

the physics community

Fiftieth anniversary for Rheology Society

This year marks the 50th anniversary of the Society of Rheology and a special 50th Jubilee Meeting will be held in Boston later this month to commemorate the occasion. The Society expects attendance to be larger than at any previous meeting.

The five-day meeting will open 29 October with a plenary session on the 50-year history of the science of rheology and the history of the Society of Rheology, which was the first society devoted to the subject in the world. Over 250 technical contributions (about six times the normal number) have been scheduled.

Plans for the meeting include invited speakers and guests from all foreign rheology societies, presentation of the Bingham Award for distinguished contribution in rheology to William Graessley (see page 78), a symposium given by about 15 former Bingham medalists and a four-day instrument exhibit.

AIP science news spots for television underway

The NSF Public Understanding of Science program has awarded a \$141 100 grant to the American Institute of Physics to produce science news features and to distribute them to local commercial television stations. The fifteen, 90-second news spots will focus on physics-related topics: physics in medicine, energy, and astronomy and space. It is hoped that they will be included as regular features in local news broadcasts.

According to the terms of the grant, AIP plans to subcontract with Kleiner-Kalser Associates of New York City to handle the production and distribution of the reports. The producer's television film credits include last year's award-winning series, "The Unknown War."

The Public Information Division has long been concerned with expanding AIP's involvement with the electronic media, according to Audrey Likely, director of the Division. "Science Report," a series of short radio spots that are aired on 254 public radio stations nationwide, is produced by AIP. Citing evidence collected by the Roper Organization in 1976 that concluded that a majority of Americans consider television to be their "major source of news," the Public Information Division proposed that the physics community should attempt to reach this vast audience.

The scripts, written by broadcast coordinator David Kalson, are intended to spotlight topics in physics in such a way that the general public will understand

the roles these developments play in their lives. The program's advisory committee consists of William A. Fowler (professor of physics at Caltech), Benjamin S. Greenberg (director of public affairs at the Advertising Council) and C. P. Gilmore (science editor for WNEW-TV, New York City and executive editor of *Popular Science*.)

The AIP will supply 100, as yet undesignated, television stations with the video cassettes free of charge. The station directors will have the option to use either the included voice-over narration or they can have their own newscasters read the supplied script. Each newsfeature will be designed for separate airing or as part of a week-long topical series. AIP hopes to distribute the tapes in the fall.

Job outlook for physics bachelors is improving

Employment opportunities for graduates of baccalaureate programs in physics continued to improve in 1977-78 with more of those employed making extensive use of their physics training over last year, according to a recent AIP survey of recipients of bachelor's degrees in physics and astronomy. At the same time, a small shift was recorded in postbaccalaureate plans from graduate study to employment for both physics and astronomy bachelor's degree recipients.

With 56% of the total number of physics bachelors (4457) reporting, the survey shows that this total has continued the decline that has been recorded for the last ten years. During that same period, the median age of physics bachelors has risen—in 1968 30% were 23 years old or older; by 1978 the proportion had reached 45%.

The improvement in job opportunities for physics bachelors is reflected by the increase of degree recipients who had received multiple job offers. This group has swelled from a low of 12% in the summer of 1971 to a high of 45% in the summer of 1978. One change observed among those employed is the rise in the proportion of graduates who have accepted employment in industry. This result is supported by the finding of an 8% jump in the numbers of working degree recipients who reported using their physics background extensively in their jobs and a simultaneous drop of 6% in the proportion of those who indicated no use of their physics training. The starting median monthly salary of working physics bachelor's degree holders was \$1158 as compared with \$1060 for those workers who earned chemistry degrees.

In the years from 1968 to 1978, the percentage of physics college graduates

entering physics graduate school has decreased by 5 percentage points while that of those beginning non-physics graduate studies has risen by 10 percentage points. Since last year's survey, however, the proportion of bachelors starting graduate study of any kind (59%) has declined by 3%, while that of those starting jobs (34%) increased by 4%.

More than 67% of the recipients of astronomy degrees (177) responded in the fourth annual survey of astronomy graduates. Though the survey has been conducted for only four years and the sampling pool is fairly small, some results can be discerned. There was a larger percentage of women earning astronomy bachelor's degrees than physics bachelor's degrees last year. During the past four years it appears that graduate study in astronomy declined as employment plans increased.

Copies of the 1977-78 *Survey of Physics and Astronomy Bachelor's Degree Recipients* can be obtained by writing Susanne D. Ellis, Manpower Statistics Division, American Institute of Physics, 335 East 45th Street, New York, N.Y. 10017.

in brief

The Educational Modules for Materials Science and Engineering project, supported by NSF, is now publishing its modules as a journal, JEMMSE. Reproduction rights will be free. Subscription rates are \$100 for institutions and \$15 for individuals and are available from the EMMSE Coordinator, Materials Research Laboratory, Pennsylvania State University, University Park, Pa. 16802.

A new division of the American Vacuum Society—the Electronic Materials and Processing Division—began operating this spring with William E. Spicer of Stanford University as chairman. The division has already sponsored a topical conference on compound semiconductor interfaces and will soon sponsor two others on the physics of metal-oxide-semiconductor insulators and fast electronic devices.

Applications are due 1 November for the Acoustical Society of America's F. V. Hunt Postdoctoral Research Fellowship, which is presented annually to the candidate who exhibits "the highest potential for benefiting the science of sound and promoting its usefulness to society." Information is available from Betty H. Goodfriend, Administrative Secretary, Acoustical Society of America, 335 East 45th Street, New York, N.Y. 10017.