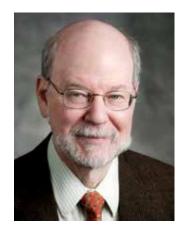


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#### **VIRTUAL UNIVERSE**

(cover) Gravity shapes an elaborate web of galaxies (pink), hydrogen gas (orange) and dark matter (blue) in this simulation of the universe released in May 2014. Science News coverage included analysis and a video. bit.ly/SN galaxies

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t is a great honor to serve as the Chair of the Society's Board of Trustees during such an exciting time. I am happy to introduce this 2014 annual report, a first for the Society, which shares a comprehensive picture of the universe of our organization with you, our dedicated supporters.

As someone who has served on the Board of Trustees for nine years, I am excited about the possibilities that Maya Ajmera, our new President, CEO and Publisher, brings to the Society. A proven social entrepreneur and true visionary, Maya joined the Society in August 2014. Her history as an alumna of the Westinghouse Science Talent Search and as the founder of The Global Fund for Children makes her an exceptional fit to lead the Society into the future.

The transition to a new leader was seamless, in large part because of the hard work of Chief Development and Communications Officer Rick Bates, who served as interim CEO and whose presence allowed the Trustees time to conduct our leadership search with confidence. I thank Rick and greatly appreciate his dedication to the Society.

I want to deeply acknowledge the service, wisdom and loyal support of Robert Fri, a former Trustee who passed away in October. Bob served as a Trustee for 22 years, and we miss him greatly.

I also want to thank Jennifer Yruegas (STS 1992, ISEF 1991, 1992), who retired as a Trustee after serving with distinction since 2004.

The Society welcomed Sean B. Carroll to its Board of Trustees in 2014. Sean is the Vice President for Science Education at the Howard Hughes Medical Institute and Professor of Molecular Biology, Genetics and Medical Genetics at the University of Wisconsin–Madison. I know that Sean's expertise will be a great addition to the Board, and I look forward to continuing to work with him.

As you will see in this report, the Society is located within a universe of possibilities. We will continue to focus on our core vision — to promote the understanding and appreciation of science and the vital role that science plays in human advancement. In short, to inform, educate and inspire. We are exploring bold new ways to better fulfill that mission.

Our work, now and in the future, is made possible by the generous support of you, our donors, alumni, subscribing members and readers. Thank you for all that you do to help the Society and for helping us promote science in this country and the world.

With best wishes,

H. Robert Horvitz

Chair, Board of Trustees

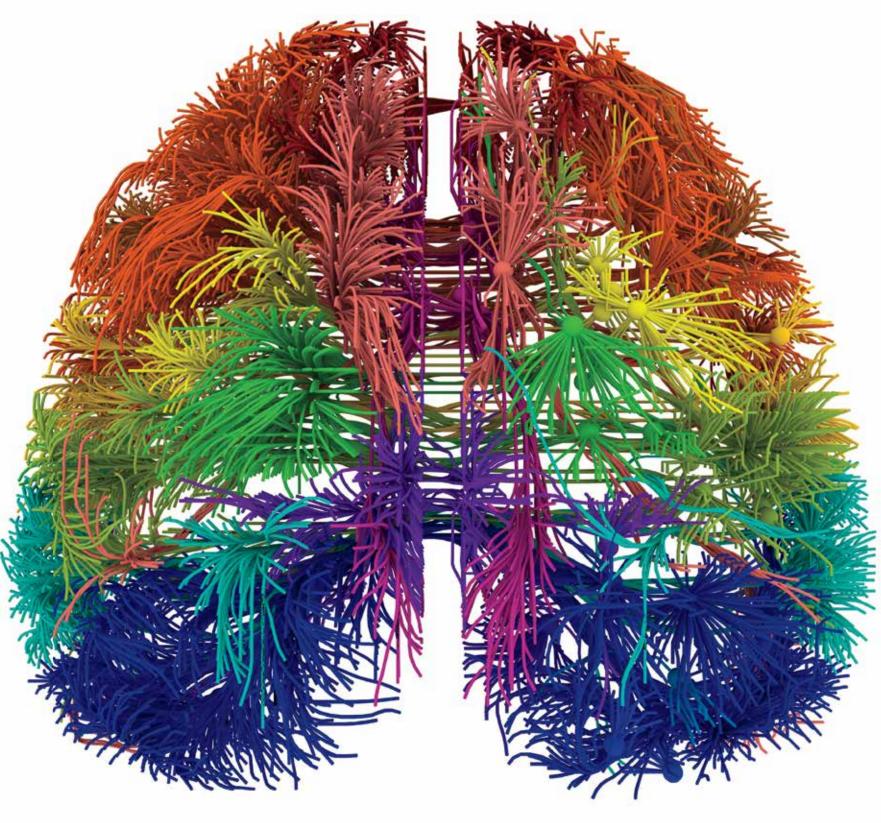
H. Robet Hay

Nobel Prize in Medicine or Physiology, 2002

Professor of Biology, Massachusetts Institute of Technology

Investigator, Howard Hughes Medical Institute

Investigator, McGovern Institute



**NEURAL CONNECTIONS** This top-down view of a mouse's brain shows how networking neurons create distinct brain regions, marked by different colors. *Science News* has reported on cutting-edge research that could lead to treatments for neural disorders. **bit.ly/SN brain** 

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"Look up at the stars and not down at your feet. Try to make sense of what you see, and wonder about what makes the universe exist. Be curious."

4 SOCIETY FOR SCIENCE & THE PUBLIC

rom the time I began doing research in a botany lab as a curious 13-year-old, I've been a science fair junkie, drawn by the amazement of discovering new things in the world around me, and, as often happens, within myself. In August 2014, my urge to explore new possibilities led me to Society for Science & the Public. As an alumna of the Westinghouse Science Talent Search, it is a genuine honor to serve this distinguished and dynamic community as the Society's President & CEO and Publisher of the award-winning magazine Science News.

