Science 80 Reaches 1-Year Mark

Science 80, the new AAAS science magazine for a popular audience, celebrates a full year of publication this month. The magazine has been extremely successful, doubling its circulation to 500,000—during its first year.

Because Science 80 has been so well received, the magazine will begin its new 10-times per year frequency (monthly, with combined January/February and July/August issues) ahead of schedule, beginning with the anniversary issue this month. Renewal rates for the magazine continue to be well above average for a general circulation magazine.

When the AAAS Board of Directors decided to launch *Science 80* in April 1979, William D. Carey, AAAS executive officer and publisher, called the publication, "an exciting new venture which will fulfill a basic purpose of the AAAS to contribute to the public understanding of science."

Science 80 is successfully reaching the public by presenting in a colorful, readable manner a range of subjects from cancer research to the fourth dimension, from innovations in Chinese agriculture to the meanings of dreams. Profiles on working scientists have included geologist J. Tuzo Wilson, sociobiologist Robert Trivers, and high-energy physicist Robert Wilson. Science 80 has addressed issues of current public concern such as the quality of science education, the medical consequences of nuclear conflict, and indoor air pollution. The magazine has been the first to publish several science-related stories the revelation that in 1976 the U.S. Geological Survey warned Southern California, in a letter to Governor Jerry Brown, of impending earthquake activity; the confirmation of living bacteria on Earth 3.5 billion years ago; and photographs inside Jerry Wasserburg's California Institute of Technology "Lunatic Asylum."

With a highly successful first year of publication behind him, editor Allen L. Hammond says of *Science 80*, "We are pleased to have attracted so many subscribers, to have published some excellent writing, and to see the magazine beginning to have an impact from the Senate floor to the classroom. Nonetheless, I don't think the magazine has reached its potential in size or in quality."

The Association is now investigating other ways in which *Science 80* might be used to further the public understanding of science. Articles from the magazine have been used several times as subjects for the "Focus" radio program (see *Science*, 3 October 1980, pages 53-54). The potential for using *Science 80*, in conjunction with a "teacher's package," for classroom science discussions in high schools and community colleges is also under study. Such packages might be incorporated into the programs of science centers, community groups, and the Girl/ Boy Scouts as well.

As it becomes Science 81, the maga-

zine will enlarge its readership. Agreements have been made to have the magazine published in Chinese in the People's Republic of China, and negotiations are under way to produce an Italian version. The magazine is currently testing the efficacy of newsstand sales (previously, it has been available only by subscription).

The success of Science 80 is only one indication of an increasing public interest in science and technology. Both Time, Inc., and the Hearst Corporation publish magazines of science for a general audience. Time introduced Discover (a monthly) in October 1980, and Hearst has recently redesigned its Science Digest. In addition, the New York Times publishes weekly a "Science Times" section featuring topics of a scientific nature. The electronic media, too, have recently increased their science programming. CBS' "Universe," which ran for 4 weeks last summer, has been scheduled to produce 13 more segments this winter. The PBS fall schedule includes the Carl Sagan series, "Cosmos," as well as "Nova," "Here's to Your Health," "The Body in Question," and a repeat of the BBC's "Connections" series. Both commercial and public radio are also either airing or planning more science programming.

Possibilities are now being investigated for both radio and television programming which would draw upon *Sci*ence 80 and the Association as principal sources.

Thus, the AAAS, through Science, Science 80, and their secondary applications, continues to educate a continually growing audience on issues involving science and technology.



Nomination of AAAS Fellows Invited

The AAAS Executive Office invites groups of three AAAS Fellows to nominate AAAS members for fellowship, provided that in each instance at least one of the three sponsors is not affiliated with the institution of the nominee. In order

The art staff of *Science 80* contemplates a layout for the "selects" from an entire take of photographs for a feature article.