Science 81 Celebrates 2nd Anniversary

Science 81, the AAAS science magazine for a popular audience, celebrates its second full year of publication this month. The past year has been a very successful one for the magazine.

Science 81 has proven to be a phenomenon in the publishing industry. Circulation continues to grow, from 400,000 in 1980 to 675,000 in 1981. New readers are deciding to join the ranks of *Science 81* subscribers daily, as the circulation figures demonstrate. But the circulation growth is also because old readers are staying with the publication. The initial renewal rate for *Science 81* subscribers is a remarkable 10 to 15 percentage points above the publishing industry's average for magazines of this nature.

This year marked the beginning of international circulation for the magazine. *Science 81* distributes 25,000 copies per issue abroad in English. In addition, the magazine successfully launched the publication of a translated Italian edition with a circulation of approximately 100,000.

Here in the United States, *Science 81* can now be found on the newsstands. The magazine was previously available by subscription only.

The entrance into the popular science market of Time Inc.'s *Discover* and the Hearst Corp.'s *Science Digest* has had no noticeable effect on *Science 81* during the past year. According to editor Allen L. Hammond, "the audience for information on science and scientific issues is apparently very large. We are appealing to one segment of that audience which is looking for in-depth articles presented in a sophisticated, literate manner. Others have found different niches."

During the past year, *Science 81* has continued to present a wide range of subjects, from genetic engineering to a new type of submersible that may revolutionize underwater exploration, from the great white shark to a 3.5 million-year-old "Lucy." Profiles on working scientists have included Nobel Prize winner Carleton Gajdusek, amateur mathematician and puzzle expert Martin Gardner, physicist John Wheeler, and biologist Barbara McClintock. The magazine also has focused on topical issues involving science and society such as the human and ethical considerations of genetic screening, science education and the budget cuts, and policy issues surrounding the Western water shortage.

The magazine has not been content to merely discuss what's happening in science and technology. It has been an active participant in the process. For example, it arranged to have artist Jay Matternes, working with anthropologists, create the first modern scientific reconstruction of a Neandertal. *Science 81*'s October cover story details the entire reconstruction process and probes the difficulties many people have coming to terms with our animal origins. The article and the reconstruction already have attracted considerable interest in scientific circles and have generated a good deal of attention by the media.

Articles from the magazine are the major sources of information and topics for the AAAS radio program "Report on Science." The daily 90-second radio science news feature program is being produced for CBS Radio Stations News Service and is currently being aired in several large markets (see *Science*, 5 June 1981, page 1131). Material from the magazine also has been used on the "Focus" radio programs produced by the AAAS largely for noncommercial stations.

The Association is currently investigating other ways in which *Science 81* can be used to further the public's understanding of science. For example, it is developing a program to test supplementary materials that could be used with the magazine for classroom science discussions in high schools and community colleges.

Not only subscribers appreciate *Science 81*'s journalistic and graphic excellence. The magazine already has received several national awards. An article in the July/August issue of then *Science 80*, "The Great Ape Debate: Can Gorillas and Chimps Use Language or Not?" by Beryl Lieff Benderly, was chosen as the winner in the magazine category of the American Psychological Foundation's 1981 Media Awards competition for "outstanding and accurate reporting that increases the public's understanding of psychology." Earlier in the year, the American Institute of Physics–U.S. Steel Foundation Award cited another article, "Timekeepers of the Solar System" by Leo Janos (May/June

Award-winning illustration for "The Japanese Brain" by Kinuko Craft from *Science 81* (December 1980).

1980), for having achieved "the best communication between the journalist and the public in physics." In the medical category, *Science 81* was presented with an award from the American Arthritis Foundation for "stimulating greater public knowledge of, interest in, and action on the problem of arthritis" for "Battle at the Isle of Self" (March/April 1980) by Janet L. Hopson.

Aside from the journalism awards, *Science 81* also has won 13 awards and certificates of merit for the quality of its artwork over the past year. The most exciting and impressive award was for the artwork developed for "The Japanese Brain" (December 1980). Illustrated by Kinuko Craft, the artwork won a silver medal from the Art Director's Club of New York and a certificate of merit from the Art Director's Club of Metropolitan Washington. Art director Rodney Williams says that he is "elated that the magazine could win a major award after only 2 years." He is even more optimistic about the future. "The October cover illustration is an example of the caliber of the artwork that we will be producing during the upcoming year," he points out.

