

American Association for the Advancement of Science

Science serves its readers as a forum for the presentation and discussion of important issues related to the advancement of science, including the presentation of minority or conflicting points of view, rather than by publishing only material on which a consensus has been reached. Accordingly, all articles published in *Science*—including editorials, news and comment, and book reviews—are signed and reflect the individual views of the authors and not official points of view adopted by the AAAS or the institutions with which the authors are affiliated.

Publisher: Richard S. Nicholson

Editor: Daniel E. Koshland, Jr.

Deputy Editor: Ellis Rubinstein

Managing Editor: Monica M. Bradford

International Editor: Alun Anderson

Deputy Editors: Philip H. Abelson (*Engineering and Applied Sciences*); John I. Brauman (*Physical Sciences*); Thomas R. Cech (*Biological Sciences*)

EDITORIAL STAFF

Assistant Managing Editor: Dawn Bennett

Senior Editors: Eleanor Butz, Martha Coleman, Barbara Jasny, Katrina L. Kerner, Phillip D. Szuroni, David F. Voss

Associate Editors: R. Brooks Hanson, Pamela J. Hines, Kelly LaMarco, Linda J. Miller, L. Bryan Ray

Letters: Christine Gilbert, *editor*; Steven S. Lapham

Book Reviews: Katherine Livingston, *editor*; Teresa Fryberger

Contributing Editor: Lawrence I. Grossman

Chief Production Editor: Ellen E. Murphy

Editing Department: Lois Schmitt, *head*; Denise Gipson, Julianne Hunt

Copy Desk: Joi S. Granger, Margaret E. Gray, MaryBeth Shartle, Beverly Shields

Production Director: James Landry

Production Manager: Kathleen C. Fishback

Art Director: Yolanda M. Rook

Assistant Art Director: Julie Cherry

Graphics and Production: Holly Bishop, Catherine S. Siskos

Systems Analyst: William Carter

NEWS STAFF

Managing News Editor: Colin Norman

Deputy News Editors: John M. Benditt, Jean Marx

News and Comment/Research News: Ivan Amato, Ann Gibbons, David P. Hamilton, Constance Holden, Richard A. Kerr, Robert N. Langreth, Eliot Marshall, Joseph Palca, Leslie Roberts

Bureaus: Marcia Barinaga (West Coast), Michelle Hoffmann (Northeast), Anne Simon Moffat (Midwest)

Contributing Correspondents: Jeremy Cherfas, Barry A. Cipra, Robert Crease, M. Mitchell Waldrop, Karen Wright

BUSINESS STAFF

Marketing Director: Beth Rosner

Circulation Director: Michael Spinella

Fulfillment Manager: Marlene Zendell

Business Staff Manager: Deborah Rivera-Wienhold

Classified Advertising Supervisor: Amie Charlene King

ADVERTISING REPRESENTATIVES

Director: Earl J. Scherago

Traffic Manager: Donna Rivera

Traffic Manager (Recruitment): Gwen Canter

Advertising Sales Manager: Richard L. Charles

Marketing Manager: Herbert L. Burklund

Employment Sales Manager: Edward C. Keller

Sales: New York, NY 10036: J. Kevin Henebry, 1515 Broadway (212-730-1050); Scotch Plains, NJ 07076: C. Richard Callis, 12 Unami Lane (201-889-4873); Hoffman Estates, IL 60195: Jack Ryan, 525 W. Higgins Rd. (708-885-8675); San Jose, CA 95112: Bob Brindley, 310 S. 16th St. (408-998-4690); Dorset, VT 05251: Fred W. Dieffenbach, Kent Hill Rd. (802-867-5581); Damascus, MD 20872: Rick Sommer, 11318 Kings Valley Dr. (301-972-9270); U.K., Europe: Nick Jones, +44(0647)52918; Telex 42513; FAX (0647) 52053.

