

## Communications Department Plans Seminars

Four regional seminars, on topics ranging from energy, water, and the West to food and nutrition, are planned by the Communications Department for the fall. This is the third season of the department's regional seminars program, whose chief objective is to stimulate informed discussion between scientists and engineers on one hand and representatives of local civic and professional groups on the other. Individuals in the latter group, many of whom are in decision-making positions, are thus better able to comprehend complex issues related to science and technology. Reports on past seminars have appeared in this section on 15 November and 6 December 1974 and on 7 February, 2 May, and 1 August 1975.

Supported in part by a grant from the National Science Foundation, and with some additional aid from the Ford Foundation's Energy Policy Project, the seminars will be cosponsored by the AAAS and one or more local institutions. Each will accommodate between 50 and 150 carefully selected participants from state and county governments, the media, industry, libraries, and schools, depending on the seminar. Summary reports of each seminar will be available within a few weeks after each takes place. The new schedule is as follows:

**Minnesota:** "Energy End-Use Regulation: Beginning the Debate," 14 October, University of Minnesota Landscape Arboretum, Chanhassen, Minnesota. This 1-day seminar will be held in cooperation with the Minnesota Energy Agency. Philip Getts, its deputy director, has been working with the AAAS on the seminar. The morning segment will focus on the desirability of end-use regulation for Minnesota, and the relation between national energy conservation and end-use regulation. In the afternoon, an address and subsequent workshops will deal with what regulatory mechanisms should be. Approximately 60 participants are anticipated, including state legislators, state and county government officials, energy suppliers, and media representatives.

**New Mexico:** "Energy, Water, and the West," 2 to 5 November, Albuquerque,

New Mexico. Cosponsored with the National Legislative Council at the request of the New Mexico State Legislature, this seminar will deal with the same general issues as the Minnesota seminar, but participants will include 150 state legislators from the 13-state Southwest and Rocky Mountain region. In addition, the seminar is open to other interested individuals and groups who wish to register. The first day will lay out and explore the connections between energy development and water needs as they are applicable to the West. The second day, arranged by Los Alamos Scientific Laboratories, will focus on alternate energy sources. The final day will explore present and projected state and regional programs for water utilization. Considerable use will be made of the Ford Foundation's Energy Policy Project reports during the lectures and workshops. Following the seminar, and before the end of 1975, three or four follow-up seminars will be held in different localities. Emphasis will be on how the results of the Albuquerque meeting directly affect the localities involved. Plans are being made to involve the

Southwest and Rocky Mountain Division (SWARM) of AAAS in the organization of both the Albuquerque seminar and the follow-ups.

**Massachusetts:** "The Food Dilemma: It's No Picnic," 24-25 November, Boston Museum of Science and Boston Public Library, Boston, Massachusetts. The seminar will be preceded by the Washburn Award Symposium in honor of Dr. Jean Mayer on Sunday, 23 November, at the Museum of Science. The primary objective of this conference is to improve Boston's delivery system of nutrition education. Approximately 100 persons, including community health personnel, consumer activists, government officials, librarians, media representatives, nutritionists, school curriculum personnel, and supermarket representatives, are expected to attend. The conference will open with an analysis of the need for a national nutrition policy. Following this, the problems resulting from the lack of such a policy, including nutrition illiteracy and malnutrition, will be addressed. On the second day a series of demonstration and discussion sessions will be offered to acquaint participants with some of the most recent developments in nutrition education which they can currently utilize while the more long-range technical and policy issues are under consideration.

**California:** "Regional Energy Planning," late November or early December, San Diego, California. This seminar will be the third that AAAS has organized in San Diego, with the cooperation of the Science Office of Public Broadcasting Station KPBS. Dr. Jeffrey Kirsch and Ms. Susan Pollock of KPBS will again serve as co-hosts. In the manner of the New Mexico seminar, this one will concern itself with several aspects of the Ford Foundation's Energy Policy Project reports which are relevant to the San Diego area. In particular, participants at the three half-day forums will be dealing with San Diego's energy consumption patterns as compared with those of the rest of the nation, the exploration of alternate energy sources, the role local government can play in influencing current energy policy, and what type of conservation program is feasible. Participants will be drawn from San Diego area government and utilities, state and federal agencies, academia, and public consumer and environmental groups.

The success of past regional seminars has led not only to the program's expan-

### AAAS Annual Meeting Boston 18 to 24 February 1976

The theme of the forthcoming 142nd Annual Meeting of the AAAS is: *Science and Our Expectations: Bicentennial and Beyond*. The preliminary program and registration forms will be found in the 14 November issue of *Science*.

Every effort is being made to make the Annual Meeting fully accessible to physically disabled persons who wish to attend. For information and suggestions about this aspect of the Meeting, please contact: AAAS Office of Opportunities in Science, Project on the Handicapped in Science, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036.

sion, but also to efforts toward greater coherence and standardization. The program's most recent NSF grant renewal provides for a planning committee composed of staff members from *Science* and the Communications Department and members of the AAAS committees on Science and Public Policy and the Public Understanding of Science. The Planning Committee will meet in mid-fall to decide on a critical issue for the spring series of seminars. A working paper will then be developed on the chosen topic, outlining issues and suggesting target audiences, speakers, and pertinent bibliographic material. By December, a target site for the pilot spring seminar will have been selected. The topic will be announced at the Boston Annual Meeting. The working paper will also be discussed at that time.

