



The Magazine "Vejret" from the Danish Meteorological Society (DaMS) - an example of good practice.

John Cappelen
Vejret, Chief editor

"Vejret" has existed since 1979, but has constantly renewed itself in the pursuit of promoting the understanding of the weather, climate and meteorology among the broader population. "Vejret" is the main reason for the popularity of the Danish Meteorological Society, which has one of the highest membership numbers, relative to the size of the population, in Europe. The Chief editor John Cappelen and the editorial staff on one hand ensures that articles from experts are edited so that they are readable also to the many non-experts in the society, on the other hand articles from everyday weather enthusiasts are edited to ensure that they are scientifically correct. The maintenance of this balance is what ensures the popularity of the magazine.

The lecture will take us from the beginning in 1979 up to the latest issue of the magazine, which as all ways is an good example of good practice with balance in the stuff for experts and non-experts, mainly with stuff popular in these days, but also background stories and historical flash backs, scientifically correct and readable for all.