Organizations, as well as people, need to be curious and continue to reach upward. In 2014, the Society not only continued to thrive, but excelled. We distributed an all-time high amount of awards at our competitions, had more than 3.5 million people access the Society through our social media channels, published award-winning articles in *Science News* and much more. The Society continues to ensure that people around the world have access to accurate science news and that young people have the support they need to become the next generation of innovative scientists.

In the coming year, we will build upon this globally-recognized and respected work to find new pathways to engage and encourage young people to find their own universe of possibilities. The Society will continue to run and expand our roster of prestigious science competitions, reach a broader audience through the Science News Media Group and further inform, educate and inspire the general public about the importance of science.

I want to personally thank the Society's Trustees for their guidance and wisdom. I am incredibly grateful to an extraordinary staff who make it all happen, especially to the executive team. Their leadership and hard work made my transition to the Society incredibly smooth.

We will not cease looking for opportunities to expand our work to a growing world-wide community while energizing research, learning and action. And we will never cease being curious. We will embrace with excitement and wonder the universe of possibilities our work entails.

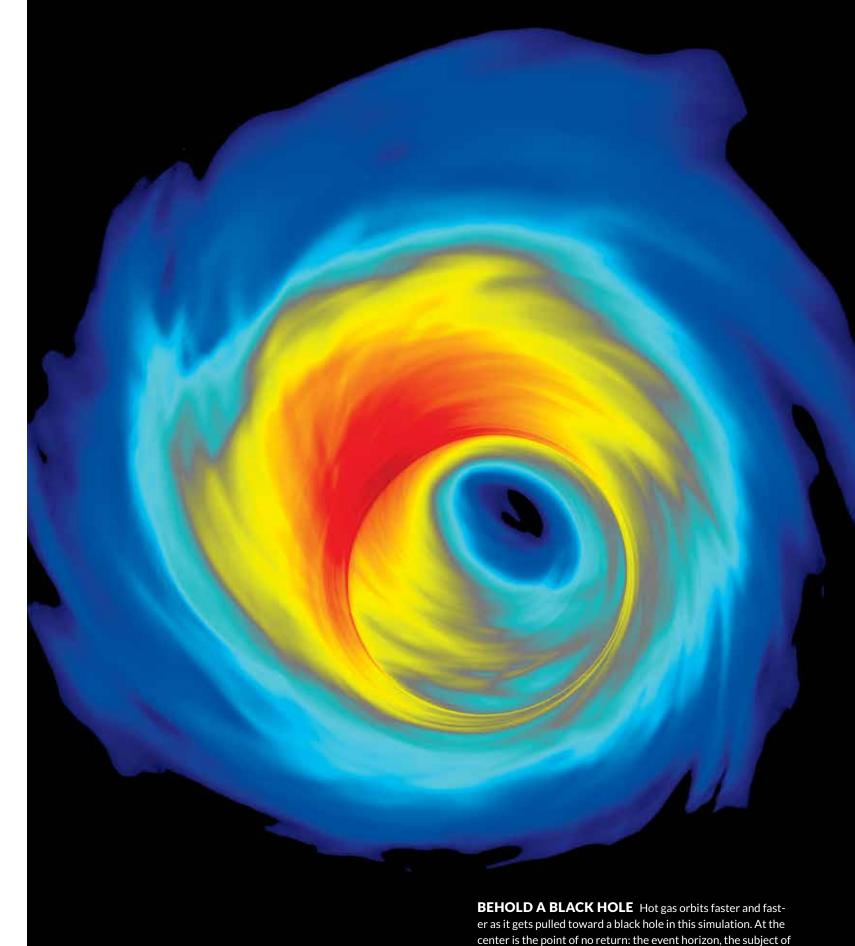
None of this would be possible without your generous support. We look forward to continuing to connect with you in 2015. Thank you for all that you do to ensure the Society's success and impact.

With best wishes,

Maya Ajmera
President & CEO

Publisher, Science News

1985 Science Talent Search



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an award-winning Science News story. bit.ly/SN blackhole



# The Society's universe of possibilities

Society for Science & the Public (SSP) is a nonprofit 501(c)(3) membership organization dedicated to public engagement in scientific research and education. Our vision is to promote the understanding and appreciation of science and the vital role it plays in human advancement: to inform, educate and inspire.

The Society is proud to involve our global community in the essential, ever-changing world of science. We strive to inspire endless possibilities by engaging students, educators and the public in science.

Since 1921, the Society has conveyed the excitement of science and research directly to the public through its award-winning publications and world-class science education competitions. Edward W. Scripps, a renowned journalist, and William Emerson Ritter, a California zoologist, founded the organization with the goal of keeping the public informed about scientific achievements.

Scripps and Ritter accomplished their goal by distributing

the latest science research to the public through a news service for reporters. Science News (SN) has been published by the Society since 1922. In 2003, the Society launched Science News for Students (SNS), an online, freely accessible youth edition to SN.

For decades, the Society has offered many of the most revered science education programs in the world: the Intel Science Talent Search, formerly the Westinghouse Science Talent Search; the Intel International Science and Engineering Fair, formerly the National Science Fair; and Broadcom MASTERS (Math, Applied Science, Technology and Engineering for Rising Stars), formerly the Discovery Channel Young Scientist Challenge and SSP Middle School Program.

The Society is thrilled to present its first annual report. This achievement marks a new chapter for the organization in working to bridge our publications with our education programs in order to share our work and mission as one comprehensive organization.

#### 2014 SSP Timeline



## **JANUARY 14**

Andrew Sessler, 1945 Science Talent Search, won an Enrico Fermi Award for his outstanding contributions to the establishment of the beam-physics knowledge base.