Information for contributors appears on pages 35–37 of the 4 January 1991 issue. Editorial correspondence, including requests for permission to reprint and reprint orders, should be sent to 1333 H Street, NW, Washington, DC 20005. Telephone: 202-326-6500. **Advertising correspondence** should be sent to Tenth Floor, 1515 Broadway, New York, NY 10036. Telephone 212-730-1050 or WU Telex 968082 SCHERAGO, or FAX 212-382-3725. **Subscription/Member Benefits Questions:** 202-326-6417. **Science:** 202-326-6500. **Other AAAS Programs:** 202-326-6400.

Science Puts Its Best Foot Forward

Journals, like organisms, grow and differentiate. Sometimes the changes are morphological and catch the attention. At other times the changes occur so gradually that they go unremarked. Some recent and future changes at *Science* fit into each of these categories.

As many of you have noticed, our news department has added a number of free-lance writers as well as color diagrams to our news stories. The use of free-lance writers was to satisfy a desire for more extensive news coverage beyond the Beltway. To extend this coverage even further, we have added a West Coast bureau in Berkeley that is staffed by Marcia Barinaga, and we are adding an East Coast bureau in Boston to be staffed by Michelle Hoffmann and a Midwest bureau in Chicago to be staffed by Anne Simon Moffat. Because all these scientist-reporters have expertise in various branches of science, they will cover meetings and other stories outside their locales, as is the case with our Washington-based staff. But these new bureaus will greatly enhance our ability to report breaking stories thoroughly and rapidly.

The increased coverage of U.S. science is not, however, our only goal. A plan to expand our international coverage is being developed with the help of a new international editor. Alun Anderson joins *Science* after a distinguished decade at *Nature* and vast experience in Europe and the Far East. The increasing globalization of science and industry convinced us that to perform our job correctly we needed not only better coverage of the international scene, but more participation of international authors and readers. Dr. Anderson will be supervising efforts to increase our news coverage abroad, and also providing a friendly ear for European scientists who wish to submit papers to *Science* through a new office in Fleet Street. He will make occasional trips to Japan, where his fluency in Japanese may be helpful both to our journal and to authors there.

Another area of increasing interest to *Science* is policy and budget matters. We have therefore added a new feature, ScienceScope, in which a single page preceding the News section will highlight fast-breaking stories on policy matters and funding developments and will tip readers off to important events that are about to occur. An example was publication a few weeks ago of the news that the U.S. burning plasma experiment may be supported by the Italian government to the tune of \$500 million.

Another project currently under way is the effort to hasten delivery of our journal. Subscriber complaints about late delivery are common to all journals these days and are a direct result of the collapse of the postal system. Issues of *Science* are placed in the appropriate drops of the U.S. Postal Service the day before and the day of the date on the cover. According to U.S. Postal Service official delivery dates, subscribers in Boston should receive the journal 7 days later and those in Los Angeles 8 days later. The times for other areas include Chicago, 5 days; Washington, D.C., 6; Atlanta, 6; Dallas, 6; and Seattle, 7. The reader can check actual delivery of the journal against these promises and see, as our official testing agency has found, that the Postal Service rarely lives up to even those very poor targets. We shall be discussing these matters with them, but past experience is not a source of optimism. The cost of postage for this year alone went up the enormous amount of 33%, accompanied by a steady decrease in service. Alternatives, such as trucking our journals to various destinations, are being explored.

Science, as both authors and readers know, maintains a very tight page budget because the cost of sending more than 150,000 copies through the mail precludes easy addition of pages which is what most society journals have done to solve the ever-increasing publication pressure. This does serve to highlight attention on those articles that do get published, but makes the job of our editorial staff, who select the manuscripts, and our news staff, who are attempting to expand coverage, more and more difficult. Fortunately, recent favorable developments have allowed the Board of Directors to provide *Science* with the additional pages for international and national news coverage and for recruitment of additional articles in underrepresented areas, most notably the physical sciences.

Thus, our expansion can be achieved without diminution of our current thriving departments; the reader will obtain the added benefits without any loss of favorite features. *Science* is the same old shoe that has served readers reliably and comfortably in the past, but it has added a little polish here and a new set of laces there, and has possibly acquired a new sole.—DANIEL E. KOSHLAND, JR.