

Gene Mallove's Legacy

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Here we are, over 16 years down the road from the time that *Infinite Energy* #1 was published. Gene Mallove started working on the start-up of *Infinite Energy* in late 1994 after serving briefly as the editor of another New Hampshire-based cold fusion magazine, aptly titled *Cold Fusion*. When the editorial climate changed at that magazine, Gene decided to start his own cold fusion/new energy magazine. Many of those who worked with Gene to get the magazine off the ground will be recognizable to new energy followers: Hal Fox was associate editor. Lawrence Forsley, Jed Rothwell and the late Christopher Tinsley were contributing editors. The Scientific Advisory Board included Robert Bass, John Bockris, Dennis Cravens, Peter Glück and Edmund Storms. Some of these individuals remained with the magazine for many years, and a few still remain on our advisory board.

In the spring of 1995, Issue 1 (March/April 1995) was released. The late Arthur C. Clarke, visionary science fiction novelist and essayist, gave a donation to support the publication of the magazine. He wrote in Issue 1: "I congratulate Gene Mallove on his courage in launching *Infinite Energy* and though his title may be criticized on logical grounds, I can't really think of a better one." In that issue, Gene celebrated the design of part of the *Infinite Energy* logo that is still in use today. He wrote: "We are proud of our logo, the infinite surface Mobius strip, which in profile happens to look like the symbol for infinity." We changed the "Infinite Energy" logo from a script font to a prominent block font with Issue 27 (1999), but the infinity symbol remained.

Gene's goals for the magazine were well laid out in Issue 1, and he put forth a challenge to readers and scientists alike:

Infinite Energy? Sounds preposterous, doesn't it? Perhaps, until you examine what has been happening in the so-called "cold fusion" field since 1989—and in the "new energy technology" field, which actually began many years ago when scientists, tinkerers and inventors were puzzled by unexplained anomalies of excess power production in heat-producing as well as in electricity-producing machines.

Are these phenomena related—cold fusion and other forms of excess power? More to the point, are they real at all? Read our magazine and draw your own conclusions. That's all we ask of you. Be true scientists and study the data without jumping to the rash conclusion that preconceived theories rule out the mountain of "cold fusion" and "new energy technology" data that will confront you.

Gene was very optimistic. He knew that most who would take the time to read *Infinite Energy* would "come to agree

with us that the excess heat and excess power phenomena are both real and revolutionary." His knowledge of and passion for the field led him to also optimistically believe that "one of the most disputed anomalies in the history of science is inexorably heading toward acceptance by the scientific community." As testament not only to Gene's dedication to the field, but also his stubbornness, determination and sheer will, he believed for many years that acceptance of the new energy field was right around the corner. In Issue 1 he showed that he was not a "true believer" type, rather an educated observer of known quantities coupled with optimism, when he wrote: "Of course, not all experiments in this dynamic field may be said to be conclusive, but the overall range and multiplicity of findings leaves no doubt, in our minds at least, that new science and a rapidly emerging new technology are upon us."

Gene's embrace of new science and new physics was evident even in Issue 1. He believed in proposing new ways of thinking about old ideas. He recognized that theory needed to fit experiment, writing: "I am not sure which of the dozen or so theories best explains the expanding category of anomalous nuclear and nuclear energy-magnitude phenomena. That there will be technological applications is now certain, whether or not the phenomenon is completely understood by that time." Fast forward nearly 17 years and the same statement might be spoken today. Theories have been developed further, new ones have been offered and there is no real agreement on which fits best. But, new and developed thinking about a problem is one of the ways in which science should move forward.

In an effort to promote new ideas and new thinking on old theories, Gene rather quickly broadened the magazine beyond being a place for reports about experiments and proposed new technologies. *Infinite Energy* delved further into new science and new physics theories as the years progressed. We lost some readers who simply wanted news reports of the latest events and advances in new energy. It became increasingly difficult to have real "news" to report upon. In the new energy field, it is often actually difficult to decipher what "news" is real news worth reporting. We had some "oops" moments, when we published material we later wished we hadn't. In some ways, our gradual inclusion of more and more new science ideas was not just an editorial decision but a natural progression as it became more difficult to ferret out real news. The magazine inevitably became a bit more difficult to read as time progressed, for the average layperson at least. Some think of *Infinite Energy* as a journal, rather than a magazine, because most of the content is rather technical.

