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| **Reported by (Name):** | **Bruce Curran** |
| **Organization:** | **AIP** |
| **Position Title:** | **Physics Today Advisory Committee (Chair)** |
| **Activity:** | **Advisory Committee Meeting** |
| **Meeting Dates:** | **1/24/2013** |
| **Meeting Location:** | **AIP, College Park, MD** |
| **Payment $:** | **Supported by AIP** |
| **Reasons for Attending or not Attending** | **New Chair** |
| **Issues from Previous Meetings or Year:** | **N/A** |
| **General Description of Activities of the Organization and/or Meeting:** | **Advises PT on editorial issues.** |
| **Issues for AAPM:** | 1. **Since the meeting below, the AGU has decided to discontinue as a Member Society, thus reducing the PT circulation by ~35,000. However the America Meteorological Society has requested elevation to MS, adding about 15,000 (many from AGU).** 2. **PT struggles to increase its perception of relevance, which will be the subject of its January, 2014 meeting.** 3. **AAPM continues to have the largest % among MS with registrations to PT on-line.** 4. **The finances of PT are in flux as a result of the departure of AGU and the creation of AIP Publishing, LLC. AIP has determined to keep the circulation stable at 120,000 for at least 2014.** |
| **Budget Request ($):** | **N/A** |

**2013 PTAC Summary Report**

The Physics Today Advisory Committee (PTAC) met on January 24, 2013 with the leadership and extended staff of Physics Today (PT). We were given an overview of AIP and the magazine, followed by an engaging and wide-ranging discussion. This year we were given a special topic to discuss, namely: “Physics Today in its effort to cover the news”. In the afternoon, the committee deliberated in private and made a series of observations, suggestions, and recommendations that were reported to Physics Today management. The feedback was further developed after the meeting and is summarized in this report.

Key recommendations are summarized below, with more complete discussion included in the full report.

Topics discussed in previous meetings that continue to be of importance:

* **Incorporate content that can more fully engage the diversity of society members, in particular those who are young, , or in non-physics fields , or who do not have a PhD**
  + **Physics Today should suggest that Member Societies send information on Young Investigators (Award Winners) to form a pool for solicitation for “Quick Study” or Feature Article submission.**
* **Include biographies and photos of authors in PTOL and possibly in print**
* **PTAC continues to need a younger member on the committee. One recommendation is to search for early faculty needing to fulfill their service requirement.**
* **Continue to encourage development of Feature Articles and Quick Study items to be sure that the technical content is accessible to a broad audience.**

New topics discussed at this meeting:

* **Staff is to be applauded on the changes in the look of PT, particularly in covers, Backscatter, and Feature Articles.**
* **There is a place for “News” items in both PT and PTOL. Both short items (more timely) and in-depth topics (2-3 months later) are useful and have a place in the print version.**
* **The Committee commends the editors for surveying the level of experience of the readers of the print versions of Physics Today. The Committee recommends that future surveys be carried out on readers of both the print and electronic versions.**
* **The impact and use of the Digital edition needs to be further explored. Questions regarding revenue models and readership preference were briefly discussed.**
* **PTAC members need to assume a greater role as ambassadors from PT to the MS. This could also assist in the recruitment of younger members to the committee.**

As the novice chair of PTAC, I would like to express my thanks to Stephen and the staff of PT/PTOL for their excellent preparation for this meeting and the timely exchange of information. I would also like to thank the members of the committee for educating me on the operational characteristics of the committee. Finally, my thanks to the previous chair, Jim Hollenhorst, whose 2012 report I have blatantly plagiarized in both format and content in putting together this report.