

Golden Fund Update

An extremely generous, historic gift from the late William T. Golden, AAAS's treasurer emeritus, stimulates programmatic innovation by funding activities not normally supported by the general budget. AAAS has continued to celebrate Mr. Golden's extraordinary legacy, following his death on 7 October 2007, at the age of 97, through initiatives made possible by the William T. Golden Endowment Fund for Program Innovation. The following summaries offer highlights of the Association's 2007 Golden Fund activities.

AAAS BOOK TALKS



The world of science books is the focus of a recurring podcast and accompanying blog supported by the 2007 Golden Fund. The series will include four podcasts focusing on science books for children's and young adult books, plus another four podcasts commenting on science books for adults. A collaboration between the staff with the journal, *Science Books & Films (SB&F)*, and review editors for the journal *Science*, the new AAAS Book Talks podcast and blog will provide an entertaining and up-to-date look at the world of science book publishing. The series is intended to help improve science literacy by encouraging young people and adults to read more science books. Programs also will bring science directly into homes, classrooms, and libraries, providing a virtual connection between authors, illustrators, and readers. See www.sbsonline.com.

COMMUNICATING SCIENCE AND TECHNOLOGY



A new Web site, launched by the AAAS Center for Public Engagement with Science and Technology, provides interactive resources and training to help scientists and engineers communicate more effectively. The multimedia Web site addresses how to communicate science broadly through media outreach, public interaction, and multimedia tools. Online resources include Web-based seminars

and how-to tips on developing messages, handling media interviews, giving public presentations, and finding public outreach opportunities, plus sample AAAS questions and answers on key topics. As a follow-up to the Web site launch, the Golden Fund and the National Science Foundation plan a series of regional professional-development workshops for scientists and engineers, too. See www.aaas.org/communicatingscience.

SCIENCE, POLICY, AND LAW FOR UNDERGRADS



Two AAAS units — the Center for Science, Technology, and Congress (CSTC) and the Center for Science, Technology, and Security Policy (CSTSP) — used their 2007 Golden Fund award to organize an Undergraduate Science, Policy, and Law Poster Session for the AAAS Annual Meeting. The session was organized in partnership with Triple Helix, a campus-based international student group that gives undergraduates a forum for presenting research on the relationship between science, society, business, ethics, and law. The purpose of this Golden Fund project is to educate and engage undergraduates, while exposing them to a broad spectrum of scientific disciplines and policy activities, and creating a cohort of science and policy leaders for the future.

PLAIN LANGUAGE TOOLKIT



Helping scientists develop the skills and resources to communicate science more understandably is the goal of the Plain Language Toolkit project. Based on a model for written communications that emerged from previous AAAS projects, staff are now developing a brief online tutorial focusing on “science in plain language.” The tutorial uses a Wikipedia-style technology that will allow participating scientists to create a body of accessible science writing on a wide range of topics.

PROMOTING DIVERSITY ON SCIENCE CAREERS



A Web-based networking platform on the comprehensive AAAS site, *Science Careers*, will help to further promote information-sharing among individuals and underrepresented communities of scientists and engineers. Building on the existing Minority Scientists Network, the new AAAS-*Science Careers* Diversity Portal will facilitate new personal and organizational connections, by letting participants develop and sustain professional networks as they navigate the many pathways to a successful career in science. The enhanced Diversity Portal is being developed to promote new communities of underrepresented students who aspire to become scientists as well as those who

mentor, teach, and advise them. The site also will provide potential employers and sponsors with an effective way to recruit scientists and aspiring scientists from underrepresented communities. See www.sciencecareers.org/miscinet.

MAXIMIZING COMMUNICATION AND DISCOVERY



Enhancements to *Science Signaling*, *Science's* online journal of signal transduction, or how cells talk to each other, are the focus of two new Golden Fund projects. One project made it possible to create a funding sources section of *Science Signaling*. The editors create an RSS feed at least once a month with funding information from GrantsNet, so that the information can be retrieved by HighWire Press and made available online (see <http://stke.sciencemag.org/resources/funding>). Now, this process is being automated and integrated with search and personalization features on the *Science Signaling* site. A second effort involved improving the communication of signal-transduction research using the JMOL graphics tool to create user-interactive 3-D molecular structures.