Science 81 Wins Major Award

Science 81 (now Science 82) was named "magazine of the year" of the National Magazine Awards for general excellence for magazines with circulation between 400,000 and 1 million. The Award is the most prestigious editorial award in the magazine industry.

The magazine was cited, among other things, "for closing the gap between science and citizen with perceptive reporting, good writing, [and] smart design." Robert Kenyon, executive director of the American Society of Magazine Editors, which runs the Award program, told the Washington *Post*, "I'd have to say this is pretty unusual for such a new magazine to win."

"We are very happy to have won this award," said Science 82 editor Allen L. Hammond. "We believe that Science 82 has set the standard of quality for the growing field of general science magazines. We have shown that it is possible to attract a large audience (currently 700,000, plus another 100,000 overseas) without compromising that standard and without distorting the character of science or exaggerating its results." Hammond accepted a bronze plaque and a reproduction of Alexander Calder's "Elephant" on behalf of the magazine.

The New Yorker, Forbes, Cuisine, and Travel and Leisure were finalists along with Science 81 in the general excellence category. Winners in other categories this year include Newsweek, The Atlantic, and The New Yorker.

The three issues of the magazine submitted for the competition combined a diversity of style and subjects including a portrait of a 46,000 year-old Neandertal scientifically reconstructed for *Science 81* (October issue); the story of the cancer cells of a dead woman that have been contaminating and overwhelming other cell cultures in laboratories around the world (April issue); and the mysterious habits of the great white shark (July/August issue).

The National Magazine Awards were established in 1965 by the American Society of Magazine Editors. They are administered by Columbia University. This year, awards were given for general ex-

cellence in four different size categories, public service, design, fiction, reporting, essays and criticisms, single-topic issue writing, and service to the individual.

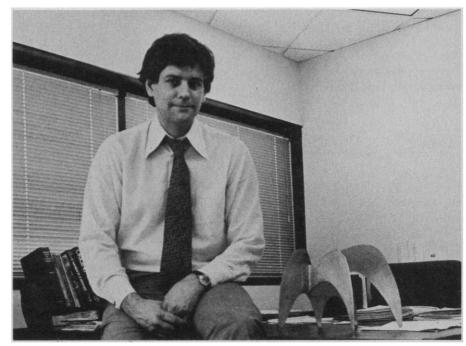
Critical acclaim for Science 81 has been remarkable. In 1981, the magazine won three major science-writing awards: the American Psychological Foundation's 1981 Media Award in the magazine category; the American Institute of Physics-U.S. Steel Foundation Award; and the American Arthritis Foundation Award. All three of the awards noted the magazine's mission of promoting the public understanding of science. In addition to awards for writing, the magazine has won 13 awards and certificates of merit for design, including a silver medal from the prestigious Art Director's Club of New York.

Since the magazine began publishing in 1979, it has increased circulation from 250,000 to 700,000 and expanded from six to ten issues yearly. Stewart Brand, a reviewer for the *Next Whole Earth Catalogue*, says of *Science 81*, "In a field of newcomers, *Science 81* has easily

emerged as the best popular science magazine." He went on to say that "its science is exemplary, but it manages to clarify technical ideas for the lay reader without condescension or oversimplification or journalists' excess."

During the past year, Science 82 continued its commitment to increasing the public's understanding of science by publishing a special section on creationism (December 1981) which was widely circulated. AAAS supplied more than 100,000 reprints of the special section to the National Science Teachers Association and filled thousands of additional requests. Science 82 continues to report not only on the content of science but also on its impact on our lives and our society by publishing recently a threepart series on energy and energy technologies as well as a special section in the June 1982 issue on science in the court-

Articles from the magazine provide the major source of topics for the AAAS radio program "Report on Science." The daily 90-second radio science news feature program is being produced for CBS Radio Stations News Service and is currently being aired in a dozen major markets (see *Science*, 5 June 1981, page 1131). Hammond is the editor and on-air



Allen L. Hammond, editor, with the reproduction of Alexander Calder's "Elephant," awarded Science 81 as "magazine of the year" by the National Magazine Awards.

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narrator for the program. In addition to the radio program, the Association is exploring other ways in which *Science 82* can be used to further the public's understanding of science. It is presently developing and testing a program that uses supplementary materials and articles from *Science 82* in high school and community college science classrooms.

Happy with the recognition that Science 82 has received already, Hammond says, "We have come a long way in two short years, but there is room for improvement. The quality of the writing and design in the magazine continues to get better. Awards are nice, but what really counts is improved public understanding of science, and we believe we are beginning to have a real impact."

