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Science 80 to Have Big Launch

In a few weeks, the premier issue of *Science 80* will be reaching subscribers and the Association's new initiative in public understanding of science will have a tangible beginning. The issue, with a November/December cover date, will be mailed to nearly 300,000 subscribers

across the country; it will not be available on newsstands.

Press interest in *Science 80* has been high, with stories about the impending launch appearing in dozens of newspapers and in several major magazines. Subscriber interest has been equally

high, with orders running substantially above expectation; as a result the print order has had to be increased several times, resulting in the 300,000 figure for the first issue. *Science 80* will appear bi-monthly thereafter for an initial period.

The editorial content of *Science 80* also appears to be off to a good start, with some lively articles and well-known columnists. Cornell's planetary scientist and award-winning author Carl Sagan will write a regular column, as will Sloan-Kettering's director and celebrated essayist Lewis Thomas. Journalist Victor McElheney, an alumnus of the *Science* staff and of the *New York Times*, will also write a column.

The feature articles for the first issue span a wide range, from a profile of a marine geologist who has led exploration of the spreading centers along the mid-ocean ridges to the story of a major archaeoastronomy discovery among the ruins of an early American Indian culture, from a report on an overlooked source of synthetic fuels to a portfolio of science humor. Other features include a special essay by historian Lynn White, Jr., a look at the evolving knowledge of the chemistry and pharmacology of the brain, and a report on Pioneer 11's visit to Saturn. Departments include a news section, "Currents"; a general interest section, "Crosscurrents"; "Expeditions" for the enthusiastic amateur; and reviews of books and television science programming. In all, the first issue will contain 112 pages. Allen Hammond, editor of *Science 80*, promises "a continuation of interesting pieces" in succeeding issues.

To help him produce *Science 80*, Hammond has attracted a talented staff. Among them are executive editor Alfred Meyer (whose former positions include the editorship of *Natural History* magazine), managing editor Eric Schrier (of *Novus* magazine), and art director Rodney Williams (recently with *Chicago* magazine). The publishing staff includes general manager Owen Lipstein (formerly with CBS Publishing), advertising director Marjorie Weiss (recently with *Psychology Today*), circulation director Carol Carey LePere (from *U.S. News and World Report*), and production manager Prudence Harris (from Wickham Associates).

