

tion are requested to submit with their proposals or resolutions the names and addresses of individuals, organizations, or publications to which they would like to have copies sent.

An open hearing will be held by the Committee on Council Affairs at 2:30 p.m. on 4 January in the Kent Room, Sheraton Centre, to give interested persons an opportunity to speak for or against duly submitted resolutions or proposals.

At a meeting immediately following the hearings, the Committee will consider for possible inclusion in the Council agenda any late proposals or resolutions delivered to the Executive Officer in advance of the hearing, provided they deal with urgent matters and are accompanied by a written explanation of why submission was not made on or before 5 November. The Committee also will review and take appropriate action on requests from persons who wish to address the Council on particular agenda items. Such requests must be delivered to the Executive Officer, William D. Carey, or to the Committee Chairperson, D. Allan Bromley, in advance of the 4 January meeting.

Summaries of the Council meeting agenda will be available at the AAAS Information Desks in the Sheraton Centre and Royal York. Copies of the full agenda may be inspected, upon request, in the AAAS offices in both hotels.

AAAS Membership Recruitment Concerns

For the past 4 years, AAAS has had an aggressive membership recruitment program. This was instituted to reverse the declining membership, which stood at 113,000 in 1976. The activities have been successful, as demonstrated by the current membership of about 130,000. However, they have not been without their problems, the most serious of which has been the receipt by AAAS members of AAAS membership promotion materials.

This happens for several reasons. With a current retention rate of approximately 85 percent, some 20,000 new members must be recruited annually just to have the AAAS membership stay constant. Although various recruitment techniques are used, direct mail is still the only cost-effective way to recruit the large numbers of new members needed.

Approximately 1 million promotion pieces are mailed annually to prospective members on some 100 lists the

CSFR Meeting

The next meeting of the Committee on Scientific Freedom and Responsibility (CSFR) is scheduled to be held at the AAAS offices on 26 and 27 September. The Committee meetings are open to the public, and interested persons should contact the Committee office at the AAAS address for additional information.

Association rents. Half of these lists are obtained on computer tape, but the other half are available only on labels in zip code sequence. All of the lists on computer tape are checked against each other and the AAAS membership list to eliminate duplicates. However, even allowing for a one percent margin of error, which is considered quite good in the industry, this merge-purge procedure could be expected to miss 5,000 duplicates out of 500,000 names involved.

Unfortunately, there is no way to mechanically eliminate duplicates from the lists received on labels. A manual check against the AAAS membership file would be much too time-consuming and costly. Putting these names into the computer to permit a mechanical merge-purge likewise would be quite time-consuming and costly. Also, because the Association is permitted to use a list only once when it is rented, it would be necessary to repeat this procedure each time the list was rented.

To minimize this problem, the Office of Membership Recruitment constantly attempts to get more lists on computer tape and regularly monitors the merge-purge process. It also is utilizing other recruitment methods, such as the cards that appear in *Science* each week. Thus far, however, no procedure other than direct mail provides the large number of new members the Association needs to recruit each year.

The problem of duplicate receipt of membership promotion materials by AAAS members is not unique to the Association. It is, however, disturbing to the members and to the AAAS officers and staff. To keep the AAAS a growing and vital organization an active member recruitment campaign is essential. The continued understanding and patience of the membership as the Association seeks to minimize the problems associated with this growth are greatly appreciated.

CAROL L. ROGERS
*Membership Recruitment and
Public Information*

Science and the Public of Interest to Chinese Delegation

The AAAS hosted a four-member popularization of science delegation from the People's Republic of China, 15 to 30 June. (See *Science*, page 264, 11 July 1980, for details about the AAAS popularization of science delegation which visited China last May.)

Wang Mailin, deputy director of the Department of Science Popularization in the China Association for Science and Technology (CAST), was delegation head. She is also secretary-general of the China Association for Popular Science Writing. The other members were Xie Chu, associate chief editor of *Aerospace Knowledge Magazine*; Tao Shilong, deputy director of the Wuhan Institute of Geology's Pedagogical Office; and Yu Qiyu of CAST's Department of International Affairs.

During an intensive 2-week stay, the group toured six museums, seven media sites (radio, television, magazines, and newspapers), and a variety of other institutions involved in science education and the public understanding of science. Four cities were visited—Washington, D.C., New York, Boston, and San Francisco.

Because CAST is responsible for planning and constructing a new museum of science and technology in Beijing, the delegation was especially interested in the diversity of science centers they saw here. They noted the differing philosophies, use of space, educational programs, and administration. CAST has expressed the desire to send an observer to the United States to study museum methods.

Editors of *Science* and *Science 80* participated in a briefing on science writing prior to the delegation's tours of magazine and newspaper facilities. While the expertise of members of this group was primarily in print media, they were fascinated by the sophistication of American television and radio. Commercial and public broadcast facilities were visited, and requests to film in both countries were exchanged.

For more information about the activities and publications described in "AAAS News," write to the appropriate office, AAAS, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036, unless otherwise indicated.