

\$2.08 billion compared to a 1989 allocation of \$1.88 billion. The agency's \$1.58-billion research spending account would rise by 6 to 8% in 1990, depending on how differences in House and Senate bills are resolved. This is about half of the 14% increase requested by the Administration. In contrast, Congress is again set to put more money into NSF's science education programs than the Administration proposed. The total is expected to be between \$200 million and \$210 million; \$190 million was requested.

■ NASA's budget is likely to jump to about \$12.3 billion, compared to \$10.9 billion in 1989. The House Appropriations Committee provided \$12.26 billion, while its Senate counterpart approved spending of \$12.34 billion. In addition, the Senate bill would transfer \$217 million from the Department of Defense to finance shuttle flights required by the Air Force. It appears that the Senate bill would funnel most of these funds to the Space Station, which would receive \$2.05 billion, \$200 million more than the House approved.

■ Under the bill now on President Bush's desk, the budget for DOE's Office of Energy Research would climb to \$2.44 billion from \$2.17 billion. A good portion of this increase, \$125 million, goes to the Superconducting Super Collider (total project funding is \$225 million).

At this time, however, no one knows if any of these budget numbers for research will stick. Because Congress has been unable to adopt a final budget by 1 October, it is expected to pass a short-term spending bill, which will allow government agencies to operate at 1989 levels until Congress acts on appropriations bills.

The fate of research budgets will hinge on how Congress deals with Gramm-Rudman, which limits the federal budget deficit for 1990 to \$100 billion. The Administration estimates that the deficit will be \$16 billion over the mark, but the law provides a \$10-billion margin of error. So Congress must somehow shave the deficit by \$6 billion, and if it fails to do so by 15 October, "sequestration" is triggered. Under this process, across-the-board cuts would be imposed on all federal programs to bring the projected deficit down to \$100 million.

Congressional aides say that sequestration may well occur for a short period, but it is likely that Congress will override the mechanism once budget problems are reconciled. Even if sequestration is avoided, budget analysts say 1990 research budgets and other federal programs could face reductions, depending on how Congress and the Administration decide to cut the deficit while at the same time providing an increase for antidrug efforts.

■ MARK CRAWFORD

The Sports Stars of UCSF

Herbert Boyer, who achieved fame and fortune as a co-developer of the technique of gene splicing, is attracting public attention of a different kind these days. He is appearing on posters all over San Francisco dressed in full hockey regalia. "He gave the world a genetic miracle," declares the caption under Boyer's photograph. "For him to play hockey, it's going to take one."

Boyer's new-found notoriety as an unlikely sports star is part of an imaginative effort to raise the public profile of the University of California at San Francisco, where Boyer is a professor of genetics.

Although it has a world-class research program, UCSF has an image problem. A recent poll revealed that half the people who live in San Francisco don't even know what UCSF is. Tell a taxi driver "UCSF" and you may wind up at the University of San Francisco, a small Catholic school across the park. And when the campus does make local news, it is not always good news: Neighborhood activists who oppose UCSF's expansion have spread scary rumors about its use of toxic chemicals and radioactivity. So, to mark its 125th anniversary, UCSF has launched a program of public science and health education to improve its community relations, and an advertising blitz to raise its name recognition and stir civic pride.

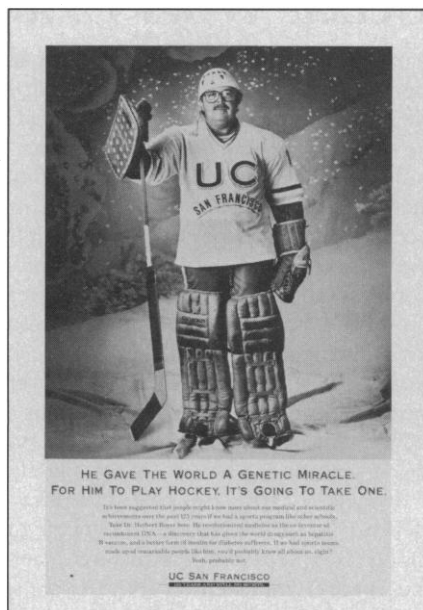
In a brainstorming session with members of the San Francisco advertising agency Goodby, Berlin & Silverstein, UCSF chancellor Julius Krevans complained: "If we had a football team, then people would know about us." The campaign's theme was born. In television ads and billboards posted in bus stops, prominent UCSF researchers and clinicians pose in sports uniforms while a narrator or written text extols their accomplishments.

"Take Dr. Charles Wilson here—the renowned brain surgeon who discovered the drug that's used all over the world to treat most malignant brain tumors," says the text on a poster showing knobby-kneed Wilson, dwarfed by a giant set of football shoulder pads. "If we had sports teams made up of remarkable people like him, you'd probably know all about us, right? Yeah, probably not."

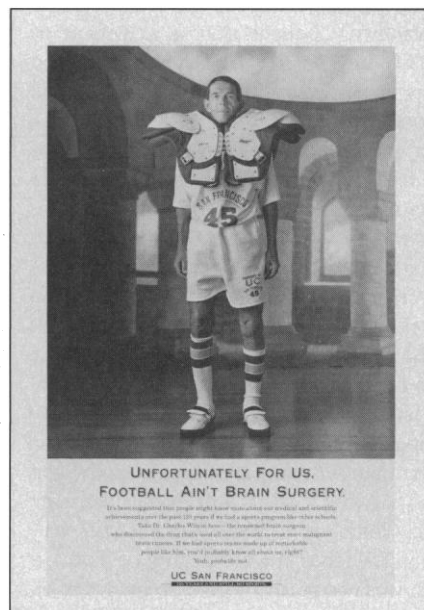
In one television ad, C. C. Wang poses as a wobbly hockey goalie desperately dodging pucks, while a narrator tells of his successes fighting parasitic diseases. In another, cancer nurse Carol Viele shrieks and shields her face under a barrage of tennis balls. "UC San Francisco," the ads wryly conclude: "125 years and still no sports."

Krevans hopes the humor will dispel notions that UCSF faculty are arrogant and instead portray them as real people who can laugh at themselves. And how does he respond to those who don't agree? When one clinician called the ads undignified, Krevans says, "I told him to lighten up."

■ MARCIA BARINAGA



Boyer on the ice.



Wilson suits up.