Eric S. Chen, 17, of San Diego, Calif., won the top award of \$100.000 for his research of potential new drugs to treat influenza. The award was presented by the Intel Foundation at the Society's annual black-tie gala for the Intel Science Talent



Manu Prakash, an assistant professor of bioengineering at Stanford University, and his graduate student George Korir won the SPARK Competition's first place award of \$50,000 for the development of a prototype of an inexpensive "lab on a chip."



#### MAY 14

Ten winners of The Future: Powered by Fiction competition were announced and each received a \$1,000 award and had their science fiction published in a Tomorrow Project anthology.



#### **MAY 16**

Nathan Han, 15, of Boston, Mass., and a 2011 Broadcom MASTERS alumnus, won the top award of \$75,000 at the Intel International Science and Engineering Fair for his project "Characteristics of **Deleterious Mutations** in Tumor Suppressor Genes."



#### **MAY 27**

Nine Society alumni attended the fourth White House Science Fair where President Obama honored winners of the nation's top science competitions.



#### JUNE 28

Science News' most popular story of 2014, "Health risks of e-cigarettes emerge," was published and received nearly 500,000 views.



#### **AUGUST 6**

The Society was named a "Top Nonprofit" by GreatNonprofits.



#### OCTOBER 3

Alexandra Witze won a 2014 American Institute of Physics Science Communications Award for her Science News article on magnetic dynamos.



#### **OCTOBER 28**

Holly Jackson, 14, of San Jose, Calif., won the \$25.000 Samueli Foundation Prize in honor of overall STEM excellence and for her study on the strength and best application of stitches in sewing at the 2014 **Broadcom MASTERS** competition.

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# Original research from the best and brightest

The Science Talent Search (STS), a program of Society for Science & the Public, launched in 1942 and is the nation's oldest and most highly regarded pre-college science competition for high school seniors.

In 2014, the Intel Science Talent Search received close to 1,800 applicants. Three hundred semifinalists were selected and they and their schools were each awarded \$1,000. Forty Intel STS finalists were selected to receive \$7,500 and a trip to Washington, D.C., to compete for top awards, which were given to ten students. The first place award of \$100,000 went to Eric S. Chen, 17, of San Diego, Calif., who identified new drug

candidates for the treatment of influenza. Other research included a new model for the formation of moon rocks; a fast-charging, low-cost supercapacitor to store energy; and a study on ways to use earthworms and biochars to improve agricultural yields. Ray Kurzweil (STS 1965), Director of Engineering at Google, addressed the students as the keynote speaker at the Alumni Dinner. Dr. Rajiv Shah, Administrator of the USAID, visited with finalists at the Public Exhibition of Projects and was the keynote speaker at the Awards Gala. Students were received at the White House by President Obama, who greeted each finalist personally.

"Intel STS let me fall in love again with the most amazing side of science...and understand how important it is to question our world."

Anne Merrill
2014 Intel Science Talent Search Finalist

FINALISTS CELEBRATE 2014 Intel STS finalist Zarin Rahman (opposite); finalists meet President Obama at the White House (below)







# The world's premier global science competition

The Intel International Science and Engineering Fair (Intel ISEF), a program of Society for Science & the Public, is the world's largest international pre-college science competition. In 2014, millions of students competed in local and school-sponsored science fairs with the winners going on to participate in the more than 440 SSP-affiliated fairs, including more than 300 domestic fairs, 15 fairs from U.S. territories and more than 100 international fairs. From these fairs, the best competitors win the opportunity to attend the Intel ISEF.

The 2014 Intel ISEF, held in Los Angeles, Calif., was the largest fair in the Society's history with more than 1,700 finalists (54 percent male/46 percent female) representing

more than 75 countries, regions and territories. The Los Angeles Local Arrangements Committee, comprised of more than 130 local individuals, partnered with the Society to recruit volunteers, interpreters and more than 1,000 grand and special award judges. The Society's Education Outreach Day brought more than 3,000 local students from more than 50 schools to participate in hands-on science, visit an engaging Expo Hall and meet finalists.

Nathan Han, 15, of Boston, Mass., won the \$75,000 Gordon E. Moore Award for creating an artificial intelligence software tool to study mutations of the BRCA1 tumor suppressor gene, which has been linked to breast cancer.

"Having the opportunity to participate in Intel ISEF has opened up my eyes to a plethora of global issues that demand international attention. It has also fueled my interest in science, for learning new things and for seeking out solutions to any problem, big or small."

Sally Albright
2014 Intel International Science and Engineering Fair Finalist
Winner of the Intel Foundation Cultural and Scientific Visit to China Award

# FUTURE SCIENTISTS

2014 Intel ISEF finalist Daksh Dua of Delhi, India (opposite); Harry Paul, 2014 Intel ISEF Best of Engineering: Materials and Bioengineering award winner, with his project "Growing Spine Implant and Test Method" (right); NASA, a Special Awards Organization, presented selected finalists with their awards (far right)









# Middle schoolers pursue their STEM passion

Broadcom MASTERS (Math, Applied Science, Technology and Engineering for Rising Stars), a program of Society for Science & the Public, is the premier national middle school science and engineering competition. The program aims to encourage thousands of talented sixth, seventh and eighth grade students at a critical age to pursue STEM fields and to find their passions through independent research projects.

In 2014, the program received more than 2,000 entries, the most in the competition's history, from which 300 semifinalists were selected. In October, 30 finalists traveled to Washington, D.C., where they presented their research at the Smithsonian National Museum of Natural History and competed in hands-on team challenges in all fields of STEM. Finalists met Eben Upton, the creator of the Raspberry Pi low-cost computer, who gave the awards dinner keynote address and taught the students how to program. At a special visit to the White House, the students met President Obama and discussed the role that science plays in his administration with Chief Technology Officer Megan Smith.

Finalist projects included a wildfire detection device, effects of oyster overharvesting and creating safer passwords with keystroke patterns. Holly Jackson, 14, of San Jose, Calif., won the \$25,000 Samueli Foundation Prize in honor of her overall STEM excellence.

