

CR-19b Jaguar Journal Committee Report

March 2, 2013

Jaguar Journal Committee Report AGM 2013

The President formed a temporary committee under his authority to address some long standing issues with the Jaguar Journal. The members of that committee are:

Gary Kincel
Deanie Kennedy
Mike Cook
Candy Williams
Peter Crespin
Geo. Camp

The Jaguar Journal has for years operated with complete autonomy although there was a standing requirement in the editor's contract for a committee to be present. As JCNA was struggling with the budget and the looming need for a dues increase the Journal naturally was a prime candidate for examination. A large portion of the JCNA budget goes toward the production of the Journal and in fact the Journal was operating at a level of expenditure that was too high for the revenue that was being obtained through advertising etc. Without a long history lesson the Journal had expanded to a 48 page all color magazine with the understanding that advertising would be increased. We found our committee discussing how to close this gap from both ends—reduce costs and increase advertising. The following has been undertaken this year with unachieved goals at the end of the report.

The editor's contract (and the assoc. Ed) had been extended for 6 months at the 2012 AGM. This was to allow time for a full rewrite of the contracts and the necessary checking and coordination with other functions. As of Sept. 2012 we have a signed contract with Plain English (Mike Cook) that runs to the AGM in 2014.

We lost the services of Grand Prix graphics at the end of this Sept. 2013. This is due to retirement and an associate of Grand Prix will temporarily perform the function of layout artist. This situation will become a contractual one regardless of who is chosen. Those efforts are ongoing.

Printing continues to be in Gettysburg and is satisfactory in costs and quality. A statement of expectations has been received from them and currently is satisfactory (schedule, costs etc.).

The Jaguar Journal was reduced to 32 pages for 2 issues. While this resulted in some cost savings it WAS NOT the prime reason for this move. Failing to find any method to bring the Journal back on schedule and not wishing to skip issues it became the only reasonable compromise. Having the Journal on time will reduce complaints, open up advertising, make it more germane to the events and coverage and so forth. The Journal returned to 48 pages after these 2 issues and will run on schedule.

Having established that schedule we are in need of about 5 more pages of advertisements. The 48 page journal was based on this. As such the method of approaching and securing new advertisers is changing and guidance from the business committee is forth coming. We have largely not looked for new advertising of any size in a while. A marketing packet has been promised by the editor and asst. editor and that is anticipated soon.

Further issues to be addressed in the near future are the scope or goal of the Jaguar Journal. There are varying philosophies on this issue so we have utilized Survey Monkey (an electronic survey and tabulation tool) to gain the guidance of our members as well as paper mail in format in the JJ. While the total tabulation has not been accomplished, due mostly to the magnitude of the responses, the results will be published soon. Thanks to everyone (over 1000 of you) who took the time to respond.

Speaking of attachments and such have you noticed that the Journal now has the ability to hold material in the plastic cover? This is an advertising/ information dissemination tool we have not had before. Thanks to Mike and Beth for following up on this effort. Lost and dismembered Jaguar Journals seem to be a thing of the past.