



LEADING WITH SCIENCE



SOCIETY FOR SCIENCE & THE PUBLIC

2018 ANNUAL REPORT

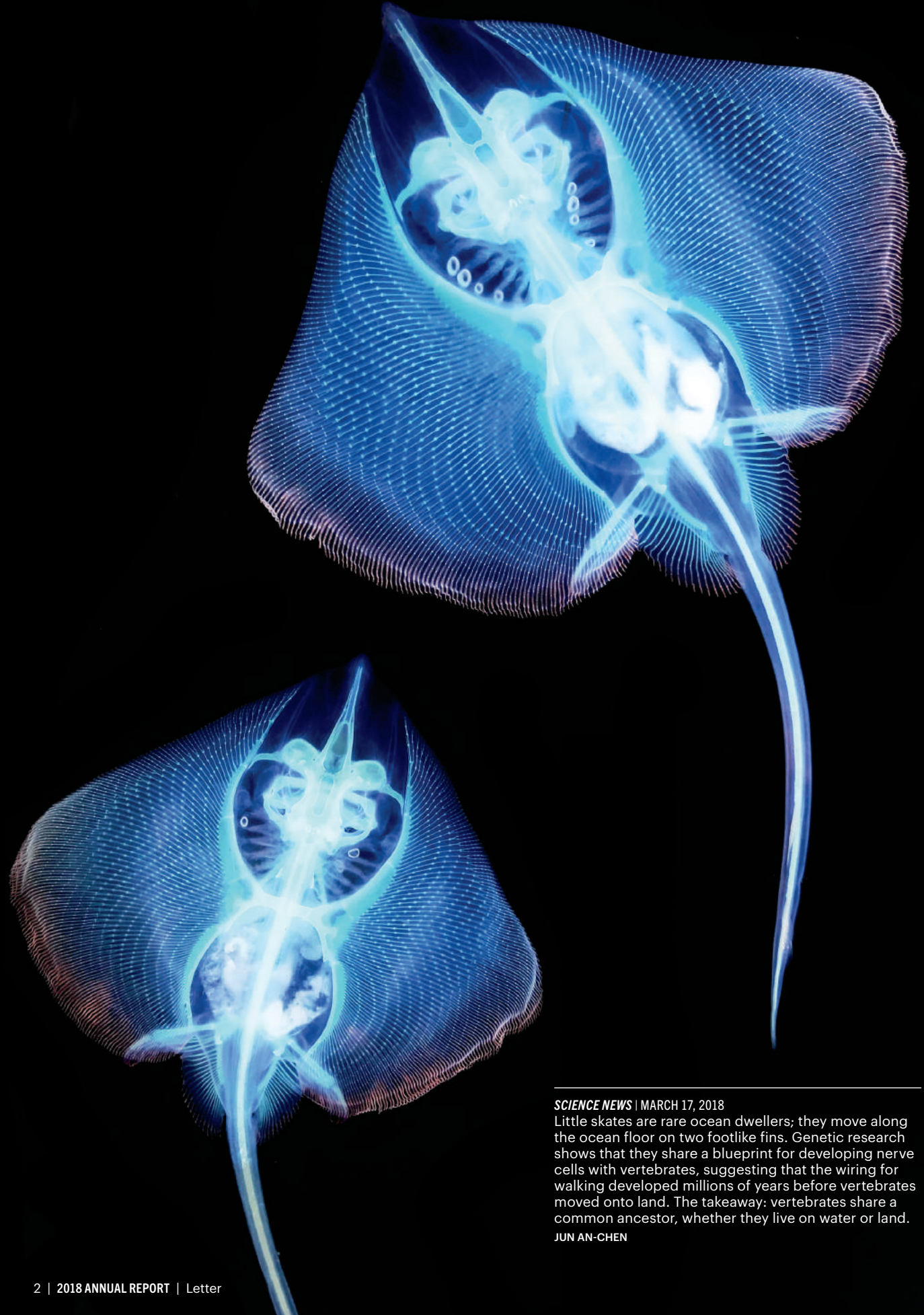
Society for Science & the Public

2018 ANNUAL REPORT

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SCIENCE NEWS | JULY 21, 2018
In August, NASA's Parker Solar Probe roared off for a close encounter with the sun; it's the first spacecraft to explore that star's corona, a rolling inferno of plasma heated to several million degrees Celsius. The spacecraft is already sending data back to Earth and will make 24 orbits before spiraling into the sun.
COVER: NASA'S GODDARD SPACE FLIGHT CENTER; OPPOSITE PAGE: NASA/BILL INGALLS





SCIENCE NEWS | MARCH 17, 2018
Little skates are rare ocean dwellers; they move along the ocean floor on two footlike fins. Genetic research shows that they share a blueprint for developing nerve cells with vertebrates, suggesting that the wiring for walking developed millions of years before vertebrates moved onto land. The takeaway: vertebrates share a common ancestor, whether they live on water or land.
JUN AN-CHEN

Leading With Science

We are delighted to introduce Society for Science & the Public’s 2018 Annual Report, *Leading With Science*, which celebrates with more data and in-depth stories than ever before, sharing the many ways the Society is making an impact as a champion for science.

The Society kicked off the year with a trip to the Sundance Film Festival, where *Inventing Tomorrow* and *Science Fair*, two films about the Intel International Science and Engineering Fair, premiered. These films touch the heart of the Society’s mission, showing a sampling of incredible students across the country and around the world dedicated to scientific research and making the world a better place. These are the scientific leaders of tomorrow.

Our new Editor in Chief, Nancy Shute, began her tenure at the Society in February. Under her leadership, Science News Media Group has continued to transform its newsroom and expanded its audience. The Society ended the year with nearly 13 million visitors to the *Science News* website and more than 6 million visitors to *Science News for Students*, an increase of 27 percent and 14.8 percent, respectively. This increase was driven by our award-winning journalism, which helped to inform educators, students, scientists and science enthusiasts about the world around

them, from critical discoveries to matters of public policy.

Through our outreach and equity programs, we continued our work to ensure that any young person who is interested in STEM has the resources to pursue their dream of becoming a scientific leader. Equity is central to our vision for the future, and we are intensifying our efforts in this area. Our *Science News* in High Schools program, which seeks to extend scientific literacy to the next generation, connected to its largest audience yet when the 2018–2019 school year launched with 15,000 educators reached across all 50 states. We provided \$100,000 in grants to help teachers in their classrooms and named 50 Advocates, educators who seek to help underserved students enter STEM competitions.

By the close of the year, we had provided more than \$8 million in awards through our world-class science competitions: the Regeneron Science Talent Search, the Broadcom MASTERS and the Intel International Science and Engineering Fair.

The Society’s excellent journalism and education programming can take place only thanks to its outstanding team. We are also grateful to the thousands of judges and volunteers who ensure the success of our competitions by sharing their time and expertise.

We personally want to thank the Board of Trustees, whose commitment and guidance ensures the continued success of the Society. In particular, we thank members of our Board who retired in 2018: Sean B. Carroll, Stephanie Pace Marshall and Robert W. Shaw Jr.

The Society welcomed three new members to the Board of Trustees in 2018: W.E. Moerner, Dianne K. Newman and Gideon Yu. Collectively, their scientific achievements, alumni connections and business acumen will be tremendous assets to the Board.

W.E. Moerner is the Harry S. Mosher Professor and Professor by Courtesy of Applied Physics and the Former Chair of the Department of Chemistry at Stanford University. He received the Nobel Prize in Chemistry in 2014. Dianne K. Newman, an alumna of the 1987 and 1988 International Science and Engineering Fairs, is the Gordon M. Binder/Amgen Professor of Biology and Geobiology at Caltech. Gideon Yu, an alumnus of the 1989 International Science and Engineering Fair, is the Co-Owner and former President of the San Francisco 49ers and the Executive Chairman of Bowers & Wilkins.

Most importantly, we could not do our work without the generous support of you, the Society’s subscribing members, donors, alumni and readers. We thank you for helping us to lead with science.



Maya Ajmera
Maya Ajmera
President & CEO
Publisher, *Science News*
1985 Science Talent Search



H. Robert Horvitz
H. Robert Horvitz, Ph.D.
Chair, Board of Trustees
Professor of Biology, Massachusetts Institute of Technology
Investigator, Howard Hughes Medical Institute
Member, MIT McGovern Institute for Brain Research
Member, MIT Koch Institute for Integrative Cancer Research
Nobel Prize in Physiology or Medicine, 2002

SOCIETY TOP 10 MOMENTS OF 2018

Champions for Science

Society for Science & the Public is a leader in science, dedicated to expanding scientific literacy, effective STEM education and scientific research. Founded in 1921 by Edward W. Scripps, a renowned journalist and newspaper magnate, and William Emerson Ritter, a zoologist, the Society is a nonprofit 501(c)(3) membership organization focused on promoting the understanding and appreciation of science and the vital role it plays in human advancement: to inform, educate and inspire.