"Kids may doubt that they will learn anything from their science project, but the truth is, you learn more doing a science project than you ever could in just a science class!"

> Holly Jackson 2014 Broadcom MASTERS Finalist Winner of the \$25,000 Samueli Foundation Prize



#### **BRILLIANT YOUNG MINDS**

Finalist Annie Ostojic at the Broadcom MASTERS Science and Engineering Project Showcase at Q?rius in the Smithsonian National Museum of Natural History (opposite); finalists Katherine Wu and Linus Freyer collaborate on a hands-on STEM challenge (above); the Broadcom MASTERS Class of 2014 poses at the Smithsonian National Museum of Natural History (right)



2014 ANNUAL REPORT | SCIENCE PLAY AND RESEARCH KIT 2014 ANNUAL REPORT | SCIENCE PLAY AND RESEARCH KIT



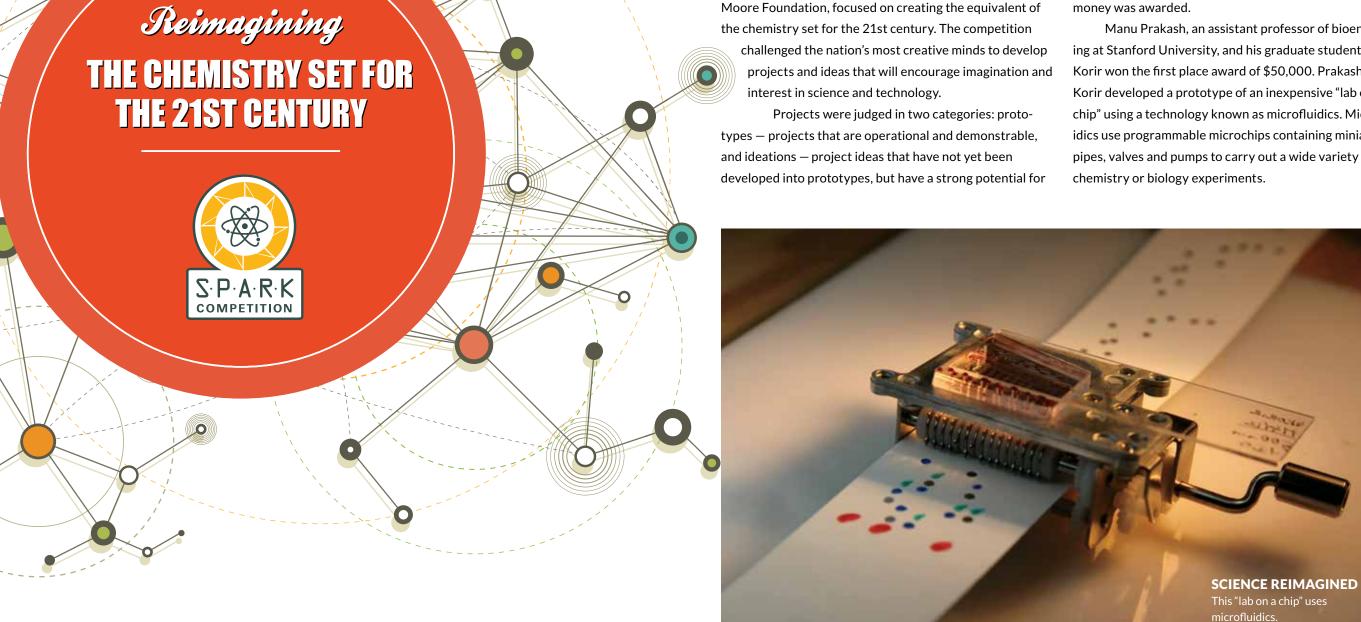
# Inspiring science beyond the chemistry kit

The Science Play and Research Kit (SPARK) competition, a partnership between the Society and the Gordon and Betty Moore Foundation, focused on creating the equivalent of the chemistry set for the 21st century. The competition

challenged the nation's most creative minds to develop projects and ideas that will encourage imagination and interest in science and technology.

development. From 125 entrants, sixteen projects received recognition and a total of \$136,000 in prize money was awarded.

Manu Prakash, an assistant professor of bioengineering at Stanford University, and his graduate student George Korir won the first place award of \$50,000. Prakash and Korir developed a prototype of an inexpensive "lab on a chip" using a technology known as microfluidics. Microfluidics use programmable microchips containing miniature pipes, valves and pumps to carry out a wide variety of chemistry or biology experiments.



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# THE FUTURE

Powered By Fiction



# Imagining the future through science fiction

The Tomorrow Project, in collaboration with Society for Science & the Public, Arizona State University's Center for Science and the Imagination and Intel Foundation, hosted The Future: Powered by Fiction. This innovative fiction competition geared at 13- to 25-year-olds worldwide asked them to contribute science fiction stories, essays, comics and videos, which explore the types of futures we want to work toward together.

The top winners of the competition were announced via a Google Hangout live from Intel ISEF. The top ten winners, who all received a \$1,000 award and had their science fiction

submissions published in a Tomorrow Project anthology, were Natalie Petit, 14, Fairlawn, Ohio, A Toothache for the Truth; Claire Spackman, 15, Hong Kong Island, Hong Kong, The Genes of Tomorrow; Aliah Eberting, 16, Pleasant Grove, Utah, A Flavorful Future; Diya Basrai, 16, Diamond Bar, Calif., Descent; Christine Ann Hurd, 22, Aledo, Texas, And the Tapestry of Stars Curled Up to Reveal the Face of God; Hannah Reese, 23, N.C., Family Feast; Jorge Tenorio, 23, Chandler, Ariz., LifeTime; Carlos Duralde, 23, Atlanta, Ga., Lost Dreams; Michael Arteaga, 25, Toronto, Ontario, Canada, The Last Allocation; and Alycia McCreary, 25, Murray, Ky., Parenthood Planned.



