



CONTACT SCIENCE

Letters to the Editor

May be submitted via e-mail (at science_letters@aaas.org), fax (202-789-4669), or regular mail (Science, 1200 New York Avenue, NW, Washington, DC 20005, USA). Letters are not routinely acknowledged. Full addresses, signatures, and daytime phone numbers should be included. Letters should be brief (300 words or less) and may be edited for clarity or space. They may appear in print and/or on the Internet. Letter writers are not consulted before publication.

Subscription Services

For change of address, missing issues, new orders and renewals, and payment questions, please contact AAAS at Danbury, CT: 800-731-4939 or Washington, DC: 202-326-6417, FAX 202-842-1065. Mailing addresses: AAAS, P.O. Box 1811, Danbury, CT 06813 or AAAS Member Services, 1200 New York Avenue, NW, Washington, DC 20005 • Other AAAS Programs: 202-326-6400

Member Benefit Contacts

For Credit Card: MBNA 1-800-847-7378; Car Rentals: Hertz 1-800-654-2200 CDP#343457, Dollar 1-800-800-4000 #AA1115; AAAS Travels: Betchart Expeditions 1-800-252-4910; Life Insurance: Seabury & Smith 1-800-424-9883; Other Benefits: AAAS Member Services 1-202-326-6417.

Reprints

Ordering/Billing/Status 800-407-9190; Corrections 202-326-6501 Permissions 202-326-7074, FAX 202-682-0816

Internet Addresses

science_editors@aaas.org (for general editorial queries); science_news@aaas.org (for news queries); science_letters@aaas.org (for letters to the editor); science_reviews@aaas.org (for returning manuscript reviews); science_bookrevs@aaas.org (for book review queries); science@science-int.co.uk (for the Europe Office); membership@aaas.org (for member services); science_classifieds@aaas.org (for submitting classified advertisements); science_advertising@aaas.org (for product advertising)

Information for Contributors

See pages 147 and 148 of the 7 January 2000 issue or access www.sciencemag.org/misc/con-info.shtml

Editorial & News Contacts

North America 1200 New York Avenue, NW, Washington, DC 20005 Editorial: 202-326-6501, FAX 202-289-7562 News: 202-326-6500, FAX 202-371-9227 • Bureaus: Berkeley, CA: 510-652-0302, FAX 510-652-1867, San Diego, CA: 760-942-3252, FAX 760-942-4979, Chicago, IL: 312-360-1227, FAX 312-360-0537, Pacific Northwest: 541-342-6290

Europe Headquarters: Bateman House, 82-88 Hills Road, Cambridge, UK CB2 1LQ; (44) 1223-326500, FAX (44) 1223-326501 Paris Correspondent: (33) 1-49-29-09-01, FAX (33) 1-49-29-09-00

Asia News Bureau: Dennis Normile, (81) 3-3335-9925, FAX (81) 3-3335-4898; dnormile@twics.com • Japan Office: Asca Corporation, Eiko Ishioka, Fusako Tamura, 1-8-13, Hirano-cho, Chuo-ku, Osaka-shi, Osaka, 541 Japan; (81) 6-202-6272, FAX (81) 6-202-6271; asca@os.gulf.or.jp • China Office: Hao Xin, (86) 10-6255-9478; science@public3.bta.net.cn • India correspondent: Pallava Bagla, (91) 11-271-2896; pbagla@ndb.vsnl.net.in

Science's Why Not Today Problem

Floyd E. Bloom

All those privileged to participate in science today should be enormously excited about the prospects for the new year and century. Scientists are now equipped with exhilaratingly powerful tools and shape their next experiments from a staggering collection of past successes. Information, let alone knowledge, has never before increased at this pace. Indeed, the pursuit of information has become the major economic driving force of the global economy. Not only is science exciting the public and driving the electronic and biotechnology industries; more and more, the public expects science to solve tomorrow's problems.

The downside of all this speed, power, and data is that you can drown in it while treading as fast as you can. *Science* has long been committed to bringing our readers novel thought-preservers—intellectual life jackets to help readers understand what's new and important as well as what to anticipate. Increasingly, the emphasis is shifting to interdisciplinary and integrative science over specialization. In that bright new data-packed, opportunity-laden world, finding the highlights not only becomes ever more important but approaches an absolute requirement. Although *Science's* tools for scholars, both in print and more recently online, have been refined as their number has grown, this year's effort should help readers move to a new level of proficiency.

Starting with this issue, *Science* is launching a new feature, "Editors' Choice," consisting of brief, generally intellectually accessible synopses written by our editors and highlighting articles published in other journals, just as *Science* papers are highlighted in This Week in Science (TWIS). Because only a few such significant articles can be featured in News or Compass, Editors' Choice is intended to alert readers to other interesting items spotted by our editors while monitoring their literature. Editors' Choice together with TWIS will provide our readers with a quick, reliable resource for keeping on top of the world of science.

Perhaps the single most important new feature for 2000, to be implemented in February, will be electronic submittal of manuscripts at the new Web site designed especially for this purpose (<http://www.submit2science.org>). At that time, electronic review of papers will become our standard practice. Authors' choices and reviewers' timeliness should both benefit from this option, which we expect to expedite consideration, accelerate communication, and cut costs and wasted time. Of course, *Science* will still accept papers the old-fashioned way, too.

For more than 15 years, *Science* has used a two-tiered review process, relying first on a Board of Reviewing Editors (known belovedly inside our walls as the BoRE) made up of nearly 100 distinguished scientists in all fields worldwide. This year, our BoRE will be repopulated to relieve those who have expended their time and effort so diligently on our behalf and to seek advisors in the new areas demanded by the breadth of papers now being received. Those who do not occasionally browse through our editorial roster (<http://www.aaas.org/science/EDITORS.HTM>) may have missed its growth. We now have more than 20 scientifically trained manuscript selection and decision editors, including five in our Cambridge, UK, offices. Last summer, one senior editor established our editorial office in Cambridge, Massachusetts. With this expanded editorial staff, *Science* strives to offer prospective authors more personal attention, rapidly and with broader representation.

Many other efforts are under way: more Perspectives; more online dEbatess; the return online of Books Received, now searchable; the ability to search topics across multiple journals online (see <http://www.sciencemag.org/searchall/>); and some style changes to ease referencing and formatting (see the Information for Contributors in this issue and online). *Science's* yearlong salute to the millennium will launch here next week.

Why don't we launch all of our creative ideas at once? The fact is, many readers still survey the literature the way they did last century and couldn't care less about the e-knowledge hullabaloo. If the scientific enterprise is to realize its potential—to improve human welfare, foster education, and promote a more informed public, interested and able to understand their place in nature and the universe—all these tools and more will be needed. Giving readers what they want, not just what technology can create, is really our Y2K problem. To fulfill this commitment to you, we need to hear your views. Happy New Year, and beyond.

"[E]lectronic
review of papers
will become
our standard
practice."