For nearly a century, the Society has conveyed the excitement of science and research directly to the public through its award-winning journalism, *Science News* and

Science News for Students, and our world-class science education competitions, the Regeneron Science Talent Search, the Intel International Science and Engineering Fair and the Broadcom MASTERS. More recently, the Society launched a range of outreach and equity programs aimed at ensuring that any student interested in STEM has the opportunity to pursue that passion.

Today, the Society is dedicated to providing concise, accurate and inspirational science news and opportunities to more than 100,000 subscribers, more than 70,000 alumni of its competitions worldwide and millions of unique online visitors and social media followers.



BROADCOM MASTERS
Georgia Hutchinson, of Woodside, Calif., won the Samuel Foundation Prize at the Broadcom MASTERS for her project on developing more cost-effective solar panels.



OUTREACH AND EQUITY
The Society awarded \$100,000 in grants to 24 teachers and \$30,000 to seven organizations supporting community-based STEM projects.



NEW BOARD MEMBERS
Nobel Prize-winning scientist W.E. Moerner, MacArthur Fellow Dianne K. Newman and San Francisco 49ers Co-Owner Gideon Yu joined the Society's Board of Trustees in 2018.



NATIONAL LEADERSHIP COUNCIL
The Society named 20 alumni from across its competitions to a new National Leadership Council. The council will advise the Society on fostering lifelong connections among the alumni community.



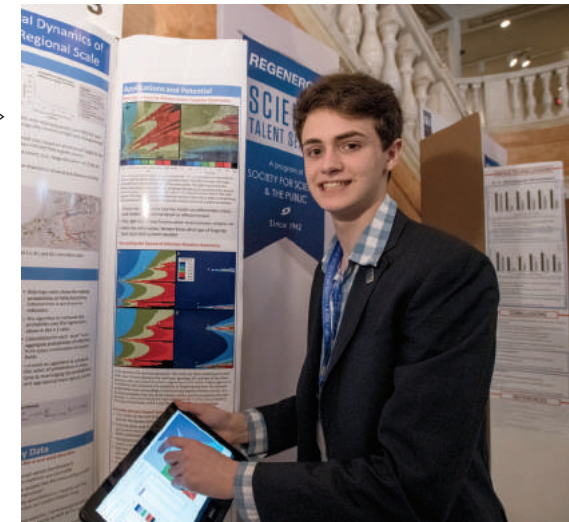
ISEF DOCUMENTARIES
The extraordinary finalists at the Intel International Science and Engineering Fair were the focus of two documentaries, *Inventing Tomorrow* and *Science Fair*, that premiered at the 2018 Sundance Film Festival.



INTEL ISEF
Oliver Nicholls won the first place Gordon E. Moore Award for designing and building an autonomous robotic window cleaner.



REGENERON STS
Benjamin "Benjy" Firester won the top award at the Regeneron Science Talent Search. He developed a way to predict how weather patterns could spread spores of the fungus that caused the Irish Potato Famine.



SN 10: SCIENTISTS TO WATCH
For the fourth year, *Science News* highlighted 10 young scientists who are poised to tackle some of our world's most important questions.



CLIMATE CHANGE CHRONICLES
In September, *Science News for Students* launched a 10-month series called Climate Change Chronicles.



SCIENCE NEWS IN HIGH SCHOOLS
Science News in High Schools, a program that provides educators with access to *Science News*, was available in 4,700 schools during the academic year.

COMPETITIONS

OUR COMMITMENT TO THE FUTURE

In 1942, the Society launched the first of its science competitions, the Science Talent Search, the nation’s oldest and most prestigious science and math competition for high school seniors.

In 2017, Regeneron took over as the Science Talent Search’s third sponsor, following Westinghouse and Intel. The Society also founded and produces the Intel International Science and Engineering Fair and the Broadcom MASTERS (Math, Applied Science, Technology and Engineering for Rising Stars). The Society’s Affiliated Fair Network encompasses 425 U.S. and international fairs and is a gateway to higher education and STEM careers for millions of students each year. The 70,000 alumni of our competitions form a community of thought leaders and innovators of all ages and from all industries.

// The project that I’ve been working on is something that I can use to change the world.”

JACK ALBRIGHT

Winner of the \$20,000 Robert Wood Johnson Foundation Award for Health Advancement, Broadcom MASTERS 2018



BEST IN CATEGORY
Intel ISEF finalist Ayman Isahaku, who won the Best in Category Award for Animal Sciences.

THE SOCIETY’S GLOBAL IMPACT FOR 2018



80+

countries, regions and territories

Every year, as part of the Intel ISEF pipeline, 30 million students compete in science fairs around the globe at local, regional and national levels. Hundreds of thousands rise to compete in the Society’s more than 425 affiliated fairs in more than 80 countries.

425+

affiliated science fairs

240,000

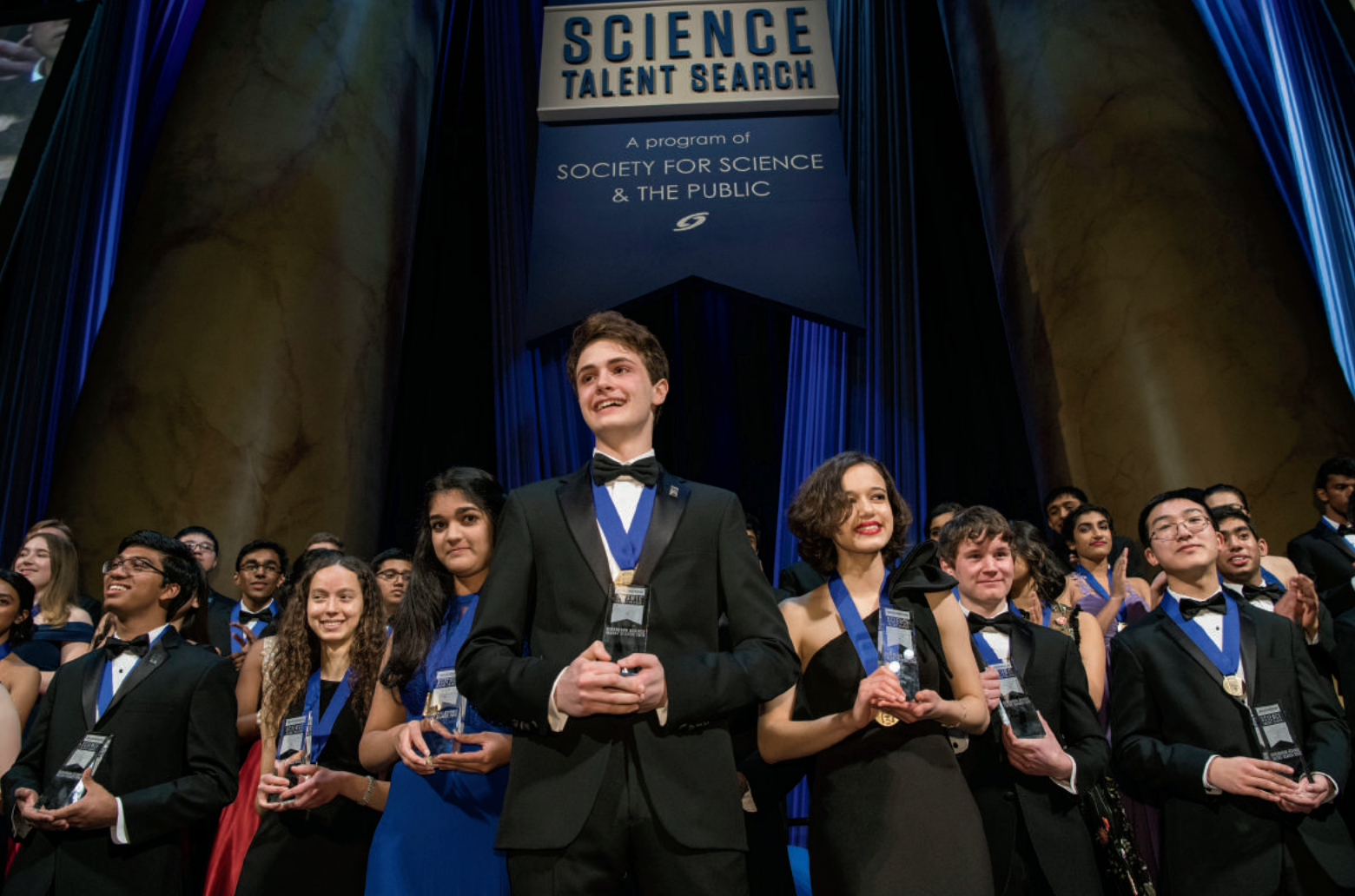
students competed in the Society’s middle and high school affiliated fairs