# **Inspiring STEM education**

The SSP Fellowship provides teachers financial and training resources for four years to support and inspire the success of their most enthusiastic science students. Through the teachers' efforts, students are able to engage in high-quality, independent scientific research, and to compete in the top science competitions across the country. In 2014,

the Society provided thirty Fellows with \$8,500 each for their classrooms and communities. As a result, it was a strong year for the Fellows punctuated by a great showing at Intel ISEF. Eleven Fellows attended the fair, four of whom had finalists competing. The SSP Fellowship concludes in 2015–2016 with the final class entering their last year of eligibility.

"The SSP Fellowship has helped me fund the STEM education dreams of many rural and minority students. I have had an unforgettable learning and teaching experience!"

> Mario Godoy-Gonzales 2011 SSP Fellow

**FELLOWS GATHER** 2014 Fellows reception: (second row) Marie Aloia (2010), Daniel Newmyer (2009), Mario Godoy-Gonzales (2011), Kathleen Dwyer (2010), Michael Lampert (2010), Dominique Evans-Bye (2011), Lillie Bryant (2012), David Nelson (2012); (first row) Sydney Bergman (2011), Randa Flinn (2010) and SSP volunteer Karen Kinsman



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# Turning childhood fascination with science into a lifetime of possibilities

The Society has more than 55,000 alumni from its educational competitions: the Intel Science Talent Search, formerly the Westinghouse Science Talent Search; the Intel International Science and Engineering Fair, formerly the National Science Fair; and Broadcom MASTERS (Math, Applied Science, Technology and Engineering for Rising Stars), formerly the Discovery Channel Young Scientist Challenge and SSP Middle School Program. These alumni are putting the skills they learned through science competitions to use in their everyday lives creating a universe of possibilities.

## Alumni success by the numbers

have been	awarded <b>Enric</b>	o Fermi Awards
	have been	have been awarded <b>Enric</b>

2 have earned Fields Medals

2 have been awarded National Medals of Technology and Innovation

3 have earned Breakthrough Prizes

3 have been awarded Albert Lasker Basic Medical Research Awards

5 have been elected to the **National Academy of Engineering** 

5 have been awarded National Medals of Science

8 have won **Nobel Prizes** 

12 have won MacArthur Foundation Fellowships

30 have been elected to the **National Academy of Sciences** 

56 have been named Sloan Research Fellows

#### 2014 alumni highlights



Jacob Lurie, an alumnus of the 1994 and 1995 International Science and Engineering Fairs and first place winner

of the 1996 Westinghouse Science Talent Search, won both the inaugural Breakthrough Prize in Mathematics and a MacArthur "Genius Grant" Fellowship in 2014. He is currently a professor of mathematics at Harvard University.



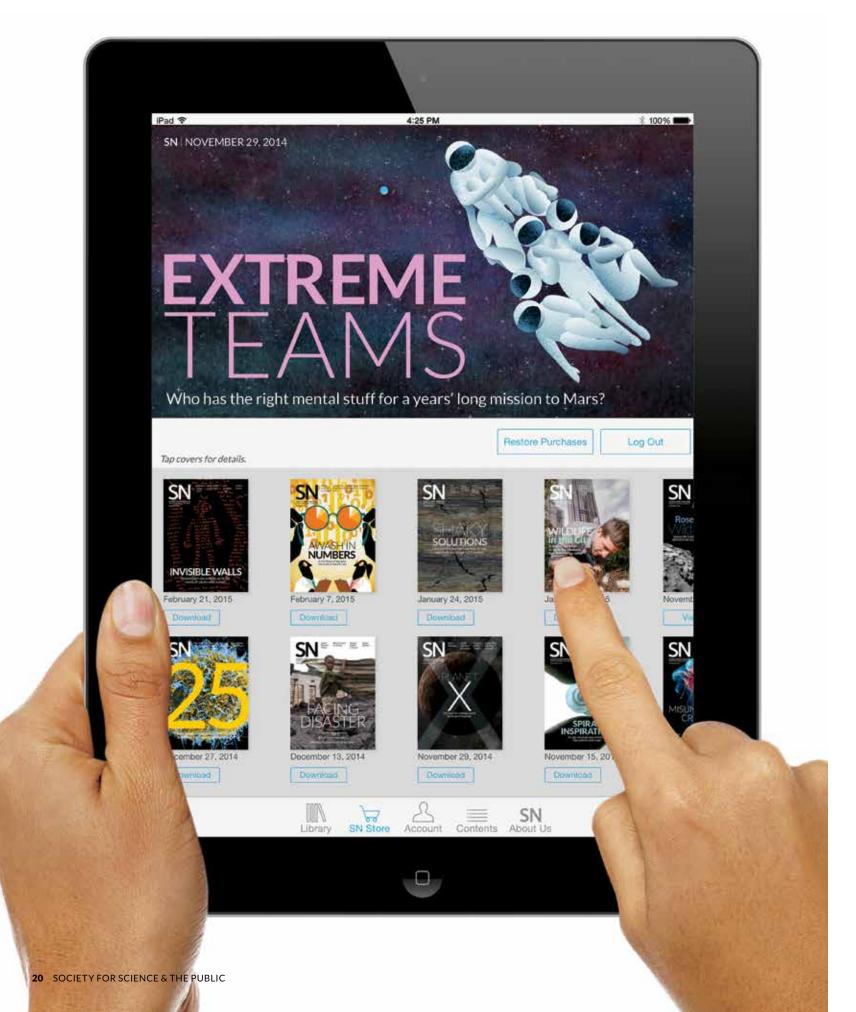
Anne Merrill, 2014 Intel Science Talent Search finalist, was one of nine Society alumni invited to present her research to

President Obama at the 2014 White House Science Fair. Her participation in the Intel Science Talent Search also gave her the opportunity to travel to China in June as part of the Student Leaders Exchange Program through the National Committee on U.S.-China Relations.

