Draft

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)