6,190+

students competed in Regeneron STS, Intel ISEF & Broadcom MASTERS

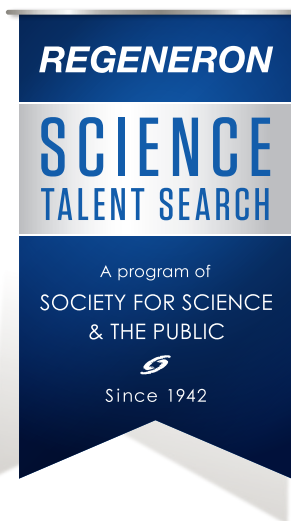
\$8,300,000

in awards was distributed at Regeneron STS, Intel ISEF & Broadcom MASTERS



REGENERON SCIENCE TALENT SEARCH

Identifying Tomorrow's Leaders

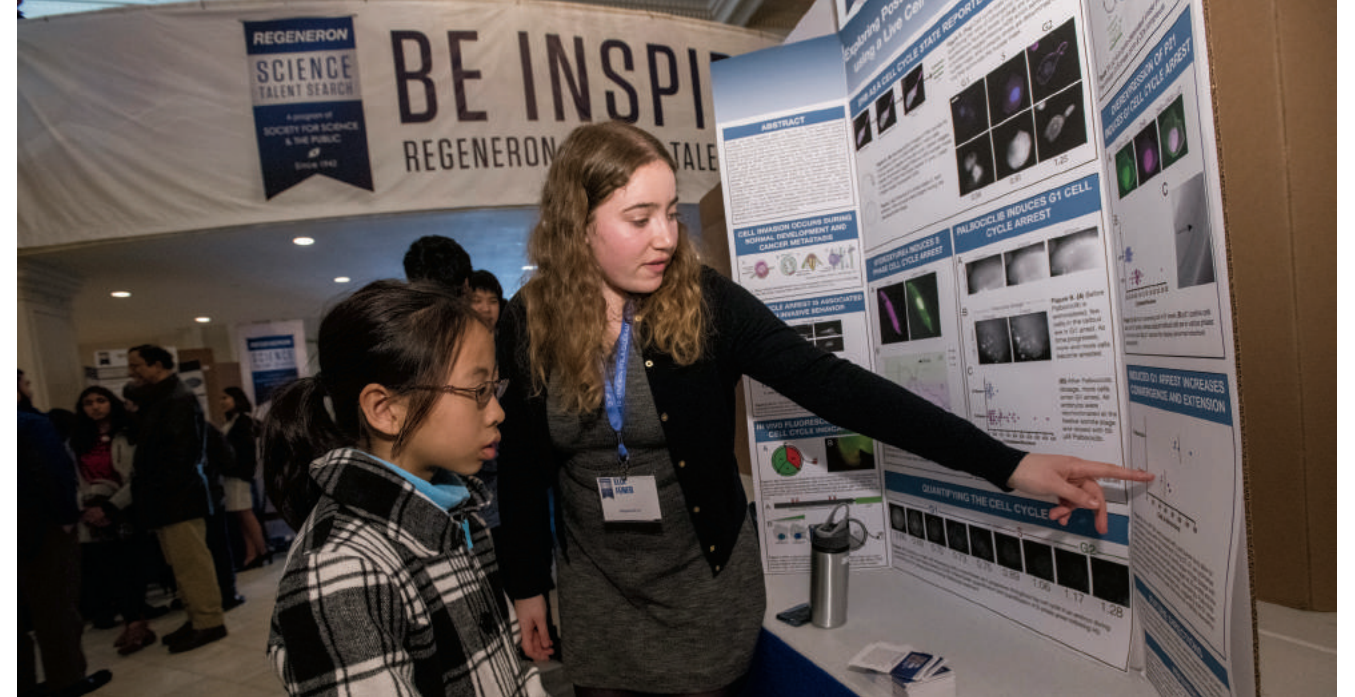


TOMORROW'S LEADERS
Benjy Firester and the top winners of the 2018 Regeneron Science Talent Search.

Novel research into crop blight, vaping and the rare disease Turner Syndrome (TS) garnered high awards at the Regeneron Science Talent Search. Benjamin "Benjy" Firester won first place and \$250,000 for his mathematical model that uses disease data to predict how weather patterns could spread spores of the late blight fungus, which caused the Irish Potato Famine and still causes billions of dollars in crop damage. Second place and \$175,000 went to Natalia Orlovsky for her research into the response of lung epithelial cells to fluids used in vaping and third

place and \$150,000 went to Isani Singh for her work towards determining that women with TS have some cells with two X chromosomes.

The competition, which is the oldest and most prestigious science and math competition for high school seniors, seeks to identify, inspire and engage the nation's most promising young scientists. During the competition, Regeneron awarded more than \$3.1 million to the top 300 scholars, their schools and the top 40 finalists. Over 1,800 students applied in 2018.



SPARKING AN INTEREST IN STEM
Finalist Ella Feiner shares her research with a young visitor at the Public Exhibition of Projects.



GLADWELL INSPIRES
Bestselling author Malcolm Gladwell delivers the keynote at the Regeneron STS Gala.



SHARING SCIENCE
Finalist Kavya Kopparapu works with a local student on an experiment.



WORDS OF WISDOM
California Institute of Technology President Thomas Rosenbaum shared his Science Talent Search experience with the 2018 finalists.



INTEL ISEF

Connecting Students Through Science

The top winner of the Intel International Science and Engineering Fair 2018 Gordon E. Moore Award of \$75,000 was Oliver Nicholls, of Sydney, for his prototype of an autonomous robotic window cleaner for commercial buildings. An accident that took place in Australia involving window cleaners inspired his project.

Oliver was among the nearly 1,800 young scientists selected from 425 affiliate fairs in 81 countries, regions and territories who competed in the largest international science and engineering competition for high

school students, which was held May 11–16 in Pittsburgh.

The Intel Foundation Young Scientist Awards went to Meghana Bollimpalli, of Little Rock, Ark., and Dhruvik Parikh, of Bothell, Wash. Meghana's project involved a low-cost approach for synthesizing materials that could cut the production and energy costs of making electrodes for devices like supercapacitors. Dhruvik developed a less expensive yet more robust ion exchange membrane for use in large industrial-scale batteries that store solar- or wind-generated electricity for later distribution.



ROBOTICS IN ACTION
Top Intel ISEF winner Oliver Nicholls with his robotic window cleaner.



EDUCATION OUTREACH DAY
More than 2,500 students from across Pittsburgh joined us on Public Day to participate in hands-on STEM activities.



AROUND THE WORLD
Students from 81 countries, regions and territories ran to the stage during the Intel ISEF Opening Ceremony.



MEETING NOBEL LAUREATES
Nobel Laureate and Society Board of Trustees member Martin Chalfie speaks with a student about her scientific research.



ELATED STUDENTS
Finalists Aleena Sara Aaji and Atiya Kadide Kuwehan from Kenya are jubilant with their wins.



THE FUTURE'S SO BRIGHT...
Intel ISEF finalists head to the Grand Awards Ceremony.



Broadcom MASTERS

Inspiring Middle Schoolers to Continue in STEM



TEAMWORK

Finalists Ahmad Ismail and Gabriella Lui compete together in a hands-on challenge during the Broadcom MASTERS.

Middle school is a critical time when young people identify their personal passion, and the Society for Science & the Public and Broadcom Foundation are working together through the Broadcom MASTERS to inspire these young people to continue to engage in STEM fields. The Broadcom MASTERS, the nation's premier STEM competition for middle school students, seeks to reverse a troubling trend: the significant decline in interest in STEM that takes place during adolescence.

Georgia Hutchinson, of Woodside, Calif., won the \$25,000 Samuelli Foundation Prize for her demonstration of 21st century skills, including critical thinking, communication,

creativity, collaboration and teamwork, in addition to her impressive project. Georgia developed a more efficient and cost-effective solar power system that relies on data from the National Oceanic and Atmospheric Administration to determine the sun's location.

Other top winners included Jack Albright, of Hillsborough, Calif., who won the \$20,000 Robert Wood Johnson Foundation Award for Health Advancement; Jacqueline Prawira, of Mountain House, Calif., who won the \$10,000 Marconi/Samuelli Award for Innovation; and John Madland, of Salem, Ore., who won the \$7,500 Lemelson Award for Invention. A record number of students—over 2,500—applied.



◀ **GETTING THEIR HANDS DIRTY**
Finalists participate in a hands-on challenge along the Chesapeake Bay.

SCIENCE ON DISPLAY
Anna Du explains her science project to visitors at the Science and Engineering Project Showcase.

