

# InterAction Collaboration Peer Review at TRIUMF Laboratory

Subcommittee on Publications

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# Findings

- TRIUMF produces a variety of publications, often as the spontaneous contribution of different people and independently from the SPC office.
- The TRIUMF Five-Year Plan 2010-2015 is a first-class publication and serves many audiences.
- The Annual Financial & Administrative Report is the annual report for the funding agencies, local politicians and institutions. It is a public document.
- TRIUMF Newsletter is a bi-annual publication with the goal of informing the laboratory on issues related to lab activities. TRIUMF Newsletter will become BeamTime with different graphics and a magazine style, consistent with TRIUMF publication guidelines.

# Findings

- Human Resources Update is a monthly newsletter for the TRIUMF staff, containing information on continuing events. It is produced independently by a human resources employee.
- Annual Scientific & Technical Activities Report, containing reports of all the scientific activities of the lab, hasn't been produced in the last two years.
- Making Medical Isotopes is a one-off publication.
- TRIUMF is attempting to address the lack of graphic consistency among print and electronic publications.
- There is the idea to combine a few publications to produce an "Online Weekly Bulletin."

# Comments

- The Five-Year Plan 2010-2015 + Overview + Summary is an impressive piece of work, illustrating a new approach to strategic communication.
- The Annual Financial & Administrative Report 2007-2008 has raised the standard of publication with a more accessible style of writing, clearer branding and improved graphics. More remains to be done, however, compared with the high standards set by the Five-Year Plan.
- Although TRIUMF has made efforts to establish a coherent TRIUMF brand, laboratory publications appear to lack a consistent focus and graphic identity. This issue will become more urgent with the rollout of the new website and proposed electronic newsletter.

# Comments

- Proposed new electronic newsletter offers opportunities to combine and coordinate laboratory publications.
- TRIUMF lacks appropriate material, such as brochures and folders, for visitors, VIPs, press and as leave-behind messages.
- The new website will provide new opportunities for publishing headline news and information. It will require significant reporting and writing resources.

# Recommendations

- The SPC should coordinate laboratory publications, determine staffing needs and ensure that publications support the laboratory mission and communicate key messages.
- TRIUMF should give priority to producing materials for visitors, VIPs, press and as leave-behind messages.
- Creating a graphic-standards manual as a reference document for all publications, stationery, signage, web design should be a priority.
- Consider developing a short, concise tagline that expresses the lab vision.
- Easy and clear distribution of all the publications through the website is strongly recommended.