

FORUM

Space Weather Quarterly Is a Jewel in AGU's Crown

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Space Weather Quarterly (SWQ) is an attractive, glossy, hands-on magazine unlike anything else AGU publishes. It is beginning to be recognized as a showcase publication for promoting the goals of one of the four pillars of AGU's strategic plan: science and society.

Focusing on space weather's impact on technical systems, *SWQ* reaches across the divide between science and society to inform readers, ranging from users of today's satellite-driven technologies to managers of electrical grids and municipal pipelines, from aviators to policy makers—all of whom can be severely affected by adverse space weather. Opening with compelling editorial

comments, its content includes news, expository feature articles, and updates on government agency initiatives.

SWQ got a head start by being one of the very few instruments for reaching out to society well before "science and society" was part of the strategic plan. Prior to the current strategic plan, there was an outcry of support among many AGU members to address the then-languishing efforts to communicate science to policy makers.

With the new strategic plan and with enthusiastic and expert guidance from AGU executive director Chris McEntee, efforts to communicate science to society have blossomed. For example, AGU Fall Meetings now host an abundance of lectures, sessions,

and movies addressing societal issues, and this spring brings us the third annual science policy conference. The new electronic newsletter, AGUniverse, lists the many AGU articles that have been covered by the news media and frequently urges members to contact their representatives and senators in Congress about relevant issues. AGU press releases are notably more frequent, and more channels for communication between AGU and congressional staffers have been opened.

During this initial rush of outreach, *Space Weather Quarterly* was set aside for realignment with the new business policies of AGU. An interested group of space physicists is regularly meeting with AGU's director of publications, Brooks Hanson, to streamline production online and in print and to develop an improved business model. This jewel of a magazine may soon be seen by other sections as one to emulate in support of AGU's commitment to communicate science to society.

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