TOP WINNERS

The top winners of the 2018 Broadcom MASTERS are, from left to right, John Madland, winner of the Lemelson Award for Invention; Jacqueline Prawira, winner of the Marconi/Samuelli Award for Innovation; Georgia Hutchinson, winner of the Samuelli Foundation Prize; and Jack Albright, winner of the Robert Wood Johnson Foundation Award for Health Advancement.



ONE COMMUNITY MANY FACES OF IMPACT



National Leadership Council

In 2018, the Society created the National Leadership Council (pictured above), the organization’s first alumni advisory board, to build on the alumni program’s goals of fostering relationships and building a strong community. The 20-member body also seeks to promote the Society, showcase alumni achievements to the world at large and to create a spirit of unity and support among the Society’s member, donor and alumni constituencies.

CRISTINA COSTANTINI
2004–2005 ISEF
Producer of *Science Fair*, a documentary that highlights the ISEF experience. The film won Festival Favorite at the 2018 Sundance Film Festival and was subsequently purchased by National Geographic.



Highlighted Council Members



◀ **ANNA-KATRINA SHEDLETSKY**
2004 STS; 2003–2004 ISEF
Founder and CEO of Instrumental, a manufacturing data and technology company. Previously, she was a product design engineer at Apple where she developed components for three iPod models and led product design for Apple Watch Series 1.



◀ **SHEEL TYLE**
2006–2008 ISEF; 2005 DCYSC
Founder and CEO of Amplo, a global venture capital firm that helps build companies that matter. He previously was the co-head of the seed practice at New Enterprise Associates and is a member of the Board of Directors for Andela, most recently named the No. 1 most innovative company in Africa by *Fast Company*.

National Leadership Council members represent varied academic backgrounds, geographic regions and industries.



△ **KAVYA KOPPARAPU**
2018 STS, 2017–2018 ISEF
One of the youngest panelists at former Vice President Joe Biden’s Biden Cancer Summit for her science fair project.



ALEXANDRIA OCASIO-CORTEZ
2007 ISEF
The youngest woman ever elected to U.S. Congress.

Society Alumni Leading Their Fields

Society alumni leadership was also on display in many other ways, from a historic congressional win to entrepreneurial innovation and encouraging young scientists as they prepare for a science fair. Our alumni inspire, create and innovate beyond their science competition days. On the innovation and entrepreneurship front, Baiju Bhatt (2003 STS), co-founder of Robinhood Financial, and Jesse Levinson (2000 ISEF), co-founder of Zoox, were ranked in the top 25 of LinkedIn’s Top 50 most sought-after startups.

ALUMNI CONNECTIONS

Alumni gatherings at regional events give the community the opportunity to connect and engage with those who have had and continue to have a rich impact on our history. From the Signature Alumni & Friends Event hosted at the Broad Institute in Cambridge, Mass., to local events in Palo Alto, Calif., Austin, Texas, and Princeton, N.J., alumni connected with one another and supported each other’s endeavors. Rodman Jenkins (1944 STS) shared his experience at the spring alumni brunch, and in the summer, Nancy Durant Edmonds (1944 STS)—the first African American Science Talent Search finalist—welcomed us as she celebrated her 90th birthday surrounded by friends and family.

The impact of Society competitions and programs on participants is an experience shared by all of our alumni, and we value the contributions made by each one as a part of the fabric of our organization’s history and shared love of science.



SCIENCE NEWS | FEBRUARY 17, 2018
These two healthy baby macaques are the first primates to be cloned using the same technique that created Dolly the Sheep in 1996. More than 20 species of mammals have been cloned through somatic cell nuclear transfer since Dolly, but using the technique to clone primates proved elusive. Cloning primates could help scientists study diseases in humans.
QIANG SUN AND MU-MING POO/CHINESE ACADEMY OF SCIENCES



SCIENCE NEWS MEDIA GROUP

For nearly 100 years, the Society has published the award-winning *Science News* (SN), an in-depth and trustworthy source of science journalism.

The Science News Media Group offers readers concise and comprehensive editorial content, informative imagery, educational products and access to archives dating back to 1924. This includes *Science News for Students* (SNS), an award-winning, free digital resource serving students ages 9 and older. SN has almost 116,500 subscribers, more than 10 million unique website visitors annually, 2.7 million Facebook fans and 2.8 million Twitter followers. In 2018, Science News Media Group won nearly 10 awards.

// *Science News* is best at what it does. It's quick; it's lucid; it's intellectually rigorous."

JON C. GRAFF
Science News reader since 1974

2018 NEWSROOM BY THE NUMBERS

29
editorial staff
employees

23 employees
have advanced
degrees
11 reporters
on the
beat

430+
cumulative years of
editorial experience

1,076
SN stories
published

416
SNS stories
published

44% of content
had societal
importance
70%+ of stories
were on new
discoveries

SCIENCE NEWS

It was a year of big news in science, including a Chinese researcher's shocking claim that he had created the first babies born with edited genes, and the possible discovery of a massive impact crater hidden beneath Greenland's ice.

But the grim reality of climate change grabbed center stage. Extreme weather racked the globe, including lethal wildfires in California; terrible flooding in India; and two record-setting hurricanes that slammed the Southeastern United States. We covered these developments closely, as well as a flood of new research attributing extreme weather events to human-caused climate change.

Our special report on water investigated how rising seas are impacting the Everglades and coastal megacities in Asia, with reporting from Mumbai, India, on the city's increasingly frequent floods. And *Science News for Students*, our digital magazine for those ages 9 and up, launched Climate Change Chronicles, a series of reports on what the emerging science tells us about climate change and what people around the world are already doing to adapt.

Our coverage of physics and astronomy earned praise for a cover story on the mathematician Emmy Noether's historic contributions to physics. We were also lauded for

our story on the discovery of a likely source for high-energy neutrinos: a brilliant cosmic beacon called a blazar. We followed the Parker Solar Probe on its historic mission to the sun, explaining how scientists invented a spacecraft that could survive the star's scorching heat.

And we bid farewell to the Kepler space telescope and the Mars Opportunity rover, while previewing missions headed to asteroids at the outer edges of our solar system.

Back on Earth, our multipart investigation of the shortcomings of popular genetic genealogy tests, which included first-person stories and analysis of five DNA ancestry test kits, won multiple awards and continues to drive traffic and help people understand the potential and risks of this technology. We kept our readers up to speed on the latest in artificial intelligence while fending off hype. And we shared our readers' delight in scientists' efforts to discover how wombats, those stout Australian marsupials, poop in tidy cubes.

2018 NUMBERS

In 2018, we showed impressive growth in web traffic over 2017 across a variety of metrics, reaching more people and earning more page views than ever before, despite an increasingly competitive media landscape.

Sessions

19,897,970

↑ 25.9%

Users

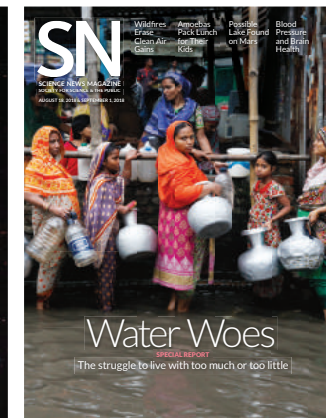
12,973,316

↑ 27.0%

Unique Page Views

27,097,985

↑ 20.2%



MEET THE SN 10

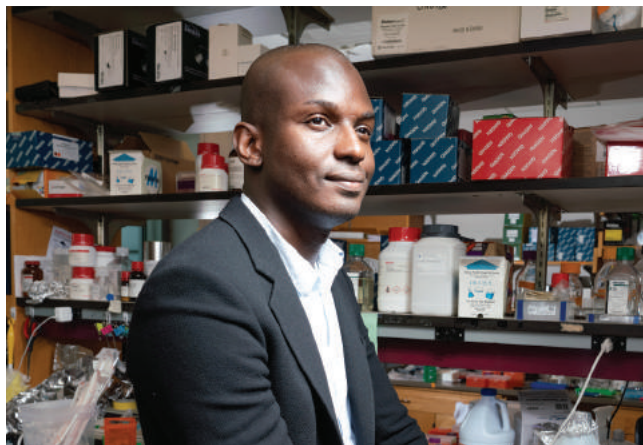


Science News often focuses on the “what” of science: What are the latest findings in fields from astronomy to zoology? But once a year, we step back and consider the “who” in a very big way. Our annual SN 10: Scientists to Watch list spotlights 10 early and mid-career scientists who are leaving a mark on their fields. These researchers stand out to mentors and peers as people who are making a difference; all are nominated by Nobel Laureates or recently elected members of the National Academy of Sciences.

This year’s honorees were a confident and tough group, skilled at moving between scientific worlds. One uses physics to learn how cell movement in the lungs encourages asthma. Another sees architecture in how volcanoes build planets. Growing up in Niger,

MIT biophysicist Ibrahim Cissé expected to join his father’s law firm. Instead, he is using super-resolution microscopes and concepts from physics to study how genes turn on.

