the printer, it was possible to prepare a geographical index of all participants on the program. Copies of this index were sent well in advance of the meeting to news bureaus of organizations having people on the program, to city editors of newspapers in towns or cities

where authors resided, and to science writers from different parts of the world who had previously requested information on the meeting.

On 22 December a press briefing for the local press was held at the National Press Club. On that date, too, Press Headquarters at the Sheraton-Park Hotel got under way. Four hundred and forty-nine accredited representatives of press, radio, and television (the largest number ever to cover an AAAS meeting) registered in the press room during the week of 25 December. These represented such wire and news services as Associated Press, United Press International, Reuters, Scripps Howard, Newhouse, National Enterprise Association, New York Times News Service, Chicago Daily News Service, Science News Service, Knight News Service, Copley News Service, Southam News Service of Canada, Science Service of France, and Kyodo News Service of Japan. In addition, 72 representatives of major dailies; 172 writers for popular magazines, scientific journals, and book publishers; 39 writers for industrial house organs; 21 free-lance writers; 27 radio personnel, and 28 television script writers and crew men used the facilities of the press room. Additional press-room registrants represented schools of journalism and public relations for numerous industrial and educational organizations.

At the time this goes to press, only a very minor portion of the worldwide press coverage has come to our attention. Western Union reports that close to 200,000 words were sent over Telex by reporters during the week. Of course, much material was sent through the local bureaus of newspapers and magazines. Since the meeting, much material has been furnished writers for future use in feature articles.

Vincent Marcley (public information officer of the Agricultural Research Service of the U.S. Department of Agriculture), who was in charge of arranging radio and television programs before, during, and after the meeting, reports that 61 prints of color news film with scripts were mailed in advance to selected TV stations in the United States; that five video-taped interviews, radio tapes, and 2- by 2-inch color slides were available in the radio and TV news room. All three national television network systems (NBC, ABC, CBS) were represented, as were independent radio and TV stations, and such independent producers as the producer of the "Men and Molecules" and "UPI Science Reports." The Canadian Broadcasting Corporation, the British Broadcasting Corporation, and Radio Canada worked most actively on meeting coverage. The Voice of America was represented by their World Wide, Hungarian, and German editors. These tapes will be used abroad for many months to come.

Press and television coverage at the 1966 meeting was far in excess of previous coverage. Vincent Marcley was assisted by Robert A. Deasy (director, Defense Products Public Relations, Westinghouse Corporation) and Julian Levine (Aerojet-General Corporation).

For assistance in the press room we are deeply grateful to Vincent Marcley, Robert Deasy, and to Julian Levine; to James Singer (head, Research Reporting Section, Information Division, Agricultural Services, U.S. Department of Agriculture), who served as assistant to the Director of Public Information; to Odom Fanning (Office of Public Information, U.S. Department of Commerce); and Don Phillips (Department of Environmental Health, American Medical Association); and Lisbeth Wiley (AAAS staff member).