With such a highly successful second year behind him, Hammond says of *Science 81*, "I'm very pleased that the magazine has won so many awards for material published in the first year. We think that the second year has been even better and the the magazine continues to improve in both writing quality and design, and in fulfilling its mission of improving the public's understanding of science and its methods."

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OOS Facilitates Participation of Minorities in Science

American Indians, Blacks, Mexican Americans, and Puerto Ricans are underrepresented in careers in science and technology when compared with either the overall population or the workforce in the United States. To change this situation, AAAS formed a Committee on and Office of Opportunities in Science (OOS). Since its beginning in 1973, the OOS has undertaken a number of programs to define and address the barriers faced by underrepresented groups and to recognize and support the steps taken by others to eliminate those barriers.

For example, the 1975 OOS Conference of Minority Women Scientists produced a statement of barriers and recommendations—*The Double Bind*. The published inventory, *Programs in Science for Minority Students, 1960–1975*, focused on solutions to the problems of underrepresentation. These OOS projects dealt with the participation in science of racial and ethnic minority groups collectively. Other activities have used a different approach. The Project on Native Americans in Science and the Puerto Rican Scientists Project are examples of OOS efforts which focused on specific minority groups. In early 1981 three regional Forums on Minorities in Science were held in Atlanta, Los Angeles, and Washington, D.C. Scientists and engineers of all racial and ethnic groups participated in these meetings, which ultimately called for establishing a communication network and information base to serve the minority science community.

On 27 August 1981 the Ford Foundation announced its intent to support the formation of just such a network and information clearinghouse. Through a grant to the AAAS, Ford is making it possible for OOS to assist organizations of minority scientists, engineers, and health professionals "to establish more formal ties with each other and with mainstream societies in the AAAS, to exchange program results, and to pool resources for joint ventures." AAAS will assist such groups in their local efforts to recruit minority students into science, engineering, and mathematics and to promote the professional advancement of minority scientists, engineers, and health professionals. OOS will produce and disseminate a newsletter, publish resource materials, participate in scientific society meetings, and convene additional meetings as needed. The project will be known as MESH-work—Mathematics, Engineering, Science and Health Network of Minority Professional Associations.

The Ford-sponsored project is one part of a major initiative within OOS to accelerate the entry and advancement of minorities in science. Other support for this effort comes from the U.S. Department of Education through the Minority Institutions Science Improvement Program (MISIP) and the Women's Educational Equity Act Program (WEEA).

The MISIP grant supports the AAAS Visiting Science Consultant Program for Minority Institutions. This is a 2-year project to fund scientists in 3- to 5-day consulting visits at minority colleges and universities to assist these institutions in addressing science-related problems. A wide variety of schools will be involved, including historically Black colleges and universities; Native American colleges; universities and colleges with predominantly Mexican American or Puerto Rican populations or with combined minority enrollments of more than 50 percent; and schools in the Virgin Islands, Guam, Micronesia, or American Samoa.

AAAS is developing a roster of scientists who wish to serve as consultants. It is seeking scientists of all racial backgrounds with training and experience in many fields, work activities, and settings.

The WEEA grant supports the development and field-testing of three science career information pamphlets designed specifically for minority girls. Each pamphlet will focus on a cluster of occupations in either mathematics and computer science, the physical sciences, or engineering. They will include anecdotal material and references to other publications, along with the basic facts relevant to career choice and training for particular professions. This 2-year project will involve minority women scientists, science and mathematics teachers, guidance counselors, directors of science enrichment programs, and many others in an effort to give minority girls, in particular, inspiration and information about careers in the sciences.

These new projects and a continuation of OOS efforts on behalf of handicapped and women scientists are part of a move at AAAS to accelerate the progress of groups underrepresented in science. For more information on the Minorities in Science Initiative, write or call the Office of Opportunities in Science at the AAAS address, telephone 202-467-5431.

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AAAS to Work with Science/Technology Centers

How can the AAAS assist science/technology centers and museums to reach their education goals? Frederick Mosteller, AAAS Board chairman, asked the Association to take a look. So the Committee on Public Understanding of Science (COPUS) and members of the Association of Science/Technology Centers (ASTC) explored the possibilities at a COPUS meeting in June 1980.

One of the outcomes was a survey sent to the 107 members of ASTC to help