Another science star, Emily Balskus, of Harvard, became interested in “how” questions early in life. She applies her skills as a chemist to understanding the human microbiome—the catchall term for the trillions of tiny beings that live in and on us. She wants to know how these microbes exert their influence, and what it means for human health. The scientists on the 2018 list might come from different backgrounds and fields of study, but many are described in the same way: fearless, with a thirst for knowledge and a drive to grasp the unknown, boundaries be damned.



IBRAHIM CISSÉ
Physics and Biophysics
Massachusetts Institute
of Technology



EMILY BALSUS
Chemistry and Microbiology
Harvard University

BOTH PHOTOS COURTESY BRYCE VICKMARK



ANSHUMALI SHRIVASTAVA
Computer Science
Rice University



LISA MANNING
Physics and Biology
Syracuse University



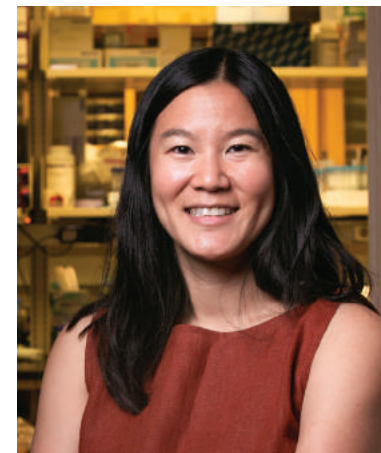
PAULA JOFRÉ
Galactic and Stellar Astrophysics
Universidad Diego Portales
Santiago, Chile



CHRISTOPHER HAMILTON
Planetary Science
University of Arizona



SHAHZEEN ATTARI
Environmental Decision Making
Indiana University Bloomington



JENNY TUNG
Genetics and Evolutionary
Anthropology
Duke University



DOUGLAS STANFORD
Theoretical Physics
Institute for Advanced Study
and Stanford University



JOAQUÍN RODRÍGUEZ-LÓPEZ
Electrochemistry
University of Illinois
at Urbana-Champaign

Science News for Students

Science News for Students (SNS) brings the latest developments in STEM to readers ages 9 and up. In 2018, this free, online-only magazine published 416 stories. The stories were read more than 6 million times.

In September, SNS rolled out a major new series: Climate Change Chronicles. Running through the 2018–2019 school year, this series examined the emerging science on how human activities have been changing the chemistry of Earth’s atmosphere and oceans; how those changes have affected the planet’s climate, weather and oceans; and how species large and small—including humans— have begun to adapt.

Other major stories included a set of features looking at how poverty places hurdles in the paths of people hoping to become scientists and perform research. These uplifting pieces profiled how people beat the odds to make major contributions, with tips for today’s students facing similar challenges. Generous support from Arconic Foundation made possible these stories and the accompanying video.

Teachers asked SNS to offer a scientific take on topical issues. So we jumped into the Winter Olympics with a quintet of stories tackling the science of ski wax, bobsledding shoes and more. When Supreme Court rulings came out on gerrymandering and the ability of kids to sue the U.S. government over climate change, SNS was there with stories to explain the implications. As Kilauea erupted into the summer, SNS covered its impacts. And as forest fires ravaged California, SNS explained what is—and is not—known about factors driving their increasing intensity and effects.

Finally, SNS staff writer Bethany Brookshire launched a new blog, *Technically Fiction*, in which she interviews research leaders who describe the science underlying concepts in science fiction and fantasy, from dragons to zombies.

2018 NUMBERS

Science News for Students set traffic records in 2018, recording more unique page views than ever before. Teachers, students and parents continue to find a trusted resource in SNS.

Sessions

8,410,668

↑ 13.9%

Users

6,072,443

↑ 14.8%

Unique Page Views

13,027,292

↑ 11.2%

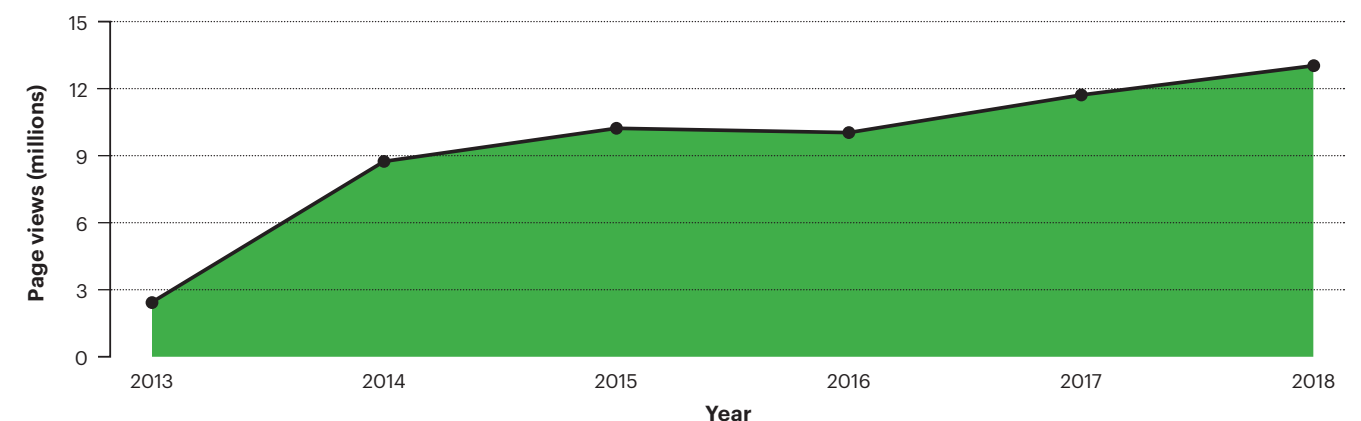


FIGHTING FOR CHANGE
Twenty-one young people — including Levi Draheim, 11, from Satellite Beach, Fla. — have sued the U.S. government for actions that they say contributed to climate change.
ROBIN LOZNAK/OUR CHILDREN'S TRUST

Growing Our Digital Footprint

In 2018, *Science News for Students* traffic continued to grow across most channels, more than quadrupling in size since 2013. This growth has come primarily through search traffic, as many stories published by *Science News for Students* have a very long shelf life in search results.

SNS online readership



Outreach & Equity

The Society recently launched a series of outreach and equity programs aimed at expanding access to authentic and high-quality STEM experiences for underserved students.

In 2015, the Society significantly expanded its outreach and equity work to provide more young people with opportunities to engage with accurate science content and experience the benefits of science research competitions. The Society wants to ensure that every young person in the United States has a chance to become a scientist or engineer if that is what they are passionate about.

Our early efforts in this work are already gaining traction, impacting millions of students at thousands of schools and education programs in all 50 states, the District of Columbia, Puerto Rico, American Samoa and the United Kingdom.

FULL STEAM AHEAD
CodeVA, an organization dedicated to empowering young women interested in STEM subjects and the arts, hosted a day-long conference called Full STEAM Ahead for middle school girls in the Richmond, Va., area.



OUR OUTREACH & EQUITY IMPACT

SCIENCE NEWS IN HIGH SCHOOLS

(2018–2019 SCHOOL YEAR)

4,700 schools participated

\$2,350,000 value of resources provided

ADVOCATE PROGRAM

(2018 COHORT)

537 underserved students competed in science research competitions

RESEARCH TEACHERS CONFERENCE

(2018 COHORT)

200 high school teachers

STEM RESEARCH GRANTS

(2016–2018)

53 middle and high school teachers

\$220,000 awarded

8,700 students gained access to equipment

STEM ACTION GRANTS

(2016–2018)

18 grantees

\$115,000 awarded

40,000 people impacted

SCIENCE NEWS IN HIGH SCHOOLS

Roaches as Inspiration

Not every high school student acknowledges the brilliance of a cockroach.

Evains Francois, a junior at Baltimore Polytechnic Academy, studies roaches and designs robots based on their movements. Evains is fully immersed in science research, inspired in part by articles he read through the *Science News in High Schools* (SNHS) program. When Evains was a high school sophomore, he loved biology and robotics. He just didn't know he could combine them.

Then, in his Introduction to Research class, he read a *Science News* article about scientists who had designed more agile underwater robots modeled on the efficient swimming motions of penguins and dolphins. Evains was hooked.

// This is a great program to inspire young people and to enlighten them on the things happening and changing in the world outside. It also provides real life examples and applications of the concepts we learn in class."

