

Advisory board – positive towards new approach

More confidence in moving from 10 to 6 issues – not a timely magazine at present – quality features, long reads, print – people like it, can absorb themselves in it. Would still have it with 6. Would maintain or improve quality. They liked the print copy. We can be more selective with features and obits, the bar for them for print would be higher

Web – more timely – website running all the time, resources?

“It’s going in the right direction”

Roger: “May issue looks great”

4 times a year plus call on them when needed works for the advisory board

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Website needs updating – can all agree it needs a new website

Opportunity to change editorially

Update content as and when

Goal – to be a hub for HEP

More useful for strategic messages

Any high-energy physicist would go there (website)

Symmetry mainly for public and funding agencies – production values are high but not a community, public facing

Interactions.org meant to be a communication hub, no original content, pulls press releases and not regularly updated. Brings together what the labs are doing in terms of communication, media.

Courier would be original content. Not just CERN, but all labs and sub-groups in labs are brought together.

Regularly updated news about their field, jobs, funding, archive of material sorted by type. Need to inject a voice and character into the machine. Matthew currently stewarding it, could be humorous and more light-hearted.

Sections: Around the labs, engaging prose, chatty style. (in the past)

Readers survey 2002 was lecturers rather than post-docs.

Relevant material

What would make you read the magazine – send to the CERN user community – age and position of the people. Can use Interactions and EPPCN to distribute survey – also use users office to distribute it.

At the moment – not much going on in HEP

Matthew could imagine 3 stories a week on the website

We’ve got the brand, audience and history already with the Courier

What are the **goals of the website**

- **Timely HEP news**
- **Appealing to a younger demographic of HEP**
- **Hub for HEP**

Not sufficient **careers info** at present – to appeal to postdocs

More of the **future of labs, projects, funding situations**

**Lab correspondents** doing more than just the big news from their labs, funding issues both good and bad

Reader survey – address the balance of CERN and non-CERN “do you see it as a CERN marketing tool” but less leading question

Better regular contact with lab correspondents

A CERN management may reject being critical of CERN or the field, or funding issues, or a stance on political issues such as member states and funding. How nitty gritty can we go – take just to the directorate. Remind them that the Courier views are separate from the CERN management.

Will Courier be a hub for the critical voices of the field? To be thought about

**Clear message:** Editorial stance in general will be pro-HEP, to help the field. It can acknowledge the problems in the field.

Would need editorial freedom to paint a picture less rosy than Symmetry and CERN homepage

CERN homepage accessible to non-HEP community.

Physics World – Traffic 40-50% of what people read was HEP, Cosmology, Astronomy, Quantum physics

**Undergrad physicist should be able to understand. Teachers of physics should be able to read the courier.**

**Even the tough features would have an accessible intro**

Enthusiastic teachers

**Journalists could find experts in a particular topic as authors from features, use the archive as a sort of Wikipedia for research. Trusted source of background material.**

**Authoritative story on a piece of HEP news**

Astrophysicists, Cosmologists, Theorists are also readers.

The Courier can be more open than its technical image

What sort of content and sections

**Christine said there's a more updated reader survey from 2010. Also procedure document.**

**Reader survey would be on IOP to do**

What would you like to see more of? Less of? Either tick box or free text

Obits, prizes, appointments – good for the community, people stories go down well.

Viewpoint – every issue should have one

Have a short editorial?

Letters from the community – often they then don't want them in print

An opinions section? But hard to fill already 10 issues

Mix between CERN and rest of world

Keep news – within news – larger, facility news, physics result, funding.

Move LHC experiments stuff online, the important news would be in news anyway. Perhaps a column? On the web in a CERN research news section. News would become more global, with a bar that needs to be reached to be included.

Sciencewatch stay – be in print only, not online

Roundup of relevant archive papers – maybe a PhD student could do that?

Astrowatch stay in print – online tbc

Don't need a specific computing section

Picture of the month – good for HEP in general – a photo gallery

Features – 3 feature per issue basis

Split features by subject, are we covering the right topics, historical features/figures – Weinberg paper – History, philosophy, sociology of science.

Visual redesign of features, less boxy, more white space – IOP to propose new templates, more engaging, reduce the length.

Features are the core of the magazine

Many need to be shorter, less technical detail

Hire a freelance journalist to help with features? They verify the facts. Otherwise Matthew and Ana L need to be fact-checking. Regular flow of copy.

A picture budget, as and when needed

Faces and Places – moving from 10 to 6 would be ok, Maybe change to community news

Conference reports – a mixed bag – they love group photos – stepping off points to summaries of a particular field. Moriond went there with a byline.

Print – more conference reports would be rejected.

Visits – move to protocol website

CERN stuff in its own tinted pages: visits?

Bookshelf – online and in print

Archive – yes – goes down well

Nationalities? / Geographic basis?

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Next meeting – EP newsletter content

Done points 1,2,3,5,