

## Koshland: The First Year

As evidenced by this issue's new look, there have been a number of changes at *Science* during the past year—the first for editor Daniel E. Koshland, Jr. Koshland, who became *Science* editor last January, following the retirement—after 22 years as editor—of Philip H. Abelson, has initiated several new features with plans for still more to come.

"This Week in *Science*," an early innovation of 1985, provides brief descriptions of several of the key articles and reports in the issue. "This Week in *Science*," written in lay language, has already become the "most read" of any single section of the magazine, according to Koshland. In addition to being popular with *Science* readers, the page is also finding an audience in the popular press, with many newspapers reprinting all or part of "This Week in *Science*."

Koshland began an invited "Perspective" department in May. Authors of "Perspective" are distinguished scientists who are asked either to give background on a specific research article in the same issue or to describe, in a more general way, exciting new research going on in their field. For example, David Baltimore authored a "Perspective" piece in connection with an article on the three-dimensional structure of poliovirus (see *Science*, 27 September 1985, pages 1358–1367) and Lloyd J. Old wrote a "Perspective" on research involving tumor necrosis factor (see *Science*, 8 November 1985, pages 630–632).

The magazine's design change is its first comprehensive new

layout in more than 30 years. Koshland says the changes were made to make the magazine "more readable and more aesthetically pleasing. The new format is designed to enhance the accessibility of the contents of the magazine." One of the important features of the new layout is the opportunity for increased use of color and illustrations throughout the magazine.

Koshland is planning to continue *Science* "special issues," with some minor changes. Rather than devote everything in the issue to one special topic, Koshland sees future special issues featuring six or seven articles on the special topic leaving enough space for many regular features. In this way, he notes, readers who are not particularly interested in the issue's featured topic will still find other subjects included. Some future special issues will focus on science in Japan, world famine, computers and artificial intelligence, studies of surfaces, and epidemiology.

Another new feature, still in the planning stages, will be a "Forum in Print." Here, Koshland hopes to present opposing views, by articulate spokespersons, on issues involving science and technology. He anticipates unveiling "Forum in Print" during 1986.

All of these changes have enhanced *Science*, but they were simple to effect, admits Koshland, when compared to the task of streamlining and speeding up the magazine's review process. Koshland has made some changes here, too, with good results. He named three deputy editors—Abelson (engineering and applied sciences), John I.

Brauman (physical sciences), and Gardner Lindzey (social sciences)—and a 40-member board of reviewing editors. All manuscripts are sent to appropriate reviewing editors for a quick rating.

Sixty percent of manuscripts are now returned to authors within 14 days, while the other 40 percent continue in the review process. Those papers receiving an initially high rating from the reviewing board have a 50 percent chance of subsequent acceptance. Thus, while *Science* is accepting about the same percentage of total manuscripts received—20 percent—as in the past, Koshland says, "we are processing them appreciably more rapidly. However, we still have a way to go and we are working on ways to reduce the total time from receipt to publication."

Koshland hopes to increase the range of subjects routinely covered in *Science*. The contributions from the physical and social sciences have historically been much lower than the biological sciences. Plans are now in progress, under the direction of the deputy editors, to improve the balance by adding more pages, not by reducing the biological input.

One clear measure of the success of *Science* over the past year is the increase in advertising. The successful marketing of *Science*, notes chief business officer William M. Miller III, is evolutionary. "The consistently high quality editorial product maintained by Abelson, combined with some dramatic changes initiated by Koshland, have put us in an excellent position," he says. Advertising will increase dramatically this year over last and last year was a "banner year," Miller says. The magazine's new format—and its success with advertisers—will allow Koshland to add more editorial pages—an estimated 130 in 1986.

While editing *Science* and developing new features and editorial procedures sounds like a full-time job, Koshland maintains his position as professor of

biochemistry at the University of California, Berkeley.

"The two jobs keep me off the street," observes Koshland, "and I believe my direct contacts in the research world have helped me in editing *Science*." As for the arduous commute . . . "airplanes," he says, "are ideal places to write editorials—no telephones!"

JOAN WRATHER  
Office of Communications

## Book Examines "Scientific Research and New Religions"

The AAAS Pacific Division announces the publication of its symposium volume titled "Scientific Research and New Religions: Divergent Perspectives," edited by Brock Kilbourne (University of Maryland, European Division). The book grew out of a symposium on the topic held at the Division's annual meeting at Utah State University in Logan in June 1983.

Papers examine the sociological, psychological, and legal aspects of cults and nontraditional religious sects. Among the papers are those on "What's Wrong with the Study of New Religions and What Can We Do About It"; "Using Psychiatry to Fight 'Cults'"; "What is 'Brainwashing' and Who Says So"; "New Religious Movements and Large-Group Psychology"; "Standardized Procedures, Psychological Norms, and New Religious Affiliation"; "Neglected Issues in the Study of Conversion"; and "The Pied Piper Phenomenon: Family Systems and Vulnerability to Cults."

Copies of the 180-page soft-cover volume may be ordered from the Pacific Division of AAAS, California Academy of Sciences, Golden Gate Park, San Francisco, California 94118 for \$11.95 plus \$1.50 postage and handling. California residents must add sales tax. Prepaid orders only; checks should be made payable to "California Academy of Sciences."