BARB GREENMAN
Wayland High School
Wayland, Michigan

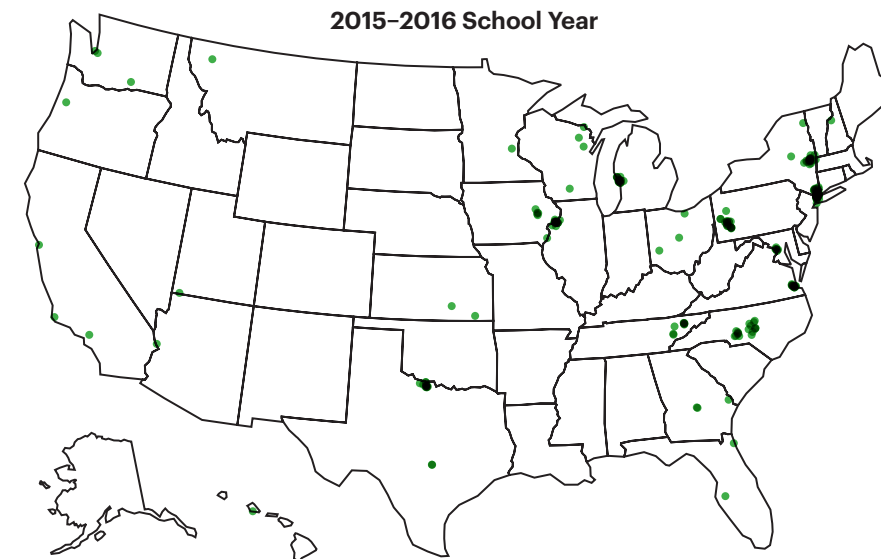


ROBOTICS IN ACTION
Evains Francois works on his robotics project.

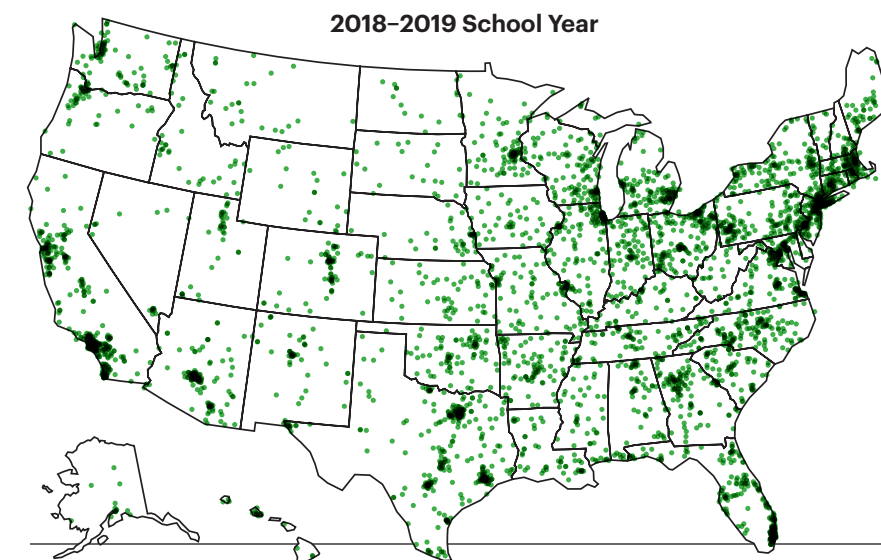


SCIENCE NEWS IN HIGH SCHOOLS GROWTH

4.8 MILLION estimated students with access to SNHS



In today's fast-paced world, science textbooks are out of date almost as soon as they are printed. Through *Science News in High Schools*, which provides schools with free, sponsored access to *Science News*, teachers are opening up a whole new world of science for their students. By sharing current news, teachers report they are inspiring their students to engage in science in entirely new ways. Close to 2,600 educators representing about 50% of the participating schools took our 2017–2018 program survey: 96% said SNHS has impacted their students' learning, and over 99% said they would recommend SNHS to a colleague.



1,741%
growth in the number of schools served in just 4 years

15,000
educators reached

96%
of teachers who use SNHS reported that the program has impacted their students' learning



ADVOCATE Program

In 2018, Jeanne Richardson, a science teacher at Graham Junior High School in Texas, decided to organize the school district's first sanctioned science and engineering fair for all grades. What led Jeanne to build a local fair? She was named a Society Advocate, taking part in a program that provides training, stipends and year-round support to mentors who help underrepresented and low-income students enter science research competitions.

In addition to creating a science fair, Jeanne also mentors a cohort of eight underserved students in an after-school club called the Science Research Team. The growth in confidence Jeanne noticed among her students, thanks to

this club and the science fair, was profound. By informing students about science competitions, helping them navigate the application process and imparting a thirst for scientific research, Advocates are implementing a STEM pipeline for underserved students.

This year's 50 Advocates hailed from 28 states, Washington, D.C. and Puerto Rico. They included middle and high school teachers, university professors and museum educators. Now in its fourth year, the program is continuing to reach more students, thanks to Advocates like Jeanne. The Advocate Program was created with support from Arconic Foundation, Jack Kent Cooke Foundation and Regeneron.



EXAMINING TINY WORMS
Jeanne Richardson examines a sample containing tiny worms as part of a breakout session at the Advocate Training Institute.



SCIENCE FOSTERING COLLABORATION
Mark Friedman works with students on their projects at the Los Angeles Maritime Institute.

HEADING TO INTEL ISEF
Lead Advocate Elizabeth Proctor poses with three of her students who qualified for Intel ISEF.



SHOWING OFF THEIR SCIENCE
Jennifer Claudio's students present research at the East Side Union High School District Fair in San Jose, Calif.



Research Teachers CONFERENCE

STEM Teachers Gather to Talk About Leading Students Through Research

TEACHER-LED SESSIONS
Teachers participate
in the Statistics in
Student Research
breakout session.



The Society brought together 200 high school science research teachers from across the country for the Research Teachers Conference, where they discussed key science education issues, including how to lead students through scientific research, how to gain support from elected officials and best practices for recruiting underserved students. They were selected via lottery to attend the all-expense-paid weekend. The conference, sponsored by Regeneron, included teachers from 43 states and Puerto Rico.

During the conference, the Society drew upon the expertise of the teachers in attendance, calling on them to lead most of the breakout sessions to help them learn from one another. The conference was keynoteed by Kumar Garg, Society Fellow and a former official with the Obama administration's Office of Science and Technology Policy. Kumar spoke about his experiences with those gathered, focusing on the importance of teachers sharing their expertise and knowledge with government officials and community leaders.



COLLABORATION AND DISCUSSION
Lakshmi Shrikantia and Meena
Rustagi discuss the science
behind a *Science News* article.



ARTICLES TO INSPIRE
Kimberly Holifield, Gerardo Arias, Joshua
Modeste and Brenda Perez-Goodrum
search for *Science News* articles that
might inspire student research.

TEACHERS HEAD TO CAPITOL HILL

In 2018, the Society increased its outreach across Capitol Hill, with teachers and students visiting their lawmakers to share their personal stories and discuss the importance of STEM education. As part of the Research Teachers Conference, 100 science research teachers participated in more than 75 meetings with lawmakers and staff, including the offices of Sen. John Cornyn (R), Sen. James Inhofe (R), Sen. Chris Murphy (D) and Sen. Elizabeth Warren (D).



“ This experience really allowed
me to feel like I was part of
the legislative process.”

KATY GAZDA

Teacher
Red Mountain High School, Mesa, Ariz.



STEM Research Grants

The Society's STEM Research Grant Program supports educators who are implementing fresh and innovative teaching methods to shed light on discoveries that can be made through original STEM research projects.

With mini-grants of up to \$5,000 each, teachers interested in leading students in authentic research projects can receive the equipment and support they need for their classrooms.

While Murray Middle School in St. Paul, Minn., had a strong history of science fair, participation was often limited to students who had the means outside of school to complete projects. Mary Crowley, a teacher at the school, wanted to change this paradigm. With her STEM Research Grant, Mary received funds to create "inquiry kits" across multiple subject areas that could be checked out by students who wanted to conduct scientific research. The kits were a tremendous success, enabling any interested student to investigate their own unique questions—regardless of the resources they have at home.

// This grant has ensured that our science fair is accessible to our diverse population of students."

