

CR 5A *Jaguar Journal* Editor's Report

FROM: Nicole Smart, *Jaguar Journal* Managing Editor

TO: JCNA Board of Directors c/o Steve Kennedy, Secretary

RE: 2025 AGM *Jaguar Journal* Editor's Report

DATE: March 14, 2025

I first wish to acknowledge that the *Journal* turned 70 this year. Over the past year, we hopefully produced relevant and engaging content that reflected JCNA member interests across an entire continent (and beyond).

After hearing your concerns about production costs, a due diligence search over several months commenced. We were referred to a graphics designer with over 20 years of experience and understanding of JCNA and car club culture. Run Rabbit Graphics specializes in print graphic design and understands today's magazine and branding trends. Finding an artist with formal education in both the broader creative arts and specialized print graphic design is rare.

We continue to receive encouraging feedback and much appreciated original member content that reflects the diversity of interests within JCNA membership. We also actively solicit clubs to submit content promoting upcoming special club events when space is available.

Establishing or maintaining relationships encourages content contribution from those who specialize in an area of interest to our readers. For example, frequent regulars are David Brill for market value tips and trends, Fred Hammond for JLR news, Coventry Foundation for history and JCNA member services, and Tony Merrygold (formerly of JDHT) for UK and heritage perspectives.

As always, we offer promotional ads and post-event coverage for significant JCNA events, with free sponsorship included for clubs hosting the AGM, IJF, and Jaguars on the Island.

We are grateful to the enthusiastic JCNA members who attend some of the more high-profile multi-marque events to provide articles with professional photos, expanding our coverage beyond club-sponsored activities.

Many members prefer paper, so we will continue to use the flysheet included with the *Journal* for those who need it for registration forms.

New initiatives and goals

You may have noticed a gradual, increasingly modern aesthetic with a familiar feel intended to bring the *Journal* into 2025 and appeal to a wider variety of readers. The May/June 2025 issue will reveal the new layout for the entire magazine. Some changes are based on reader feedback, while others are editor-driven creative choices or current best practices for magazines the graphic designer recommends.

Last spring, 'Trivia' began as a test to drive and informally evaluate reader engagement. With each issue, more respondents have responded via paper mail and email, hoping to win the advertised prize. Often, enough trinkets are provided by JCNA merchandise stock or by Coventry Foundation donations that each

person receives something JCNA or Jaguar-related. The goal is more about engagement and making folks have a unique and memorable experience than serious competition. The postage cost for these items has been very low. There are no additional labor costs because the editor handles all submissions, prize pickups, packaging, and postage deliveries.

Adding QR codes to drive members to as many static web pages as possible instead of text links makes it easier for people to jump from paper to online sources and obtain more details or registration forms using a cell phone camera. AGM and IJF registrations, the Calendar of Events in the *Journal*, and some advertisements have successfully included QR codes.

The editor also began receiving additional copies of the *Journal* to send to those who make special requests for an extra as a keepsake (Member Spotlight, member article submission, etc.).

Finally, reviving the 100/200/300 Thousand Mile Club program needs Board of Directors approval. The old, abandoned program was briefly mentioned in an article, and several respondents have submitted surprisingly interesting data and anecdotes about their cars, complete with pictures. There is demand and enthusiasm; we just need to get it approved!