JEFFREY L. TERAMANI
Office of Communications

Moves . . .

The offices of the AAAS Meetings and Publications Center and *Science 82* have moved to a new location.

With office space at a premium within the Association, in early May these two offices moved into newly rented space near the AAAS headquarters building in Northwest Washington, D.C.

The new address for both the AAAS Meetings and Publications Center and Science 82 is 1101 Vermont Avenue, NW, 10th Floor, Washington, D.C. 20005. New phone numbers are: Meetings and Publications 202-842-9595; Meetings 202-842-9430; Publications 202-842-9590; Marketing 202-842-9523; and Science Books & Films 202-842-9528; Science 82, editorial, 202-842-9500; Science 82, business, 202-842-9551.

AAAS Detroit Meeting

Remember, the Annual Meeting dates have been changed from early January to the Memorial Day weekend, beginning with the Detroit meeting, 26–31 May 1983

Members who wish to submit symposium proposals for the Detroit meeting are asked to use the proposal form which has appeared in the 30 April (page 463) and 28 May (page 975) issues of *Science*, or request a form from the AAAS Meetings Office. Please note that proposals must be received in the Meetings Office by 1 August 1982.

AAAS Life Insurance Program Makes Special Offer

AAAS members and spouses under 50 years of age are eligible to enroll in the AAAS Group Term Life Insurance Program under a special offer available until 30 July 1982. Under this offer, members and spouses can get \$20,000 in coverage without undergoing a medical examination or filling out lengthy health forms

To be eligible, the member must have been actively engaged in his/her profession continuously for the past 60 days; must have been free from medical care, treatment, or advice for the past 6 months; must not be presently insured or declined for insurance under this program; and must apply by 30 July 1982. Members not qualifying for the special offer can still enroll in the program at very reasonable rates.

The AAAS Group Term Life Insurance Program now provides more than \$63 million of life insurance to members and their families. The program was initiated in 1979 after a large number of members expressed an interest in having AAAS make life insurance available at reasonable group rates. The Association reviewed a number of proposals before selecting the program underwritten by the Northwestern National Life Insurance Company and their subsidiary, North Atlantic Life Insurance Company of America.

The AAAS Board of Directors, an insurance committee of the Board, and AAAS staff closely supervised development of the AAAS Group Term Life Insurance Program. The Association works with an administrator, Association Consultants, Inc., who handles the administrative details on its behalf.

The AAAS established a special group life insurance trust for this program, which is designed as a benefit for members and their families. The Association makes no money from the program. Any refunds which come in will be passed along to participating members either as benefit increases, premium reductions or other program improvements.

For more information on the Special Acceptance Offer, or on the AAAS Group Term Life Insurance Program, write to AAAS Group Life Insurance Trust Administrators, 180 North LaSalle Street, Suite 3220, Chicago, Illinois 60601, or call, toll free 800-621-9903; Illinois residents call 312-726-9122.

New Data Show Slow Changes in Science Labor Force

More women and minorities are entering science and engineering professions, although they still lag behind their white male counterparts both in numbers and salaries. This is one finding from the latest edition of *Professional Women & Minorities—a Manpower Data Resource Service*, compiled by the Scientific Manpower Commission.

Both women and minorities have increased their proportional representation in the professional labor force. Women are now 44.3 percent and minorities 8.9 percent of all professional and technical workers in the United States. Yet women are only about 10 percent of all employed scientists and engineers; Blacks, Hispanics, and American Indians are between 2 and 4 percent of all employed scientists and engineers.

Employment of women and minorities in higher education has grown slowly over the 1970's and women's progress up the academic ladder is still lagging far behind that of men. Women are disproportionately overrepresented among nonfaculty researchers in higher education institutions while men are disproportionately overrepresented in tenured positions. Seventy percent of all male faculty at all higher education institutions have tenure compared to less than 50 percent of women.

Both women and minorities show slight gains in administrative positions in academic institutions. However, women and minorities hold few top administrative jobs except at institutions serving principally women or minority students.

At the precollege level, women may have lost some ground. In 1928, 55 percent of all elementary principals were women, but that proportion has dropped to 18 percent. In 1968, women were 60 percent of secondary teachers but the present proportion is 48 percent. On the other hand, their proportion increased from 12 to 28 percent of U.S. school board members between 1976 and 1979 and from 20 to 30 percent of members of state boards of education.

The advances made by women and minorities in acquiring the academic credentials necessary for careers in science and engineering have been more rapid than their entry into those professions.

During the decade of the 1970's, women earned 45.2 percent of the bachelor's, 44.5 percent of the master's, and 20.7