"The recognition I have received for the work I did is kind and uplifting, but at the end of the day what makes me feel most successful was not winning at Intel ISEF, applying for a patent, or being invited to the White House, but getting the chance to pour everything I had into a project I care so much about."

Harry Paul, 2014 Intel ISEF Winner

**2014 ANNUAL REPORT** | SCIENCE NEWS **2014 ANNUAL REPORT** | SCIENCE NEWS



# Science News

# Growth and accolades for flagship publication

For more than 90 years, *Science News* has informed the public from the frontiers of science. In print and digital forms, Science News magazine and the daily news website span the disciplines to provide readers with concise, readable updates on the latest research. Among the many successes of 2014 was the fact that, even facing declines in subscriber numbers for the print magazine, Science News attracted a record number of readers. In addition to approximately 100,000 annual subscribing members, some 7.75 million unique visitors accessed articles at ScienceNews.org in 2014, more than ever before. (In 2013, the website tallied 6.1 million unique visitors.) Our reach also expanded through social media, closing the year with 1.1 million followers on Twitter and 1.8 million on Facebook.

The growth in readership underscores the point that there is an increasingly global audience eager for timely, accurate news and features from the world of science. Feedback from readers suggests that they read to stay current on the ever-changing face of human knowledge and to learn. With well-reported stories from a staff of specialized reporter-writers, Science News continues to set the standard for high-quality science journalism.

While business models may change and formats shift, the hunger for quality science journalism will remain. Science News remains a trusted source, and one of the few popular magazines that aspires to cover all fields of science.

Noteworthy coverage in 2014 included intensive reporting of the Ebola outbreak and response; the Rosetta mission; BICEP2's celebrated – and subsequently discounted – discovery of a signal of gravitational waves; risks of e-cigarettes; new efforts to battle antibiotic resistance; and the controversy over easy-to-make stem cells called STAP cells, which earned Science News praise from peers. Special issues included the Top 25 Science Stories of the Year and an issue on disasters with articles on rescue robots, dealing with the aftereffects of disasters in children and the challenges of trying to do scientific research on an active volcano in the war-torn Congo.

"As a retired science teacher, I was first introduced to Science News magazine in 1973. I have relied on Science News to give me the latest and breaking news in my profession. Always well-written and always outstanding!"

David L. LaGuire

2014 ANNUAL REPORT | SCIENCE NEWS



## Online favorites of 2014

On average, more than 150,000 people visit the *Science News* website each week, and that traffic shows our most popular news stories and blog posts.

#### Top magazine news stories

# Health risks of e-cigarettes emerge

While vaping is less detrimental to your health than smoking, it comes with the risk of inhaling toxic chemicals and promoting antibiotic-resistant bacterial infections. bit.ly/SN smoking

# Earliest pants worn by horse riders

Two pairs of ancient wool trousers, roughly 3,000 years old, protected the legs of Asian nomads while they straddled horses during long journeys and mounted warfare.

#### bit.ly/SN pants

#### Forecast: Cloudy, 100% chance of ash

A simulated eruption of the big volcano under Yellowstone National Park in Wyoming predicts a pileup of ash across the country. Depths range from a couple of millimeters in New York and Atlanta to more than a meter in nearby states.

#### bit.ly/SN\_ash

# \_ \_ A

#### A tale of touching tubes

A decades-old math puzzle about how to arrange seven cylinders so each touches all the others finally receives a satisfying solution.

#### bit.ly/SN\_tubes



# Artificial sweeteners may tip scales toward diabetes

Saccharin comes under scrutiny in a study that shows how the sugar substitute can disrupt the gut's microbial communities, potentially kicking off problems with the body's metabolism.

bit.ly/SN sweet

#### Top blog posts

#### CONTEXT

# Top 10 things everybody should know about science

The crucial principles of science are so simple you could tweet them, as Managing Editor Tom Siegfried demonstrates in this helpful list. bit.ly/SN top10

#### **GORY DETAILS**

# The most (and least) realistic movie psychopaths ever

Forensic psychiatrists reviewed 126 films to figure out which psychopath portrayals are most true to life. bit.ly/SN psycho

#### GROWTH CURVE

#### A timeline of a baby's first hour

Infants have a lot to do when they arrive in the world, and examining these early moments may help hospitals develop better methods to encourage breastfeeding. bit.ly/SN baby

#### **SCICURIOUS**

# Addiction showcases the brain's flexibility

The brain has an amazing ability to adapt, a trait that's vital to understanding the complex neuroscience behind addiction. **bit.ly/SN plasticity** 

#### SCIENCE TICKER

#### Siberian crater mystery may be solved

Methane gas pooling under thawing permafrost might be to blame for the 30-meter-wide hole that opened up in Siberia in July. bit.ly/SN crater

#### WILD THINGS

# After 2,000 years, Ptolemy's war elephants are revealed

A genetic study sheds light on an ancient account of a battle between African and Asian war elephants. bit.ly/SN elephant

## Science News awards and honors for 2014

# American Institute of Physics 2014 prize in Science Writing

Contributing writer Alexandra Witze received the American Institute of Physics 2014 prize in Science Writing–Articles for her 2013 feature "Spinning the Core" about geodynamo laboratory models that allow scientists to study the inner Earth.

#### bit.ly/SN\_dynamo



#### 2014 David Perlman Award for Excellence in Science Journalism

The American Geophysical Union honored physics reporter Andrew Grant with its 2014 David Perlman Award for Excellence in Science Journalism – News. His 2013 article "At Last, Voyager 1 Slips Into Interstellar Space" used the news of the space probe to explore the debate about the boundaries of our solar system.





