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 magazine 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 *Science 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.

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

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

to be considered in 1981, nominations must be submitted no later than 6 March. Nomination forms should be requested from the Executive Office at the AAAS address.

A Fellow is defined as "a member whose efforts on behalf of the advancement of science or its applications are scientifically or socially distinguished." Examples of areas in which nominees may have made significant contributions are research; teaching; technology; services to professional societies; administration in academia, industry, government, and other institutions; and communicating and interpreting science to the public.

Responsibility for reviewing and approving fellowship nominations is assigned to the Nominating Committees of the 21 Section Committees. Each Nominating Committee consists of the four Section officers (Retiring Chairperson, Chairperson, Chairperson-Elect, and Secretary) and four members-at-large. An affirmative vote of at least five of the eight members is required for approval, but sponsors of a rejected nomination may appeal to the Committee on Council Affairs for possible reversal of the Nominating Committee's decision.

Nominations are also subject to challenge by any member of the AAAS Council, upon receipt of a preliminary list of nominees in late summer. A challenged nomination, if not withdrawn by its sponsors, will be reviewed by the Committee on Council Affairs; the Committee may either put it on the slate to be presented to the Council for possible election at the 1982 Annual Meeting in Washington, D.C., or defer its presentation for 1 year. Following the 1982 meeting, new Fellows will receive fellowship certificates, and a list of their names will be published in the Proceedings Issue of *Science*.

A *Directory of AAAS Fellows* is available from the AAAS Product Sales Office, 1515 Massachusetts Avenue, NW, Washington, D.C. 20005. The price to AAAS members is $5.40 prepaid.

Filmstrips Added to SB&F Reviews

Reviews of science filmstrips will become a regular feature of *Science Books & Films* (*SB&F*), beginning in the current issue (September/October).

Through a recent survey of subscribers, *SB&F* editor Michele M. Newman confirmed that many teachers and librarians feel a strong need for critical reviews of science filmstrips to assist them in selecting these materials for classroom use. The first series of science filmstrip reviews covers a wide range of topics—from killer whales to solar energy.

Calling upon AAAS members as well as the magazine's corps of regular reviewers, *SB&F* staff have in recent months assembled a group of scientists in all fields who have experience using filmstrips. Staff have also contacted all major filmstrip distributors. Future issues of *SB&F* will provide reviews of filmstrips in all fields of science for viewers at all grade levels, from elementary and junior and senior high school to the first 2 years of college.

SB&F, which has been published by the AAAS for the last 15 years, regularly supplies book and film reviews to more than 4000 schools and libraries throughout the United States and the world.

Members who have suggestions about materials which should be reviewed, who would like to serve as reviewers, or who have comments about the reviews themselves, should write to Michele M. Newman, editor, *SB&F*, at the AAAS address.

Fellows Participate in Orientation Program and Begin Work

Thirty-eight men and women started year-long assignments in Washington, D.C., on 2 September, with a 2-week orientation program organized by the AAAS. The group includes 28 Congressional Science and Engineering Fellows; three Science, Engineering, and Diplomacy Fellows; and one Nutrition and Food Safety Fellow with the Congressional Research Service. In addition, six congressional fellows sponsored by the Office of Technology Assessment (OTA) participated in the AAAS orientation program.

The Congressional Science and Engineering Fellows Program, which began in 1973 with four participating societies and seven fellows, now involves nearly 30 fellows and 20 participating professional societies. In its eighth year, the program provides the opportunity for competitively selected scientists and engineers to make practical contributions toward the more effective use of scientific knowledge in the legislative process. It also helps broaden the perspective of both the technical and the congressional communities.

The Science, Engineering, and Diplomacy Fellows Program, initiated in collaboration with the U.S. Department of State, is new this year, as is the Nutrition and Food Safety Fellowship at the Congressional Research Service. This is the third year of the OTA-sponsored Congressional Fellows Program.

The AAAS-organized orientation program includes broad exposure to Washington—the members, committees, and staff of Congress; the Executive Branch, including specific agencies and groups within the White House such as the Office of Management and Budget; and numerous presentations by nongovernment groups designed to give the group of fellows the best possible introduction to the setting in which they will be working for the next year.

For the more than two dozen Congressional Science and Engineering Fellows, the 2 weeks following the orientation program—the placement period—are a time of both great growth and great anxiety. Responsible for finding their own places within the Congress, and guided by the information they have received in the orientation as well as assistance from the AAAS and their sponsoring societies, the fellows knock on many doors and talk to many members of Congress and staff before making a decision. By the first week in October each of the 24 fellows whose fellowships actually begin in September has found a position for the year. (Four of the fellows will begin their work in January.) The fellows will work on such issues as energy, health, child and family policy, education, foreign affairs, small business issues, and food.

AAAS not only serves as the coordinator for the overall program in its various announcement and selection stages but also organizes the orientation, develops a year-long seminar program, and helps to provide general coherence to the entire experience. The OTA fellows program is administered by that agency. OTA fellows do, however, participate in both the orientation and seminar program run by the AAAS.

Along with the nearly two dozen other societies, AAAS selects and sponsors one or more fellows each year.

This year's Congressional Science and Engineering Fellows, their sponsoring organizations, and congressional sites are: Samuel F. Baldwin, American Physical Society (APS), office of Senator Paul E. Tsongas (D–Mass.); Jonathan Bloom-Feshbach, Society for Research in Child Development (SRCD), office of Senator