

CR-25

FROM: Rob Thuss, *Jaguar Journal Comm.* Chair
TO: JCNA BOD
c/o Bob Matejek, Secretary
RE: 2016 AGM BOD Report
Jaguar Journal Committee Report:
DATE: March 20, 2016

As Peter Crespín has submitted a report on the *Jaguar Journal*, I hope not to restate matters that Pete has discussed.

Notably, the *Jaguar Journals* from 1954 to 2014 have been scanned and collected, and we are finalizing plans to offer them for sale to our membership. Each issue is scanned in a searchable PDF format with OCR. We are close to reaching an agreement with a company to install copy protection and these archived issues on a usb flash drive. We were able to achieve this through the much appreciated efforts of George Camp and JLR's cooperation and support. On the heels of the well-received JOA badge offering, we hope that when offered, this collection of 60 years of the *Jaguar Journal*, that it will likewise be well received with strong initial sales. There-after, we can make this an ongoing offering on the Store. We are close, if not poised, to announce the offering.

Now, a short note to report on some nuts and bolts, and challenges and goals. I've worked directly with Peter and Diane over the past few issues to develop a working rapport with them, and the task moving forward is to institute monthly meetings as a small working committee, in as much if not more, to provide support, as well as oversight. To that end, we do desire involvement and contributions of JCNA members as committee members. Prebble Eklof is a committee member. As we establish a committee schedule, we should begin to seek out and add members to contribute to the effort. How the committee approaches this process, and designs committee member roles and responsibilities, is something we will flesh out in committee in the coming months.

Another challenge is budgetary: the costs to produce an issue of the *Journal* is over \$20k and can move toward \$25k. The goal is to offset costs through advertising and move toward a break-even financial posture, but this proves challenging. The *Journal* fills a niche, and with about 7,000 household subscriptions, the scope for advertising fits with the scope of the subject matter and scope of the audience. Still, we do have room to grow advertising and to grow the publication moving forward. As advertising pages increase, the publication would also add pages so as to maintain a strong balance of content. Wedding online advertising with print is a desired goal and will be implemented in our advertising strategy when practical.

Lastly, I do recommend contract renewals for the *Journal's* contractor staff, who, in my experience, continue to learn and progress in their respective roles. So, in sum, we should expect good things ahead for the *Journal*.