

CR-25

FROM: Rob Thuss, *Jaguar Journal* Comm. Chair

TO: JCNA BOD
c/o Bob Matejek, Secretary

RE: 2017 AGM BOD Report
Jaguar Journal Committee Report:

DATE: February 27, 2018

We plan to renew contracts for Pete Crespin, Editor, Diane Dufour, Advertising Manager, and Greg Wells, Assistant Editor. The *JJ* production is stable and JCNA continues to contract with Graphcom, Inc. for layout, production, and printing services. Advertising income is steady but relatively flat, and attracting advertisers challenging based on limited circulation and the continuing trend toward moving advertising dollars to web-based advertising. The *JJ* continues to cost more to produce and deliver than it takes in for advertising.

Short-term, the priority recommended goals are to get a complementary *JJ Online* publication up and running and to publish more affiliate and member-oriented stories. We also need to look at publishing more information digitally using the modern digital technologies and apps available on our portable devices such as our cell phones, tablets etc. And we need to broaden our advertiser base and advertising revenue. Our small staff is performing well. There may be a modest investment involved in setting up web-based and digital services, but the benefit will be that we can deliver *JJ* and JCNA content to you on your mobile devices, and offer more and more diverse stories and interesting information.

As a medium term goal, we recommend starting to plan to increase the number of pages beyond 48 pages, and also offering the *JJ* to members as an electronic version.