

## Science 83 Celebrates Fourth Anniversary

*Science* 83, the magazine of popular science published by the Association, celebrated its fourth anniversary last month with the largest issue of the magazine published to date. The November issue contained a number of articles which reflect the magazine's commitment to increase the public understanding of science and technology. The cover story presented a new look at an old enemy: "The Flu," which explored the natural history and biochemistry of the disease, describing the role of wild ducks as carriers of the disease and the immunological trickery that allows the flu to afflict us every year. The issue also looked at a possible human ancestor—*Ramapithecus*—and included exclusive photographs of the most complete *Ramapithecus* fossils from the People's Republic of China. The story was reported and the photographs taken by *Science* 83 editor Allen Hammond and picture editor Margo Crabtree during a AAAS exchange with the China Association for Science and Technology.

Over the past few years, *Science* 83 has regularly presented profiles of scientists. This year, two scientists previously profiled in the magazine have been awarded Nobel Prizes: Barbara McClin-

tock for her work in genetics, and Subrahmanyam Chandrasekhar for his work in physics. McClintock, who was profiled in the October issue of *Science* 81, is the one biologist who studied transposition of genes for decades before anyone else believed it to be possible. Chandrasekhar's profile, which appeared in the September issue of *Science* 82, detailed both the man and his work in physics. It included his theory on black holes which was first presented in 1935 at a meeting of the Royal Astronomical Society in London.

Stories like these have continued to attract new readers to *Science* 83 while retaining old ones. Circulation for the magazine has increased from 250,000 in 1979 to the present level of 700,000. Recognition for the magazine from the publishing industry has also been high. During the past 4 years *Science* 83 has consistently won the most prestigious awards in the publishing industry for both writing and design. In 1982 and again in 1983, the magazine won the National Magazine Award for General Excellence of the Magazine Publishers Association in the 400,000 to 1 million circulation category. This was the first time that any magazine, let alone so

young a publication, had ever won the General Excellence Award for two consecutive years.

*Science* 83 also has won critical acclaim. Recently, magazine reviewer Michael Wentzel of the Baltimore *Evening Sun* called *Science* 83 "a remarkable species in the genus of science magazines." Writing about the magazine's fourth anniversary, Wentzel said, "*Science* 83 delivers a well-written, good-looking, and entertaining magazine that examines and explains the world and people of science with imagination, understanding, and style."

With a successful past to look back upon, Hammond says that plans for the future include concentrating on raising the quality of the magazine by publishing articles on more complicated areas of science and by creating more explanatory graphics to accompany the articles.

Articles that deal with more complex scientific subjects include those like the cover story of the December issue, which explores the area of molecular biology and its importance in enabling biochemists to modify natural proteins to create new molecules with new shapes, capable of performing new tasks. The graphics accompanying the article were developed specifically to aid the lay reader in understanding molecular shapes and the process of creating a new molecule.

Other projects are included in future plans for *Science* 83. Charles Scribner's Sons (in cooperation with AAAS) will publish two books of material from *Science* 80-83. *Newton at Bat* is a collection of sports columns from past issues of the magazine. It is scheduled to be published prior to the opening of the 1984 Summer Olympic Games in Los Angeles. The second book, *Twenty Lives in Science*, will contain profiles of 20 scientists who have appeared in the magazine during the past 4 years. It is scheduled to appear in the fall of 1984. In addition to these books, Hammond anticipates publication of a book of science poetry with Birkhauser Boston, Inc., next fall. The book will contain work by both poets and scientists.

"As we enter our fifth year of publishing," says Hammond, "our commitment to our readers remains strong—to publish the highest quality, most accurate and stimulating general science magazine for a group of interested, demanding, and influential people."

### New Group Term Life Insurance Offered

Members of AAAS can now apply for the new AAAS Group Term Life Insurance Plan. As noted in previous issues of *Science*, AAAS has selected New York Life Insurance Company to underwrite coverage for the new plan, and a new administrator, the Smith-Sternau Organization, Inc., to service the plan. A mailing to the general membership with details is planned for early 1984. Members are free to contact Smith-Sternau now for information on participating in the new plan.

The plan features higher benefit levels at generally lower rates. Members can apply for up to \$195,000 of coverage in \$15,000 units. Spouse coverage is available in \$7500 units up to \$52,500. Members also can obtain up to \$5000 in coverage for each child. All requests for coverage are subject to insurance company insurability requirements.

The mailing will include information to help members make the best use of the plan. In addition, members will receive complete enrollment forms so that those members with existing coverage, who wish to apply for increased benefit amounts, and those members who wish to enroll for the first time, will have the opportunity to do so.

For further information, please contact the Administrator directly at their toll-free number 800-424-9883 (in the Washington, D.C., area call 296-8030); or write, Administrator, AAAS Insurance Program, 1707 L Street, NW, Washington, D.C. 20036.