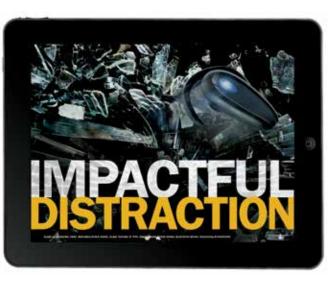
#### Folio's 2014 Eddie & Ozzie Awards



**SCIENCE NEWS MAGAZINE** 

Best Consumer News/Science Website, Honorable Mention:

www.sciencenews.org





Best Consumer Full Issue in Science & Technology, Honorable Mention: *Science News* January 11, 2014— a special issue on the microbiome called "I, Ecosystem." bit.ly/SN microbiome



Best Cover Design for a Consumer Magazine with Circulation Under 250,000, Honorable Mention: Cover of July 13, 2013, issue featuring Niels Bohr portrait, designed by Creative Director Stephen Egts. bit.ly/SN bohr2013

Best Consumer Single Article in Science & Technology: Nathan Seppa, "Impactful Distraction" about distracted driving. bit.ly/SN driving Best Consumer General Interest Column or Blog, Honorable Mention: Erika Engelhaupt, "Gory Details." bit.ly/SN gory

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# Science News for Students

# Coverage on important teen issues

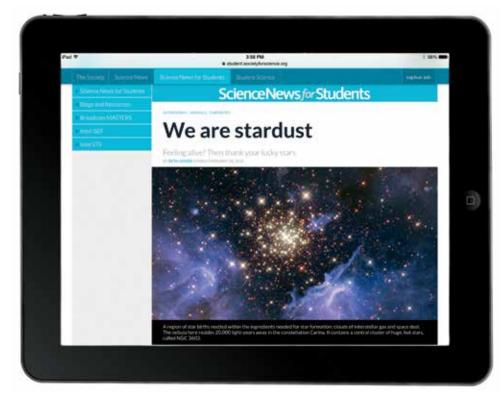
Science News for Students (SNS) served as the flagship publication of the Student Science section of the Society's website, which received more than three million unique visitors in 2014. In addition, SNS had more than 700,000 Facebook followers by the end of 2014, a more than 400 percent increase over the previous year.

Topics covered range from astronomy and solid-state physics to zoology, neuroscience, geoscience, paleontology, chemistry, agriculture, engineering, environmental science, medicine and statistics. This extensively illustrated online magazine is timely, credible, crafted by skilled science writers and completely free to all readers.

Our goal is to demonstrate to students that research is a living enterprise, changing by the day. No other news magazine for teens covers the breadth and depth of research that *SNS* does and in such a timely fashion.

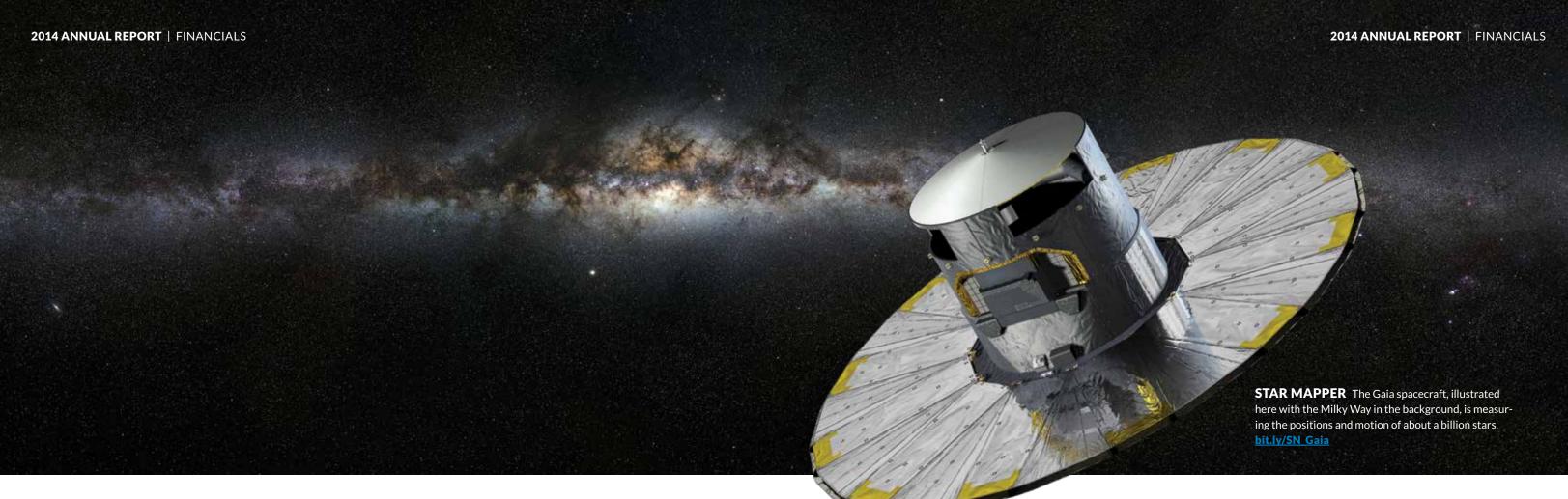
The 2014 coverage included articles on concussions and injuries associated with school sports or teen violence, what makes the teenage brain especially vulnerable to distractions, a two-part series on eating disorders (a form of mental illness which tends to emerge in adolescence) and a feature on how weight gain in teens corresponds to increasing time spent in front of computers and other screens.

Science News for Students' blog Eureka! Lab started the series "Cookie Science" in 2014. This step-by-step series follows research to create the perfect gluten-free cookie recipe. Along the way, it demonstrates how any student can do competition-quality research. This series was widely covered by broadcast and print news media, including NPR's The Salt and National Geographic's Phenomena Blogs, and is now being considered for publication as a video series or book.



"As a middle school science teacher, I am extremely grateful for the online publication of *Science News for Students*. I love the great variety of articles, the truly readable writing skill of the authors, the appropriate reading level and the fact that the resource is FREE!"

Erica Valerie sixth grade teacher, Rucker-Stewart Middle School, Tenn.



# **Financials**

Society for Science & the Public operates two broad areas of program work: science journalism and world-class science competitions for high school and middle school students.

