

D R A F T

Concept for the new UCAR magazine (formerly UCAR Quarterly) September 2008

The big goals

- Bring more university news and voices into the publication
- Enhance its visual appeal
- Balance a less-frequent print product with more timely online elements

Some facts:

- will publish 3X year: Sept. (autumn), Jan. (winter), May (spring-summer)
- Average of 20-24 pages per issue
- to launch in May 2009.

Some regular features

- Cover story
- 3-4 feature stories
- President's Corner
- Findings (short Science Bit-like news items from NCAR/UOP and university community)
- Flow (very short blurbs and thumbnail pix on new positions of UCAR-member faculty)
- Community Voice (guest column by university or NCAR/UCAR colleague, 1-2 pgs.)
- As You See It: atmosphere-related photos from readers (theme pitched each issue, inviting contributions for next time/back cover)