MARY CROWLEY

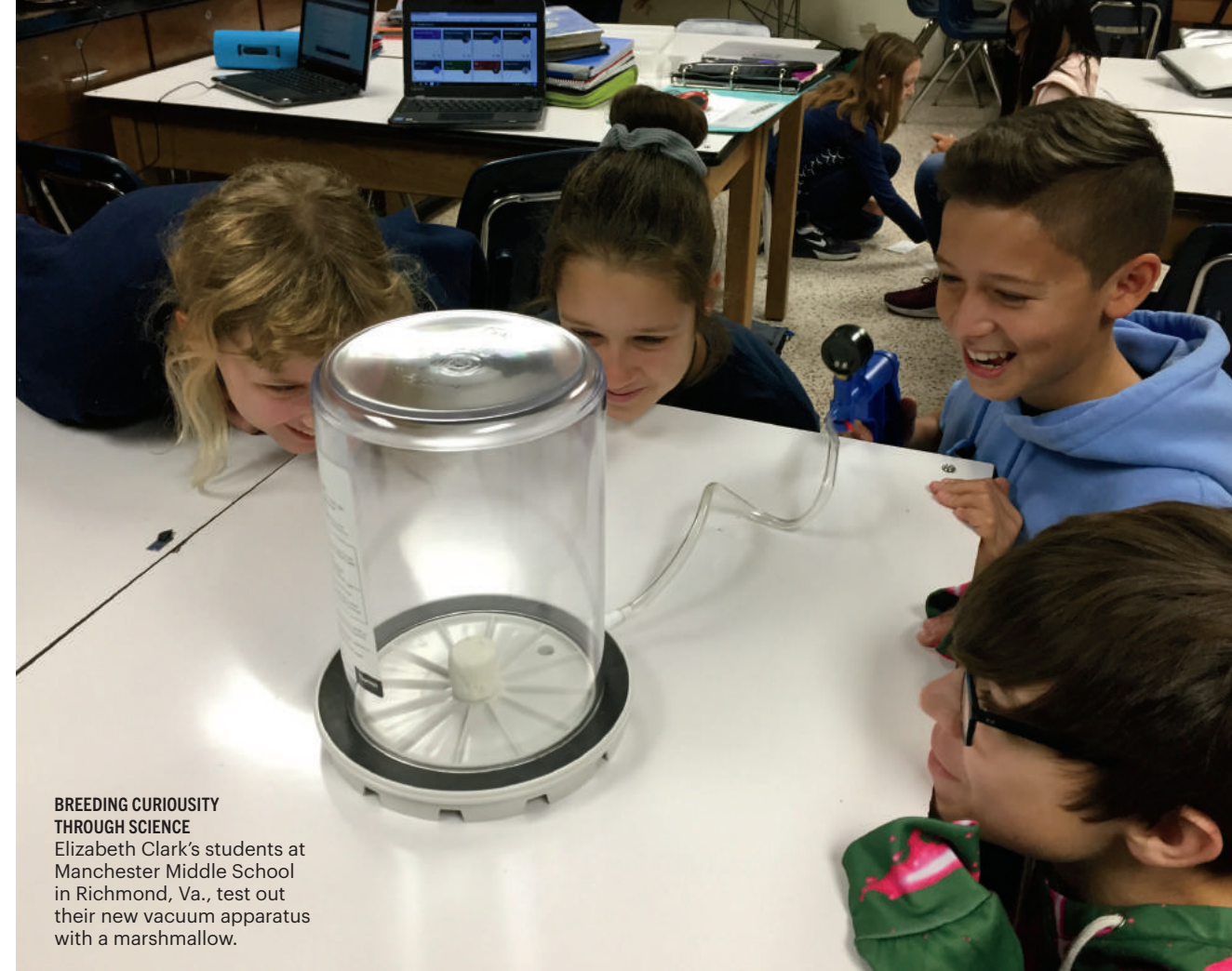
Teacher
Murray Middle School, St. Paul, Minn.



△

TAKING A CLOSER LOOK

A teacher at the Explorers Homeschool Association Science Center in Michigan teaches a student how to use a microscope.



BREEDING CURIOSITY THROUGH SCIENCE

Elizabeth Clark's students at Manchester Middle School in Richmond, Va., test out their new vacuum apparatus with a marshmallow.



◀

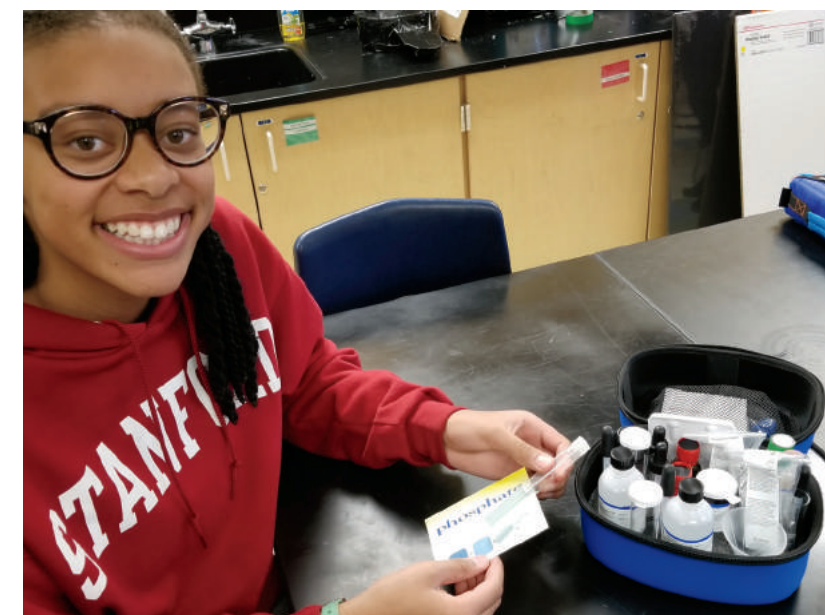
UP, UP AND AWAY

Kate Elliot and her middle school students in Salem, Utah, use their new hot air balloon launcher.

TESTING THE WATER FOR CONTAMINANTS

A 7th grade student in Joseph King's class in Denver, Colo., opens the water testing kit they ordered to start testing water samples for phosphates.

▽



STEM ACTION GRANTS

In addition to focusing on its own direct programs, the Society wants to help grow the next generation of social entrepreneurs who will expand STEM opportunities. Small amounts of funding and other supports can make an oversized difference to groundbreaking nonprofits and their leaders.

Through its STEM Action Grants, Society for Science & the Public funds innovative organizations, like Lower Brule Research, that support community-based STEM projects.

In 2018, Lower Brule Research was awarded \$5,000 to dedicate more time, training and resources to encourage Native American students to enter STEM fields. The money was used for a program that pairs college students enrolled in a mentoring course at South Dakota State University with younger students. In helping the younger students complete their community-centered STEM projects, the college students also build cultural competence.

This year, grants totaling \$30,000 were given to seven exceptional organizations supporting STEM education and science literacy: Congressional App Challenge, Electric Girls, Girls Computing League, Lower Brule Research, March for Science, ProjectCSGirls and SAFE Alternative Foundation for Education.

Twenty-four young scientists were also recognized with Community Innovation Awards for making a difference in their hometowns with their research. These \$500 prizes were given by Society-affiliated science fairs.



DIVE IN

The Black Girls Dive Foundation, based in Owings Mills, Md., provides girls with STEM skills through aquatic-based recreation.



COMMUNITY MATTERS (OPPOSITE PAGE)

A group of students at Lower Brule Research built small gardens around the community to see if that would encourage others to grow traditional plants.



BIRD WATCHING

Putting Birds into the Hands of Underserved Rural Youth is a program of the Bird Conservancy of the Rockies.



// When you connect with Native students and educators, they will bluntly tell you how necessary it is for us to begin enacting change as soon as possible. Change requires effort, time and resources and so the STEM Action Grant is really an important resource we are using to help understand and implement the changes that are needed."

DEVON RITER

Executive Director
Lower Brule Research





SCIENCE NEWS | MARCH 31, 2018
The first twinkles of starlight brightened the heavens about 180 million years after the universe was born; scientists have captured that moment for the first time by detecting how that ultra-violet light influenced the hydrogen gas that filled the cosmos back then. The technique may make it possible to learn more secrets of the early universe.
N.R. FULLER/NATIONAL SCIENCE FOUNDATION

GROWTH AT THE SOCIETY

Expanding Programming and Readership

Society for Science & the Public operates within two broad areas of program work: science journalism and world-class science competitions for high school and middle school students. Eighty-eight cents of every dollar spent by the Society supports program work. General and administrative costs account for 5 cents of every expense dollar, and fundraising costs equal 7 cents of every expense dollar.

Science competitions remain a vibrant and important segment of our work and account for 61 percent of all program spending. The audience for the Society’s science journalism continued to expand in 2018 as the digital audience grew by 27 percent. The *Science News* website had over 27 million page views, and social media readers have increased to 2.8 million Twitter followers and 2.7 million Facebook fans.

The print component of *Science News* magazine increased in 2018 due to the expansion of the Society’s *Science News* in High Schools program. This program is funded through individual and corporate grants that

sponsor 4,700 high schools with 47,000 print magazines and unlimited digital access for the sponsored schools. Approximately 4.8 million students have access to our materials.

The Society’s balance sheet continues to be very healthy, with unrestricted current assets exceeding current liabilities by \$24.1 million, resulting in a 3.9 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 accounts for 74 percent of current assets comprised of cash, investments, prepaid expenses and the amount of grants receiveable to be received in the next year. The investment portfolio is conservatively invested to preserve capital and minimize any risk of loss.

