

## Mark of Excellence

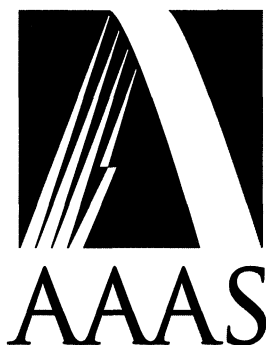
AAAS will soon begin sporting a distinctive new logo, designed in consultation with AAAS staff and approved unanimously by the board at its meeting last month.

Executive Officer Richard S. Nicholson says the move to commission a new logo grew out of planning for the new building and the start of preparations for the 150th anniversary of AAAS in 1998—projects that will considerably raise the association's public profile.

"For years the visual representation of AAAS has been extremely varied. That creates what people in communications call 'image confusion,'" Nicholson said last month when he unveiled the final design to AAAS staff. "In conjunction with

these major upcoming events, it seemed like a timely opportunity to develop a logo that would give the association a consistent identity."

The logo—a contemporary dropout letter A with four downstrokes representing stylized three A's and an S—was designed by Tracy Turner, a partner at Donovan & Green in New York. A traditional typeface was chosen for the accompanying name, she says, to impart an authoritative, classic look associated with the long tradition of scientific research.



Turner began by doing an "image audit" of AAAS: interviewing staff about programs and activities, visual information needs, and "messages" a AAAS logo should convey. She and her team then developed sample logos in several very different styles.

The designs were reviewed by senior managers and others at AAAS. According to Nicholson and Turner, many people found the straightforward configurations of three A's and an S staid and old-fashioned; purely symbolic treatments, such as a spiral and a hexagon, were seen as too limited in scope and suggestive of single scientific disciplines. "In the end," says Nicholson, "it was clear we needed a logo that was somewhat abstract and that was forward-looking yet respectful of our history, while suggesting the association's name."

Turner says the assignment was unusually challenging because of the broad reach of AAAS. "It's not often you get a client that's active in so many areas."

Practical requirements included devising a mark that would be effective at many scales—for use on business cards to banners—and in black and white as well as color. It also had to be compatible with other logos used by AAAS, such as those of *Science* and Project 2061.

"It was a search for balance," Turner says. "That was an important principle to preserve also because it reflects the strong democratic nature of the organization."

The logo will be phased in this year and used systematically when AAAS moves in 1996. Products and mementos featuring the logo can be purchased at the annual meeting in Atlanta next month. Proceeds will help fund 150th anniversary activities.

## Probing Allegations

Falsified data. A dispute over credit for scientific findings. Charges of research fraud. A nightmare for any university or lab.

Luckily, for one group of "researchers" last month the charges were bogus. Al Teich, head of AAAS's Directorate for Science and Policy Programs, found himself being grilled before an academic panel. As "Dr. Ohio Jones," a chemist and Nobel laureate, he indignantly answered questions about a lab technician's accusations that he falsified data related to a federal grant.

The mock interviewing session was part of a AAAS workshop in San Francisco to help faculty members, department chairs, and university officials deal with allegations of research misconduct at their institutions.

Attorney Howard Anderson led the session, based on a case study he wrote with Deborah Runkle and Alex Fowler of AAAS's Scientific Freedom, Responsibility, and Law Program. The story line involved a possible cancer cure from the rainforest.

Anderson, of Stier, Anderson & Malone in Washington, D.C., says the script had false leads, conflicting accounts, personal motives, and "typical scenarios" like those in fraud investigations his firm does, often in scientific and technical settings. The 91 workshop participants acted as the investigating committee. "At the end," says Anderson, "they zeroed in on what really happened."

The session demonstrated effective interviewing techniques.

"It should not be adversarial and one-sided like legal fact-finding usually is," says Anderson. Instead, he sees it more akin to the scientific approach. "You don't use Perry Mason techniques. You're not being an advocate for the accuser or the accused. The aim is to get an objective compilation of the facts ... because scientific accuracy and public health and safety may be affected."

The workshop centered on investigating procedures, including how to compile good records, protect whistle-blowers, and meet federal regulators' expectations. Prior workshops focused on the inquiry stage.

The aim is to provide "nuts-and-bolts exposure" to issues and responses that occur in internal misconduct probes, says C. K. Gunsalus, associate vice chancellor for academic affairs at the University of Illinois in Urbana-Champaign, who chairs the AAAS Committee on Scientific Freedom and Responsibility. "Many times what happens is at a critical juncture, the intuitive response may be the wrong response. These workshops help institutions learn from each other."

The workshop last month was sponsored by the AAAS/ABA National Conference of Lawyers and Scientists, Association of Medical Colleges, Association of American Universities, and National Association of State Universities and Land-Grant Colleges, with support from the National Science Foundation.

For information, contact Alex Fowler at 202-326-7016 or by e-mail at: [afowler@aaas.org](mailto:afowler@aaas.org).

## AAAS Fellow Nominations

Groups of three AAAS Fellows may nominate other AAAS members for election as Fellows. A Fellow is "a member whose efforts on behalf of the advancement of science or its applications are scientifically or socially distinguished." At least one of the three sponsors cannot be affiliated with the nominee's host institution. Election is by the AAAS Council.

