

One of the things that makes the cancer society seminar work is its painstakingly chosen location. It alternates between the East and West coasts but is always held at a resort in a warm climate, near enough to a big city to make flying in and out reasonable, without being so close to town that participants can easily disperse. The Rio Rico Inn, atop a mesa in the desert 60 minutes from Tucson, was ideal in that regard. Nearby Nogales, Mexico, with three restaurants of reasonable caliber, attracted most of the scientists and reporters evenings. Back at the inn, the pool would have been a central meeting place were the weather not so unseasonably cold.

The point is, of course, that the meeting location is deliberately chosen to be enticing and to provide an atmosphere that encourages everyone to stay around and do things together. As an added guarantee that there will be ample time for casual conversation, Davis asks the scientists to stay for at least two nights. No one is asked to just speak and run. And very few do.

Cost is another factor in selecting the seminar site. To keep within its \$25,000 limit, the society, which pays all of the expenses for the scientists as well as the basic costs of setting up the meeting, bargains with innkeepers for low-cost rooms and, so far, has always been able to get them. The society, or individual local ACS chapters, also picks up the tab for a few of the reporters who come, to the general disapproval of most press corps members who firmly believe that one should not take money from the same people one is writing about.

The seminars began life as a traveling road show a quarter of a century ago, when Patrick McGrady, who was science editor of the ACS for years, asked a handful of reporters to join him for a week as he made the rounds of researchers who were working on ACS grants. The first tour, McGrady recalls, was launched by philanthropist Mary Lasker, who threw a party at her New York townhouse for the press before they set off on a rail journey to laboratories on the East Coast. (Mrs. Lasker allegedly is still a patron of the seminar, in that she pays for the "happy hour" that marks the end of each working day. Society officers admit that cocktails are provided by a "generous donor" but decline to say who it is.) By the time the tours were 10 years old, a considerably larger

corps of reporters was joining McGrady. The last tour covered 21 institutions in 21 days and, McGrady says, flattened everyone. "By the end, people were dropping like flies, arranging transportation was impossible, and we knew that the annual tour would have to be discontinued." The next year, the ACS held its first sit-down seminar in Excelsior Springs, Missouri, at an old spa at which, according to people who were there, the average age of the other guests was 90.

As might be expected, no seminar goes by without eliciting its share of gripes. Reporters complain that there are no good stories, but that is traditional. Scientists complain that some of their colleagues are saying things to the press that they would never say to a scientific audience and maintain that there is not enough peer review at the seminar. As one man put it a couple of weeks after the event, "After listening to some of my 'colleagues' talk to some of the reporters, I'm never going to believe anyone who tells me he was misquoted if the press attributes some exaggerated claim to him." Then he added, "Of course, I'm not saying that this applies to everyone, but it was clear to me that being surrounded by the press goes to some people's head."

Most scientists, coming away from a seminar for the first time, feel that they have been as educated in the ways of the news business as the reporters have been in the ways of science. And, occasionally, in what the ACS considers one of the nicest spin offs of the meeting, the scientists are educated by each other. Virologist George Todaro commented that he learned a lot about fields unrelated to his own by listening to other scientists' presentations on topics that he would be unlikely to spend time on at regular scientific meetings. Furthermore, the seminar is sometimes the occasion at which two investigators meet for the first time, talk, and discover that there are experiments they would like to do together. This year, that happened at least four times.

Other voluntary organizations, and even the Food and Drug Administration, have thought about trying to imitate the cancer society's writers' seminar, and a couple have tried. But no one has ever done it as well and professionally from the standpoint of a successful venture in public relations that has, for whatever its faults, something to offer everybody.

—BARBARA J. CULLITON

APPOINTMENTS

Glenwood L. Creech, vice president for university relations, University of Kentucky, to president, Florida Atlantic University. . . . **Robert G. Sachs**, director, Enrico Fermi Institute, University of Chicago, to director, Argonne National Laboratory. . . . **Carlo L. Golino**, vice chancellor, University of California, Riverside, to chancellor, University of Massachusetts, Boston. . . . **Ray E. Bolz**, dean, School of Engineering, Case Western Reserve University, to vice president, Worcester Polytechnic Institute. . . . **Frederick J. Bonte**, chairman, radiology department, University of Texas Southwestern Medical School, to dean of the medical school. . . . **Lyle G. Wilcox**, associate dean, College of Engineering, Clemson University, to dean of the college. . . . **Donald G. Herzberg**, executive director, Eagleton Institute of Politics, Rutgers University, to dean, Graduate School, Georgetown University. . . . **Joseph L. Schwalje**, professor of mechanical engineering, Pratt Institute, to dean, School of Engineering at the institute. . . . **Andrew D. Dixon**, associate dean for research, School of Dentistry, University of North Carolina, to dean, School of Dentistry, University of California, Los Angeles. . . . **Robert Kaye**, deputy physician-in-chief, Children's Hospital of Philadelphia, to chairman, pediatrics department, Hahnemann Medical College and Hospital. . . . **James B. Sow, Jr.**, member, interdepartmental institute for neurological sciences, University of Pennsylvania Medical School, to chairman, otorhinolaryngology and human communication department at the medical school.

Erratum: In the article "Isospin in nuclei" by D. Robson [179, 133 (1973)], several incorrect illustrations were included in Fig. 1. The errors include the following: row a, illustration 5; row b, the ${}^6_3\text{Li}$ and ${}^6_4\text{Be}$ illustrations; and row c, the ${}^6_2\text{He}$ illustration. A corrected version of Fig. 1 is shown below.

