Science 82 Wins Award for Excellence

Science 82 (now *Science 83*) has been named "magazine of the year" for the second consecutive year by the National Magazine Awards. *Science 82* won the award for general excellence in magazines with circulations between 400,000 and 1 million. This is the first time any magazine has won the general excellence award 2 years in a row. The award is the most prestigious editorial prize in the magazine industry.

Science 82 was cited for, among other things, "its superior combination of versatility, good writing and editing, and effective graphics. Its subject matter, in the broad category of science journalism, ranges from a meticulous examination of the perennial questions of the baseball curve to the late Kurt Godel's contemplation of mathematics and philosophy. This is presented in authoritative, understandable prose assisted by illuminating graphics when appropriate."

"We are a little stunned to have won this award for the second year in a row," said *Science 83* editor Allen L. Hammond, "but we are obviously very pleased to have the magazine honored by our peers in the publishing community. We hope that our readers are equally pleased and that we are making a contribution to the public understanding of science."

Hammond accepted a bronze plaque and a reproduction of Alexander Calder's "Elephant" on behalf of the magazine, *Science 82* also was a finalist for the design award, which was won by *New York* Magazine.

The National Magazine Awards were established in 1965 by the American Society of Magazine Editors. They are administered by Columbia University. This year, awards were given for general excellence in four difference size categories, public service, design, fiction, reporting, essays and criticisms, single-topic issue writing, and service to the individual.

The three issues of *Science 82* submitted for the competition demonstrate the diversity of subjects explored by the magazine—the physics of the curve ball, using strobe light photography to measure the pitch's trajectory (October 1982); the controversy over sex differences in behavior and their biological bases (September 1982); and the mysterious condition which caused members of an Appalachian family to have a blue skin color (November 1982).

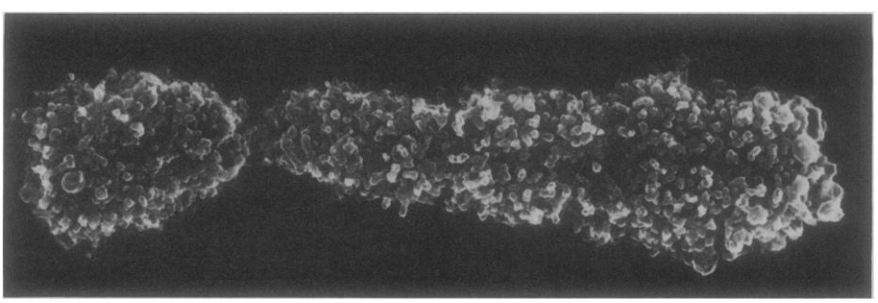
Science 83 and its authors have won a number of other awards including the American Psychological Association's Media Award, the American Institute of Physics–U.S. Steel Foundation Award, and the American Arthritis Foundation Award. Among the magazine's design commendations is a silver medal from the Art Director's Club of New York.

Since the magazine began publication as *Science 80* (in late 1979), it has increased its circulation from 250,000 to 750,000 and expanded from six to ten issues per year.

The magazine's commitment to increasing the public's understanding of science is reflected in some of its recent articles such as those on Acquired Immune Deficiency Syndrome (AIDS), talking computers, Chinese medicine, the debate over Margaret Mead's early research findings in Samoa, how new techniques allow surgeons to operate on babies still in their mothers' wombs, and the next generation of "super weapons."

Articles from the magazine serve as a major source for program topics for the AAAS radio program "Report on Science." The daily 90-second radio science news feature is produced for the CBS Radio Stations News Service and is aired in a dozen cities around the country (see *Science*, 2 July 1982, p. 44). Hammond is the editor and on-air narrator for "Report on Science."

Beginning this fall, the magazine will be distributed to junior high schools in selected states as part of the AAAS science education project—Science Resources for the Schools (see *Science*, 14 January 1983, p. 161). In 1984, Charles Scribner's Sons (in cooperation with AAAS) will publish two books of material from *Science 80–83*. One book will be a collection of articles on the science of sports, the other a collection of profile of scientists.



A hamster chromosome, magnified 8400 times. Chromosomes were removed from the nucleus, dried, sprayed with a thin layer of gold and palladium, and photographed in a scanning electron microscope. The photograph, by cell biologist Susanne Gollin, is one of the winning entries from the 1983 AAAS Science Photography Contest. [Susanne Gollin]

Awards were given for color and black-and-white photographs that "help the viewer better see how the world works, or stimulate curiosity about those workings." The three categories are life sciences, physical sciences, and technology. First-place prizes of $1000 went to color entries and $500 to black-and-white entries.

A display at the AAAS Annual Meeting in Detroit featured a selection of photographs from the competition. In addition, winning photographs are being published in the July/August issue of *Science 83* and will be put on display in other locations around the country this fall.