The Magazine

It’s not your Dad’s physics journal!

Paris, France

February 2004

Neil Calder, Director of Communications
Sacrificed on the altar of progress
This is not it!
David Harris, Managing Editor

February 2004

Neil Calder
Director of Communications
Experience and Background

- Head of Media Relations, American Physical Society
- Past Director, Australian National Science Writers Festival
- Educated in Theoretical Physics
- Graduate Degree in Science Communication
- Science writer for children’s television science series “Y?” 65 half-hour episodes targeted at 8-14 year old children
Sing Along

“The best things in life are free
But you can keep them for the birds and bees
Gimme Money! That’s what I want!
Whole lot of money. That’s what I want!”
Target Audience

• Policy makers and opinion leaders who will determine the course of HEP in the coming years
• International HEP community and other branches of science
• Also a resource for educators and a source of insight and information for the interested public
Editorial

• Jointly researched, managed, edited and produced by the Fermilab and SLAC Communications offices.
• Other national and international laboratories involved in HEP will be actively encouraged to contribute
• Content not exclusively HEP-based
• Editorial priority to publish writers of stature on the subjects of HEP and other branches of science and science policy
CERN Courier

• Many ways to skin a cat.

• Mutually supportive
Production

• 10 issues will be published each year
• Print run = 15K copies
• Full Color
• Dynamic graphic design and illustration
• Web version of the magazine ditto
We have talked to the audience

• Meeting in Washington in November 2003
• Feedback from OSTP, OMB, Lobbyists, staffers.

• Good news:
  – Strongly supported initiative

• Bad news:
  – Congress people will not read it
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