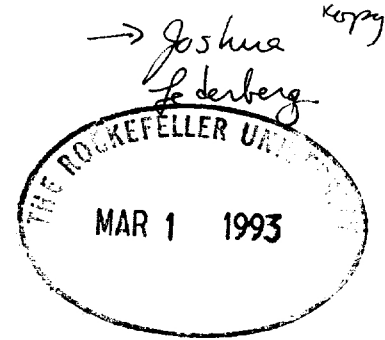


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February 22, 1993

Mr. Rodney W. Nichols, Publisher
The Sciences
Two East Sixty-third St.
New York, NY 10021

Dear Mr. Nichols:

Last week, I met with Joshua Lederberg to discuss a planning process, for the international scientific community, to take advantage of the new telecommunications revolution. (As you may know there will be 500 more national cable channels in most of the industrialized world next year; and this is the leading edge of a logarithmic rate of increase.)

Our own project envisions 10 international teleconference channels to provide extensive coverage for all areas of science. However, Dr. Lederberg suggested another cut taking, creating the world's first channel by taking the highest quality material from across many fields. He thought the New York Academy of Sciences might have an interest to pioneer in this area, and suggested I contact you.

A distinguished committee would select the highest quality program material of national or international interest. The endowed lectures at Rockefeller University and other distinguished research institutions would assure a core of well-prepared material for a National (or International) Science Channel organized by the New York Academy of Sciences.

The New York Academy of Sciences also might originate broadcasts, like Washington Week in Review (e.g., Biotechnology Update) with a small group of senior scientists and distinguished science journalists from the New York area, that would have value to a wide audience. Several experiments in technology transfer (e.g., a NIH Channel) are under discussion in the Clinton Administration, and your leadership would be a welcome catalyst to get the entire system moving. A wide range of federal Departments and scientific societies (e.g., the enclosed letters from members of ICSU) probably would welcome the opportunity to provide quality programming and underwrite the channel.

At this point, I think it would be a reasonable planning assumption that, if the New York Academy of Sciences is interested to begin our first National (or International) Science Channel, that broadcast cost will not be a barrier. In fact, once the Channel is underway, it might evolve into an equity-participation venture, open to scientific societies, private investors, research universities, and scientists themselves - an arrangement that might underwrite high quality programming. (I enclose, for example, a copy of a recent memorandum to E. R. Kerkeslager, Vice President of AT&T, outlining potential sources of revenue.)

I look forward to speaking with you further. This term, I am in the Washington, DC area at (301)-365-5241.

Sincerely,

12/

(Dr.) Lloyd S. Etheredge, Director
International Scientific Networks Project

✓
cc: Joshua Lederberg