

the trouble to equip itself with the basic information needed to do so. Only the principles are important. The public attitude can be expressed as 'Spare me the details, tell me what it costs and what's in it for me'. And the new factor in the relationship between public and science is the rider, 'and if you don't or can't, then don't expect me to support you for much longer'.

This is the language of the market place and one can imagine many scientists being saddened at the crudity of it all. However, it would be wise not to under-estimate the public. When the man in the street asks the question 'what's in it for me?', it must not be assumed that his standards are only material or that as consumer his culture is inferior to that of the producer. The broad judg-

ments of an informed public are no less valid than those of the physicist just because its familiarity with jargon in a particular field is limited. If the public fails to appreciate a particular product, then one must study, on the one hand, whether it has been presented in an intelligible form and, on the other, whether it indeed merits the public's support.

A New Deal for Associate Members

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At its session in Geneva on 16 January 1973, the Executive Committee agreed to improve the services which EPS will render from now on to its Associate Members (*Europhysics News* 8 (March 1970)). The revised scheme was prepared by the Advisory Committee on Applied Physics and Physics in Industry (ACAPPI), based on a European-wide opinion survey (*Europhysics News* 2 (March 1972)) and taking fully into account a subsequent business meeting with the Associate Members on the occasion of the Second General Conference in Wiesbaden on 4 October 1972.

The services now proposed are listed below with brief explanatory comments in each instance.

- 1 *Associate Members will receive information about conferences.* This comprises information about relevant post-doctoral courses, refresher courses and summer schools. It will include programmes and proceedings of EPS organised conferences and courses.
- 2 *Associate Members will receive all publications of the Society.* These comprise periodical publications (*Europhysics News*) and those issued as occasion demands, such as the annual Information Booklet.
- 3 *EPS general and topical conferences will include sessions of particular interest to Associate Members and their staff.* ACAPPI will monitor this aspect and will cooperate with programme committees in order to ensure adequate coverage of relevant topics. It has already been found that programme organisers are sympathetic to the integration of such sessions into

regular conferences, thus helping to promote the concept of EPS as an organisation for pure and applied physicists. The alternative of holding conferences restricted to Associate Member interests is, in general, considered undesirable as it would tend to sacrifice the considerable benefits to be gained from bringing together the pure and applied practitioners of physics in a common forum.

- 4 *Associate Members will be entitled to fee-reduction with regard to :*

- Advertisements in *Europhysics News*
- Rent of space at EPS organized physics exhibitions

These fee-reductions will be of the order of 25 %.

- 5 *Associate Members will receive a list of institutions and companies related to physics*

This list is being prepared by ACAPPI. It is available for a number of countries, while other country-lists are in preparation. Contributors to this list have done so on the understanding that it will not be used for other than reasonable professional purposes. In particular, Associate Members are not entitled to use it for routine (non-selective) mailing of commercial, promotional circulars.

- 6 *Once a year Europhysics News will print a complete list of all Associate Members.*

The wide circulation of *Europhysics News* (38,000 copies) guarantees a significant advertising effect.

- 7 *Business meetings with Associate Members will be organised in order*

to discuss mutual relations and to resolve specific problems.

Such meetings will be organised from time to time depending on demand, preferably on the occasion of general EPS conferences when staff representing Associate Members are likely to be present for the scientific sessions.

- 8 **Most importantly :** *Associate Members will benefit by participation in the various scientific and technological activities of EPS.*

These benefits may be direct or indirect ; the participation may be direct through the senior nominated representatives of Associate Members themselves or indirectly via individual physicists from their organisations. This identification with the physics community should continue to constitute the main stimulus for institutions and companies to acquire an Associate Membership.

- 9 *Services will be up-dated as required*

The Executive Committee, advised by ACAPPI, will constantly keep under review the services which EPS provides to Associate Members and, within the limits of finance, practicability and appropriateness, will not hesitate to amend and to augment these services as the needs become more clearly recognized.

Recently, EPS has initiated a recruiting campaign in various European countries in order to acquire new Associate Members. It is expected that the extension of the services for Associate Members described above will have a positive impact on the campaign. Individual physicists working in institutions or companies eligible for Associate Membership are encouraged to promote the idea of Associate Membership at their organisations. Upon request, additional information and application forms are available from the EPS Main Secretariat.