

the physics community

Governing Board explores public understanding

What role should the American Institute of Physics play in helping its member societies improve public understanding of science? In the coming weeks AIP will approach society officers individually in an effort to resolve this question and plan programs geared to each organization's goals in public relations.

The decision to move in this direction was the product of a session held during the Spring meeting of AIP's Governing Board. Bruce Strasser, chairman of the Institute's advisory committee on public relations, guided the session, whose speakers included Earl Ubell, director of WNBC television news and Walter Sullivan, science writer for *The New York Times*.

In recent years there has been growing interest among scientists in the interaction between science and society and a heightened appreciation of the need for enthusiastic public support of research. This has stimulated the professional societies to greater efforts toward enhancing general awareness of the value of scientific research. Speakers described current activities of the societies and emphasized the necessity for each society to define its goals by specifying its audience—be it the general public, government, industry, students or other scientists—and by deciding clearly the message it wishes to communicate. The next step on AIP's part is determine how it can be of great-

est service to the societies in attaining their goals. Input from the societies as well as from individual members is important to the Institute in determining the form its activities should take and in developing appropriate programs both for itself and for the societies.

AIP signs translation agreement with Soviets

A final agreement for mutual translation of physics journals has been concluded by the American Institute of Physics and the Copyright Agency of the USSR (see *PHYSICS TODAY*, January, page 119). The three-year agreement grants AIP exclusive English-language translation rights for 15 Russian physics journals (see box) as well as the first option to translate any other Russian journals in physics, astronomy and mathematics that come under the jurisdiction of the Copyright Agency. US publication of these 15 journals, which contain about half of the physics articles published in the USSR, continues AIP's long-standing involvement in Soviet translations. The USSR has, in turn, received the right to translate *Review of Scientific Instruments* in its entirety; it has purchased multiple subscriptions to each of 25 AIP journals and has agreed to stop cover-to-cover photocopying of AIP publications. AIP will also be allowed to offer Soviet-approved US advertising to Russian journals.

After 1977 the agreement will be re-

Soviet journals

The USSR Copyright Agency has granted AIP the right to translate the following journals: *Sov. Phys.-JETP*; *JETP Letters*; *Sov. Phys.-Solid State*; *Sov. Phys.-Technical Physics*; *Sov. Phys.-Acoustics*; *Sov. Phys.-Doklady*; *Soviet Journal of Nuclear Physics*; *Soviet Journal of Particles and Nuclei*; *Soviet Journal of Quantum Electronics*; *Sov. Phys.-Crystallography*; *Soviet Astronomy*; *Sov. Phys.-Uspekhi*; *Sov. Phys.-Semiconductors*; *Soviet Journal of Optical Technology and Optics and Spectroscopy*, the last two being the property of OSA.

newed automatically for one-year terms unless one of the parties wishes to terminate it. A Soviet decision on translation rights for other Russian journals and books of interest to AIP is pending.

Alexander wins AIP-US Steel writing award

Tom Alexander is the winner of the 1975 American Institute of Physics-United States Steel Foundation Science Writing Award in Physics and Astronomy. Since 1965 Alexander has been associate editor of *Fortune* magazine, which in February 1974 carried his prize-winning article, "Ominous Changes in the World's Weather."

He will accept the award—\$1500, a Moebius strip and a certificate—on 29 April during the annual luncheon of the Washington Group of the National Association of Science Writers held in Washington, D.C. Two of these science-writing awards are presented each year, one in the Spring to a journalist and one each Fall to a scientist.

The Atomic Industrial Forum, the American Psychological Association and the Deadline Club have in the past honored Alexander, and in both 1968 and 1969 he won the American Association for the Advancement of Science-Westinghouse Science Writing Award. His articles have appeared in many nationally-read publications and he is author of the 1965 book, *Project Apollo: Man to the Moon*.

in brief

The newly established Adelphi University (Garden City, N.Y.) Center for Energy Studies will initially concentrate on emulsified-fuel research. Physicist John P. Dooher will head the center.



Philip Morse has succeeded H. Richard Crane (left) as chairman of AIP's Governing Board. Elected during the board's Spring meeting, Morse is also chairman of the American Physical Society Panel on Public Affairs and emeritus lecturer in physics at MIT. He specializes in acoustics and operations research. Crane, Governing Board chairman since 1971, is professor of physics at the University of Michigan and headed the department during 1965-72. He has worked in nuclear physics and on accelerators.