Ninety-four cents of every dollar spent by the Society goes to support program work. General and administrative costs are five cents of every expense dollar and fundraising costs are one cent of every expense dollar.

Science competitions are a growing and healthy segment of program work, accounting for 65 percent of all program spending. The field of science journalism is experiencing tremendous readership growth through digital publishing and social media. The *Science News* website averaged 1,365,488 unique page views per month in 2014. Social media readers have grown to more than 1.1 million Twitter followers and more than 1.8 million Facebook followers.

The print component of Science News magazine is in

decline, following the trend of most print publishers as readers move to digital offerings. Print circulation declined 10.4 percent, to 88,511 paid subscribers. Despite the growth in digital readers, the magazine operates at a loss.

The Society's balance sheet is very healthy with unrestricted current assets exceeding current liabilities by \$22.8 million, yielding a current ratio of 4.6 (ratio of current assets to current liabilities). The Society carries no long-term debt and owns its primary office real estate.

The Society's investment portfolio makes up 87 percent of current assets. The investment portfolio is conservatively invested to preserve capital and minimize any downside risk.

Restricted assets (grants receivable) make up the largest asset class, which represent future funding commitments from Intel and Broadcom for the science competitions.

#### **Statements of Financial Position**

December 31,	2014	2013
Assets		
Cash and cash equivalents	\$ 3,210,719	\$ 4,884,944
Subscriptions receivable, net	44,234	70,802
Other receivables, net	150,311	441,892
Prepaid expenses	363,440	344,670
Investments	25,442,416	24,337,374
Grants receivable, net	47,311,437	53,512,488
Property and equipment, net	506,393	782,527
Total assets	\$77,028,950	\$84,374,697
Liabilities and Net Assets		_
Liabilities		
Accounts payable and accrued expenses	\$ 780,548	\$ 604,389
Awards payable	1,825,145	1,916,883
Deferred subscription revenue	3,776,357	4,657,856
Accrued postretirement benefits	1,872,000	1,216,000
Total liabilities	8,254,050	8,395,128
Net assets		
Unrestricted	13,718,814	13,853,564
Temporarily restricted	54,039,495	61,137,201
Permanently restricted	1,016,591	988,804
Total net assets	68,774,900	75,979,569
Total liabilities and net assets	\$77,028,950	\$84,374,697

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#### **Statements of Activities**

Year Ended December 31,	2014	2013
Unrestricted activities		
Revenue and support		
Science News		
Magazine subscriptions	\$ 4,262,860	\$ 4,606,591
Advertising and other	459,895	562,289
Science education programs	886,628	758,767
Membership and other	259,425	142,979
Net assets released from restriction	14,854,936	13,182,373
Total revenue and support	20,723,744	19,252,999
Expense		
Program services Program services		
Science education programs	12,197,919	10,495,149
Science News	6,832,733	7,338,857
Outreach	686,859	544,841
Total program services	19,717,511	18,378,847
Supporting services General and administrative	1.045.004	1 0 4 7 4 7 1
Development	1,045,094 240,565	1,047,671 143,857
Total supporting services	1,285,659	1,191,528
Total expense	21,003,170	19,570,375
Change in unrestricted net assets from operations	(279,426)	(317,376)
Non-operating activity Investment income	775 /7/	1 111 001
Accrued postretirement benefit adjustment	775,676 (631,000)	1,444,094 257,025
		·
Change in unrestricted net assets	(134,750)	1,383,743
Temporarily restricted activities		
Science education programs	7,128,027	2,999,040
Outreach and other	622,404	570,805
Investment income	6,799	16,854
Net assets released from restriction	(14,854,936)	(13,182,373)
Change in temporarily restricted net assets	(7,097,706)	(9,595,674)
Permanently restricted activities		
Science education programs	11,408	16,865
Investment income	16,379	6,000
Change in permanently restricted net assets	27,787	22,865
Change in net assets	(7,204,669)	(8,189,066)
Net assets, beginning of year	75,979,569	84,168,635
Net assets, end of year	\$ 68,774,900	\$75,979,569

#### **Statements of Cash Flows**

Year Ended December 31,	2014	2013
Cash flows from operating activities		
Change in net assets	\$(7,204,669)	\$(8,189,066)
Adjustments to reconcile change in net assets		
to net cash used in operating activities:		
Depreciation and amortization	288,253	179,302
Amortization of discount to net present value	(1,781,155)	(2,355,689)
Contributed property and equipment	-	(122,844)
Net gain on investments	(106,269)	(839,529)
Contributions restricted for permanent endowment	(400,000)	(200,000)
Changes in assets and liabilities:		
Grants receivable, net	7,982,206	12,575,647
Subscriptions receivable, net	26,568	66,965
Other receivables, net	291,581	(194,284)
Prepaid expenses	(18,770)	(229,887)
Inventory	-	20,280
Accounts payable and accrued expenses	176,159	(181,048)
Awards payable	(91,738)	(217,730)
Deferred subscription revenue	(881,499)	(457,985)
Accrued postretirement benefits	656,000	(188,000)
Total adjustments	6,141,336	7,855,198
Net cash used in operating activities	(1,063,333)	(333,868)
Cash flows from investing activities		
Purchases of investments	(13,205,275)	(10,369,841)
Proceeds from sales of investments	12,206,502	9,389,158
Purchases of property and equipment	(12,119)	(488,986)
Net cash used in investing activities	(1,010,892)	(1,469,669)
Cash flows from financing activities		
Proceeds from endowment contributions	400,000	200,000
Net change in cash and cash equivalents	(1,674,225)	(1,603,537)
Cash and cash equivalents, beginning of year	4,884,944	6,488,481
Cash and cash equivalents, end of year	\$3,210,719	\$ 4,884,944
Supplemental disclosure of noncash investing activities		
Contributed property and equipment	\$ -	\$ 122,844

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