Nominations must be received by 1 June. Forms are available from: AAAS Executive Office, 1333 H Street NW, Washington, DC 20005. Or call 202-326-6635.

An updated, redesigned *Directory of AAAS Fellows* is available from: AAAS Distribution Center, P.O. Box 521, Annapolis Junction, MD 20701 (\$14.95 for members, plus \$4 handling and shipping, prepaid).



## AAAS Seeks Pieces of History

In researching the biography of James McKeen Cattell, historian Michael Sokal has traveled around the country reviewing the personal papers of people who interacted with the prominent AAAS leader more than half a century ago. So far the quest has uncovered relevant material in almost 300 records collections at some 100 sites. "This is how anybody focusing on AAAS in the association's middle 50 years has to approach the research," says Sokal, a professor of history at Worcester Polytechnic Institute.

"From the outset AAAS was a highly peripatetic organization. It didn't have permanent headquarters or permanent officers. As a result, its records were never centralized anywhere," says Sally Gregory Kohlstedt, associate dean of the University of Minnesota's Institute of Technology. When writing her book on AAAS's early years, *The Formation of the American Scientific Community: The American Association for the Advancement of Science, 1848-60*, Kohlstedt also had to glean the information from many widely scattered sources.

As the 150th anniversary of AAAS approaches in 1998, the association is seeking documents, photographs, and memorabilia—including pins, posters, cartoons, newspaper clippings, correspondence, promotional products, and other items—to illustrate its rich history. Staff archivist Michele Aldrich says the items will be used for exhibits in the new AAAS building and elsewhere, and for anniversary-related materials.

"The record of AAAS is considerably stronger for the 20th century," Aldrich notes. "We have about 2000 linear feet of material. Most of it, however, is text. There's nothing pictorial or three-dimensional."

Perhaps the best known AAAS "artifact," she adds, is the Smithsonian Institution's "castle" in

Washington, D.C. The association had offices there for several decades before World War II. The early histories of the Smithsonian and AAAS are closely intertwined; the first two heads of the Smithsonian, Joseph Henry and Spencer F. Baird, were major AAAS figures in the mid-19th century, with Baird serving as the association's first permanent secretary.

The post of permanent secretary was equivalent to the modern position of executive officer, Sokal notes. But the pay was low, the position was mainly part-time, and there was little or no funding for support staff. As a result, many of the distinguished scientists who managed the association showed primary loyalty to their institutions. "Their leadership in AAAS was secondary to their scientific positions, and there was no natural repository for their AAAS papers," Sokal says.

The record of AAAS is especially thin for the period from the Civil War—when the association

**Back-tracking.** AAAS had offices in a tower of the Smithsonian Institution's "castle" for many years. The early histories of the two organizations are closely linked. Medal worn by an aide at the 1901 AAAS annual meeting in Denver was donated by Marian Elder, whose father was a member of the association.

"basically went out of existence," according to Kohlstedt—to the early 1900s. The decades from World War II to 1970 are well chronicled in a book by former executive officer Dael Wolfle, *Renewing a Scientific Society*. For the intervening years, historians have relied heavily on the files of influential leaders such as Cattell, who owned and edited *Science* for many years until AAAS acquired it officially after his death in 1944.

Records on AAAS grew after World War II, when the association acquired a more permanent home and regular staff, needed to carry out its pivotal role in science policy-making and the development of programs to address



changing demographics and the needs of a highly scientific and technological society.

If you have material related to AAAS history, call, write, or send an e-mail message to Michele Aldrich describing it. (Please do not send anything until she has verified there's no duplication of items already on hand.) Write to her at: 1333 H Street NW, Room 764, Washington, DC 20005. Phone: 202-326-6485. E-mail: [maldrich@aaas.org](mailto:maldrich@aaas.org).

### Help Wanted

Since AAAS was founded, membership involvement has been central to the group's administration and leadership. Now, as the association lays the groundwork for its 150th anniversary in 1998, your help as a AAAS member is crucial. Many people are needed to assist in planning and carrying out a variety of projects.

A Sesquicentennial Task Force is coordinating the year-long commemoration. Ideas proposed so far include a lecture series, a science-related photo display, a traveling exhibit on AAAS history, and materials for science education and public outreach. Some events will be held in conjunction with the 1998 annual meeting in Philadelphia, where AAAS was organized in 1848.

To get involved or offer ideas, contact Communications Director Nan Broadbent, who is

heading the task force. Call 202-326-6440 or send a message via e-mail to: [tribute@aaas.org](mailto:tribute@aaas.org).

Soon the association will submit a proposal urging the U.S. Postal Service to issue a stamp or series of stamps in 1998 recognizing AAAS and 150 years of achievement in science and technology. More than 4000 individuals have sent letters and postcards endorsing the effort; these will be submitted as an indication of widespread public support.

If you haven't written, send a letter to: AAAS Commemorative Stamp Committee, Office of Communications, Room 801, 1333 H Street, NW, Washington, DC 20005. Or visit a AAAS booth at the annual meeting in Atlanta next month where a special computer workstation will be set up to produce letters of support.