Gene Mallove was brutally murdered on May 14, 2004. We had just sent Issue 55 to press the week before. He had written prolifically in the month before his death, including

penning five pieces in that issue (his editorial, a book review, a report on the DOE re-review of cold fusion, an essay on Glenn Seaborg and a controversial piece on the hydrogen economy). We issued 52 magazines (technically 55, but three issues—5/6, 13/14, 15/16—were published as double issues and are each one physical magazine) between the early spring of 1995 and late spring of 2004, all edited by Gene Mallove. His perspective on science and the media created the “voice” of *Infinite Energy*. He authored or co-authored over 150 items, some of which were full-length and long-researched pieces, in those ten years. He read, reviewed and edited hundreds of other pieces for the magazine, in addition to the thousands of manuscripts that never made it to our pages.

Many assumed that *Infinite Energy* could not carry on without Gene at the helm, and that our memorial Issue 56 would be the last. A few subscribers cancelled their subscriptions simply because they could not consider reading the magazine without Gene’s voice. I personally worried about what the magazine would be, or whether it could succeed, without Gene’s efforts. Yet, at the same time, I felt very strongly that Gene had set a good foundation for the publication and that we owed it to him and his years of work to try to carry on. We found willing volunteers to step up to partly fill the “big shoes” left behind in Gene’s passing. Editors Bill Zebuhr, Bill Cantrell, Peter Graneau and the late Scott Chubb were all committed to Gene’s vision for *Infinite Energy*, and all worked diligently during their time of service to ensure that we maintained a publication that Gene would be proud to call his legacy. We have now published 45 issues without Gene Mallove, and I feel confident that we have fulfilled many of his goals for the publication.

One of Gene’s other main goals, outside of publishing on new energy and taking a guiding role in promoting the field, was to support new energy research. Initially in 1995, this was done by publishing material by or about various inventors. Gene began promoting certain technologies to wealthy individuals known to have interest in new energy. Over time, Gene and others were able to drum up funding for various projects. Funds were typically “invested” into our then for-profit company, Cold Fusion Technology, and sent on to researchers for specific projects. Some of the work became affiliated with, or was independently tested by, our New Energy Research Laboratory (which closed in 2002 due to lack of funding). In 2002, Gene moved forward with plans to create a non-profit foundation, in the hopes of raising more money to provide direct grants to new energy researchers. In 2003, the New Energy Foundation, a non-profit 501(c)3 was formed. We have given out over \$700,000 in grants since that time. We believe that donors have continued to give primarily because of the vision and dedication that Gene Mallove had. Some donors have earmarked funds specifically for the publication of *Infinite Energy*, rather than research, because they feel so strongly about the magazine’s place in the new science arena.

Donor support of *Infinite Energy* is absolutely essential, and has been from the start. Magazine publishing is a complex business, but one simple fact is that a magazine’s livelihood comes from advertising. As readers can imagine, getting national advertisers interested in a very small, very alternative magazine has been an uphill battle. We focused primarily, instead, on companies within the new energy field. Well, few of those companies have moved to a point where advertising is in order. Whereas most magazine’s per-

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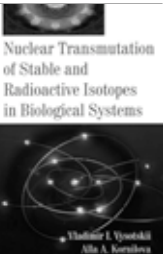
issue advertising pays for printing, salaries and overhead, our advertising revenue in one year would not cover the printing of one issue of the magazine. So, from the beginning, Gene's outreach to investors and donors was vital. We were fortunate that he worked hard to forge good relationships with so many individuals who would support our organization in one way or another over the years—not just financially, but in so many other ways. Without his constant outreach to the new energy community, we would not have had in our midst at the time of his death so many people who were willing to step up and help in any way they could.

Large donors often come and go to non-profits. Some remain supportive year after year. Our non-profit, like all the others, relies heavily on smaller donations as well. We are hopeful that you see the value in what the New Energy Foundation does (through publishing the magazine and funding new energy research) and will consider a donation to us at this time (see the donation form at the bottom of p. 11).

Publishing 100 issues is a major milestone. A bi-monthly like ours is only published six times per year, so 100 issues amounts to nearly 17 years of effort. That is a long time for an under-funded magazine to remain in print, particularly in today's internet culture. We have had a faithful readership, with nearly one-third of our readers having subscribed since the first year or so. Subscriptions have dropped in

recent years, and support has lessened in this tough economy. Yet, we are eternally thankful to those readers, donors, colleagues, researchers and friends who have helped to keep this ship afloat. We are especially grateful to Gene Mallove for his determination and dedication that got the magazine and the foundation off the ground. We are hopeful that the field will remain fruitful, and gain the ground that Gene believed was always right around the corner, so that we can bring forth the next 100 issues of *Infinite Energy*.


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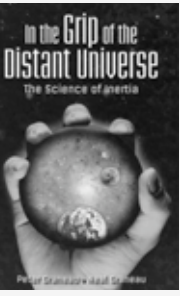


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