

Jaguar Journal Report 2021-22

Content

Content was varied, with several first-time writers offering interesting stories. Total submissions eventually picked up after the serious shortfalls due to covid issues. The postponements of the 2021 AGM and the 2021 IJF meant that extensive publicity had to be adjusted and replayed for the new build-ups because both were important events and Florida, in particular, needed to be well-attended for financial reasons. This inevitably caused a slight sense of déjà vu in several issues where multiple pages were used more than once for publicity and registration, but the overall outcome was successful meetings in difficult times.

Another issue was that whilst submissions were down, some areas were proudly active and featured several times, such as Texas, Ontario and Florida clubs. This also resulted in slightly repetitive coverage, especially if the event report coincided with it also being mentioned or photographed as part of the host region's report in the same issue.

Highlights were the Mk X anniversary article by ex-Jaguar designer Nick Hull, and at long last a current model cover, based on a Mahwah-supplied car for the F Pace road test and a forthcoming XF. Nicole Smart has taken over the Member Spotlight role and has brought a fresh 'people-focused' approach, emphasizing club involvement.

Losses were the Canada Calling column for two issues and the Auction News column. Both are now resuming, thanks to input from the new Prairie club and the Auction column is coming back now that Ramsey's contract and RM Sotheby's obligations are sorted out.

Process

Graphcom continue to give good service at modest cost. They are responsive to 'special requests' concerning image photoshopping, print and layout requests etc. Internal and external costs are stable, with some query over postage costs to come, and a push towards an electronic option which will need to be reviewed/budgeted at the end of the first year.

The Zinio ePublication **JJ** has been launched, but the subscription information will need to be repeated several times more to encourage uptake. Current plan is to highlight the subscription process in May-June and September-October issues.

Advertising revenue has stabilized a commendably, considering what is generally happening with print media. The initiative to exploit social media will also align with developments in format and website content. Member numbers and circulation have also held up better than expected. There was a query about paper cost options and numbers are available (showing only minor differences).

The flysheet membership card system has bedded in and people are used to it now, often sending cut-out cards with their mailed-in classified ad requests.

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02/14/2022