The Minnesota, New Mexico, and California seminars will provide the basis for a half-day symposium on "Case Studies in Regional Energy Planning" at the Annual Meeting. The symposium will examine four regional case studies in national energy policy implications, based on the Energy Policy Project reports. Philip Getts of Minnesota, Jeffrey Kirsch of San Diego, and Eileen Grevey of the Governor's Energy Office, Santa Fe, New Mexico (who is also involved in planning the Albuquerque seminar), will discuss the implications of the Ford policy recommendations from their own regional perspectives.

A further indication of the growth of the regional seminars is their increasing inter-relatedness. Representative Philip R. Grant of the New Mexico State Legislature, who attended a regional seminar on radioactive waste disposal in Las Vegas in December 1974, afterward expressed his hope that the sort of dialogue instituted by the Las Vegas seminar could "ultimately be instituted for legislators in all states and on a continuing basis" (see AAAS News, *Science*, 7 February 1975). Representative Grant is now involved in the planning of the upcoming New Mexico seminar and will also be a speaker in Minnesota.

AAAS members who are interested in having particular local or regional organizations cosponsor seminars are invited to contact Andrea M. Goldman, Regional Seminar Coordinator, AAAS, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036.—BETSY S. KWAKO

## First Mass Media Intern Program Ends

The AAAS's first Mass Media Intern Program ended in August, and in the opinion of both the interns and media sites it was an extremely worthwhile experience. The ten summer interns, who were placed in a wide variety of media organizations for 10-week periods, did everything from participating on talk shows and writing feature articles to producing radio and television programs.

The interns were selected from more than 200 social and natural science graduate student applicants from all over the United States. Applications were reviewed both by the AAAS Communications staff and a selections committee consisting of scientists and representatives from the media. The interns and their affiliations, fields, and media sites were as follows: David Bullock, chemistry, State University of New York at Binghamton, Warner Cable of Reston, Reston, Virginia; Mark Dumont, physics, Washington State College, Bellingham, The San Diego *Union*; George Flynn, physics, Washington University, St. Louis, The Charlotte *Observer*; Gary Gregg, psychology, University of Michigan, The Miami *Herald*; Mary Luckey, biochemistry, University of California, Berkeley, The San Francisco *Chronicle*; Julianne Malveaux, economics, Massachusetts Institute of Technology, WFAA-TV, Dallas; Barbara Richards, political science, University of Minnesota, WNEW-TV, New York; Harold Waters, Ph.D. anatomy, associate scientist, Allegheny General Hospital, Pittsburgh, The Richmond *Times-Dispatch*; Edward Weiler, astronomy, Northwestern University, KPBS-TV, San Diego; and Benjamin Zingman, political science, Rutgers University, National Public Radio, Washington, D.C.

The program is supported by matching grants from the Russell Sage Foundation and the National Science Foundation. Each intern received a set stipend and travel expenses, along with the unique opportunity of actively participating in the mass media as reporters, researchers, and production assistants. The program helped them to improve their communications skills, as well as their understanding of the

process of editorial decision-making which underlies the dissemination of information via the mass media. Participating media organizations also benefited from people with scientific knowledge and skills who contributed journalistically. Cliff Smith, science writer for The San Diego *Union*, wrote that the program "is a wise investment paying large dividends in the form of better understanding of science in the public mind and better relations between science and the media."

For 3 years the Russell Sage Foundation had organized a similar, though smaller, program that was open only to social science students. In July 1974, a planning committee met in Washington, D.C., to discuss what direction the AAAS program would take. One major change was the opening of the program to natural science students. It is a point of interest that the committee members feared that few first-rate natural science students would be interested in giving up a summer of research endeavors in favor of a journalistic experience, and that few faculty advisers would give them any encouragement to do so. However, six out of the ten 1975 interns were from the natural sciences. Most of them received enthusiastic endorsement from their faculty advisers, and all felt that the experience was an invaluable one that would help them in the future whether they pursued research careers or joined academia.

The program did not solve the problem of what journalists feel to be the lack of cooperation from the scientific community, nor the problem of what scientists feel to be the inaccuracy and misinterpretation in the media of scientific data. However, the interns did contribute to the amount of science coverage stemming from each media site, and the program did give them an opportunity to learn what the media can and cannot do for science communications and to understand the constraints under which the mass media functions.

Wherever possible interns worked for science writers, and all media organizations were encouraged to take advantage of their scientific expertise. This was possible in every case to some extent, although students were frequently requested to cover stories on subjects of general interest such as the shortage of canning lids, or to contribute to the "Religion Today" column. However, there were many opportunities for science reporting. One intern produced a 1-hour TV special on the Viking mission, which included the appearance of three local scientists in a "feedback" segment to answer and discuss telephone questions from the viewers. Another intern produced science pieces on such topics as

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### Reviewers Needed for Science Books

*Science Books and Films* needs additional reviewers who will review juvenile as well as adult books in all fields of science. Specialists in the fields of marine biology and zoology are especially welcome. Please write to *Science Books and Films*, AAAS, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036.