Restricted assets make up the largest asset class and are mostly grants receivable for future funding commitments from Regeneron, Intel, Broadcom and other funders for science competitions and other program work.

Current Year Operating Revenue and Expense

Revenue	2018	2017
Science News magazine	\$ 6,923,722	\$ 6,801,368
Science education programs	20,446,051	20,489,478
In-kind and other revenue	1,016,018	953,821
Total operating revenue	\$ 28,385,791	\$ 28,244,667
Expense		
Program services	\$ 25,782,194	\$ 25,767,285
General and management	1,577,266	2,009,914
Fundraising	1,976,676	1,419,039
Total operating expense	\$ 29,336,136	\$ 29,196,238

Non Operating Activities and Pledges

Non Operating Activity	2018	2017
Investment income	\$ (1,165,848)	\$ 2,358,656
Change in post retirement benefit liability	\$384,794	(82,671)

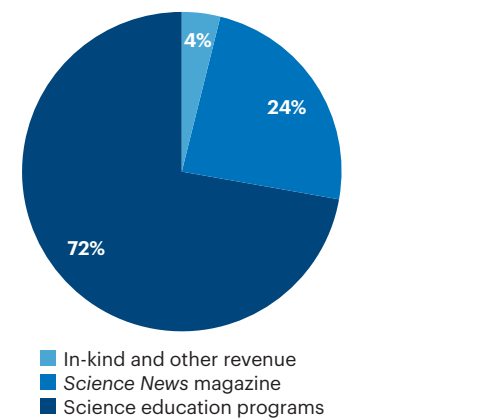
Pledges and Contributions Designated for Future Years

Pledges and contributions received in 2018	14,960,036	14,448,919
Prior years’ pledges used in current year	(22,732,368)	(22,797,247)
Non Operating Activity	\$ (8,553,387)	\$ (6,072,343)

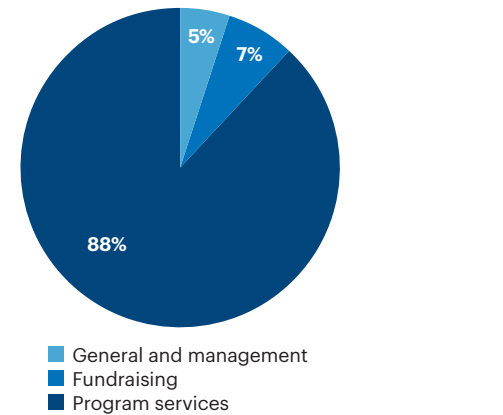
Change in Net Assets

Net assets at the beginning of the year	93,098,157	100,122,071
Net assets at the end of the year	\$ 83,594,426	\$ 93,098,157

FY 2018 Operating Revenue



FY 2018 Operating Expense



Balance Sheet

Assets	2018	2017
Cash, short term receivables & prepaids	\$ 8,438,166	\$ 7,299,173
Investments	25,237,421	27,130,890
Grants receivable	59,779,712	67,694,362
Property and equipment	31,346	152,731
Total Assets	\$ 93,486,645	\$ 102,277,156

Liabilities		
Accounts payable	\$ 929,113	\$ 1,044,609
Awards payable	3,750,033	2,880,760
Deferred subscription revenue	3,528,074	3,285,630
Post retirement benefit liability	1,684,999	1,968,000
Total Liabilities	\$ 9,892,219	\$ 9,178,999

Net Assets		
Without Donor Restrictions	\$ 13,833,505	\$ 15,564,904
With Donor Restrictions	69,760,921	77,533,253
Total Net Assets	\$ 83,594,426	\$ 93,098,157

Institutional DONORS

Thank you to all of the companies, foundations and other organizations that have provided the Society with significant financial contributions. Your generous support sparks the passion, excitement and wonder in the discoveries taking place all around us.

2018 NUMBERS

INSTITUTIONAL CONTRIBUTORS

141

31%+



WHY I GIVE

Science Is for Everyone

Access, opportunity and experience are critical to advancing STEM education and workforce development. Through our partnership with the Society, Bayer works not only to inspire the next generation of innovators but also to advocate for science literacy to drive change.

The Bayer USA Foundation has proudly supported the Society’s Education Outreach Day Program at the Intel ISEF, as well as sponsored the *Science News* in High Schools program.

We are grateful for this valuable partnership that is making a meaningful difference in the communities we serve.

SARAH TOULOUSE
Executive Director
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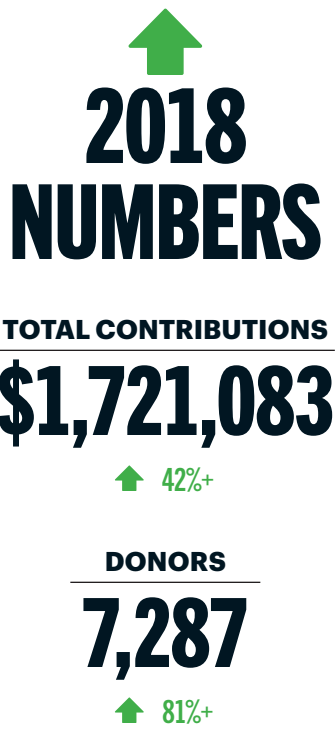
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WHY I GIVE

Supporting Fellow Alumni

Winning a place in the Westinghouse Science Talent Search had a profound impact on my life and career. It provided an opportunity for me to meet people who were instrumental in guiding me and pushing me into the technology and fields that I’m still working in today. I’m delighted with the idea that now I’m able to give back to the community and help bring along the next generation of students. And at my time in life, that’s a very, very rewarding thing to be thinking about.

TOM KNIGHT

1965 Science Talent Search
Co-Founder and Chairman
Gingko Bioworks

Tom Knight, a leading innovator in the field of synthetic biology, was a panelist at the Society’s 2018 Signature Alumni & Friends Event in Cambridge, Mass. He is a leading supporter of Society for Science & the Public.

WHY I GIVE

Improving Science Literacy

I am delighted to support the Society’s *Science News* in High Schools program. This excellent program helps strengthen science education across the country, something that is very much needed today, and it focuses on underserved students. Under the leadership of Maya Ajmera for the past five years, the Society has grown significantly, particularly in its equity and outreach programs. I am proud of my support for *Science News* in High Schools.

ADELE RICHARDSON RAY
Philanthropist

Adele Richardson Ray, of Pittsboro, N.C., has been a generous supporter of our *Science News* in High Schools program since its inception four years ago.



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WHY I GIVE

The Society Was My Launching Pad

Participating in the Society’s science competitions was a critical launch-ing point in my development as a scientist and introduced me to a unique and meaningful community of friends and colleagues who continue to be a part of my daily life. Growing up as a nerdy girl in a small town in West Virginia, I gained exposure to brilliant peers from around the world who shared my sense of purpose and optimism and inspired me to challenge myself in new and daring ways. It helped me see firsthand why, as scien-tists, we have a social responsibility to use our talents and skills to change the world for the better. I support the Society not only as a donor but also as a member of the National Leadership Council because I know that together we can create opportunities for future generations that will do just that.

NINA VASAN

2002 Science Talent Search
2002 International Science and Engineering Fair
Chief Resident in Psychiatry, Stanford School of Medicine
Founder and Director, Brainstorm

Nina Vasan is a member of the National Leadership Council. She was a panelist at the 2016 Signature Alumni & Friends Event and has hosted lo-cal gatherings. She co-authored the Amazon #1 Best Seller *Do Good Well*.

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WHY I GIVE

Paying It Forward

The continuous development of new generations of STEM professionals is critical to the sustainability of our global society as we know it. I am incredibly indebted to the hundreds of generous Pittsburgh regional professionals who answered the call to serve as judges, interpreters and facilitators for the four ISEF competitions that I had the pleasure to help organize in Pittsburgh. This wealth of local volunteers gave freely of their time and expertise to make Pittsburgh’s ISEF experiences the best possible competitive stage and personal spotlight for recognizing and encouraging some of the world’s brightest young STEM students who are critical to our global future.

DICK HOWE

Associate Dean (Retired)
University of Pittsburgh

Dick Howe served as a volunteer on the local arrangements committee when the International Science and Engineering Fair was in Pittsburgh in 1989, 2012, 2015 and 2018.

If we have left out or misspelled your name, please accept our sincerest apology and contact us so that we may correct our records.

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1989 International Science and Engineering Fair

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Investigator, MIT McGovern Institute for Brain Research
James and Patricia Poitras Professor in Neuroscience, MIT
Associate Professor, Departments of Brain and Cognitive Sciences and Biological Engineering, MIT
2000 Science Talent Search
1998 and 1999 International Science and Engineering Fair

* Service concluded March 2018

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