

Super Show Earns Peabody, Signs Book Deal

AAAS's radio adventure *Kinetic City Super Crew* will be honored alongside Steven Spielberg, *Nova*, and *NYPD Blue* at the 56th annual Peabody Awards on 12 May. The AAAS show won for its ability to entertain while

try's most prestigious prize. Because the Peabody Awards process does not separate nominees into categories, KCSC competed against nearly 1200 entries. The awards program described KCSC as "an entertaining and effective

children's radio series, which teaches essential lessons about science and technology."

The weekly AAAS show, funded by NSF, airs in 50 U.S. radio markets, including the 30 stations of Aahs World Radio, a syndicated network for children. Gary Landis—the executive vice president of programming at Children's Broadcasting Corporation,

the parent company of Aahs World Radio—praised the show: "Bob Hirshon and Joe Shepherd [KCSC senior producer] certainly made me look like a genius in deciding to add the *Kinetic City Super Crew* to our lineup. I've always thought it was one of the best produced shows on the radio." Landis continued, "It is the only independently produced program that we run on the Aahs World Radio network, and I think that's a very high tribute to the standards that are maintained by AAAS."

McGraw-Hill, NSF, and MCI also recognize KCSC's capacity to reach kids, and even their parents and teachers, with science. All have partnered with AAAS to produce a number of KCSC spinoffs.

Super Crew Book Debut

In April, McGraw-Hill announced that it will publish an ongoing series of books based on the *Super Crew* characters and their adventures into science. AAAS staff will write the novels, which are geared to children ages 8 through 12. "Our goal," said Sybil P. Parker,

a publisher at McGraw-Hill, "is that the book series will accomplish what the radio show has—entertain children while teaching them about science and how it relates to their lives."

The KCSC book series will be produced by Learning Triangle Press, an imprint of McGraw-Hill that provides books which take a fresh approach to science to captivate readers who make up the "learning triangle"—parents, teachers, and children. Starting in October, the first three KCSC titles will appear in bookstores across the United States. Two more KCSC books are scheduled for release in November.

KCSC's Cyber Curricula

The National Science Foundation is funding an online mystery series based on the radio show, called "Kinetic City Cyber Club." Each month, children will try to solve a new science mystery that will deal with a particular national science standard. Highlights include a detective journal that personalizes the site for each child; a "Lab Car" with hands-on experiments; and "Ask A Scientist," which will provide a live audio show where kids can interact with a working scientist via the Internet. The new AAAS project will go online in August at <http://www.kineticcity.com>—currently KCSC's information site.

To show teachers and parents how to use the Internet while giving them Web-based science curricula, MCI is part-

nering with AAAS in a new program, Science NetLinks, which will debut with the Cyber Club in August. Scientists recruited by AAAS's EHR department will research Web sites in their area of expertise for accuracy and applicability to age groups. EHR staff will incorporate these reviews into an Internet project that adults can rely on to explore AAAS-approved sites. A monthly column will focus on Web sites that relate to a particular topic. The first month's material will be used to create a CD-ROM with tutorials for those people without Internet access.

In conjunction with Science NetLinks, MCI is supporting the "Kinetic City Super Crew Adventure Express" kits, which AAAS created and pilot-tested in five U.S. cities. The kits offer a year's worth of supplemental science activities for third-through sixth-graders, including audio tapes of 16 KCSC radio shows, a teacher's guide, sets of 16 activity cards with hands-on experiments, and journals for each student to record results. Thanks to the MCI partnership, the kits will also include the new Science NetLinks Internet starter sets that will help teachers and librarians use the materials with the Science NetLinks Web site. Working with MCI, AAAS will distribute the kits to classes that reach more than 18,000 U.S. children. Other schools, libraries, and after-school programs can purchase the kits by calling 1-888-GET-CREW.



S. L. BYRAND

Shooting for TIME. Michael Lutzky photographs *Super Crew* cast members for *TIME for Kids* magazine after their Peabody win.

planting seeds for science learning. Its success has prompted a number of spinoff products for children and adults, including a book series, an online "Cyber Club," and a service to help teachers and parents use the Internet to stimulate and satisfy a child's curiosity for science.

"This has definitely been a great year for us," says Bob Hirshon, the radio show's executive producer. "Last spring, we weren't sure we'd have the funding to make it to 1997. Now, we have a book deal with McGraw-Hill, a National Science Foundation [NSF] grant for our online club, an MCI grant to add a site for teachers and parents, and a Peabody. It's all very gratifying and, I think, proves that a show geared to older kids can be educational and successful, without using any extraterrestrials, super heroes, morphing, or martial arts."

Kinetic City Super Crew (KCSC), produced by the AAAS Education and Human Resources (EHR) department, was one of only 31 programs selected to win this year's Peabody, which is regarded as the broadcast and cable indus-

AAAS Forum on Cloning

A June forum sponsored by AAAS will investigate the issues that cloning raises. A morning session will offer a scientific overview, followed by a panel discussion on the implications cloning poses for scientific freedom and responsibility. In the afternoon, ethical and theological concerns will be explored from a variety of religious perspectives. The event, in Washington, D.C., is open to the public, but because space is limited, attendees must register beforehand.

For more information or to RSVP, contact Bob Bobala at AAAS by phone at 202-326-6733, by fax at 202-289-4950, or by e-mail at rbobala@aaas.org. Information and registration forms are available on the Web at <http://www.aaas.org/spp/dspp/dbsr/news.htm>