

FROM: Nicole Smart, *Jaguar Journal* Managing Editor

TO: JCNA Board of Directors c/o Nedra Rummell, Secretary

RE: 2026 AGM *Jaguar Journal* Editor Report

DATE: March 2026

Over the past year, the Editor has continued to focus on promoting club events and balancing production quality with responsible cost management. With our previous advertising manager's retirement after a decade of service, we recruited Lisa Schafer from the Austin club, who is retiring from her accounting career and has taken over the Ad Manager position under the Committee Chair's guidance and training.

Following last year's due diligence process and partnership with Run Rabbit Graphics, we have now completed a full year's production cycle under the updated design. The collaboration has proven to be both efficient and cost-conscious while delivering a polished, contemporary publication that reflects JCNA's professionalism and member-centered focus. Member feedback on the updated layout has been overwhelmingly positive. Readers appreciate the cleaner presentation, improved readability, and a modern feel that respects the *Journal's* heritage.

We are especially grateful for the steady stream of original member content. The diversity of articles, technical pieces, event coverage, and personal stories reflects the wide range of interests within JCNA. Clubs continue to submit announcements and event promotions far enough in advance for promotion in the *Journal*, and we encourage early submissions to ensure adequate placement.

Our regular contributors remain an important part of the *Journal's* consistency and value. Their expertise strengthens the *Journal* and broadens its appeal. We initiated outreach to our PR contacts at JLR corporate, both in the US and UK, offering interviews and space; they have occasionally provided JLR news.

We also continue to support significant JCNA events through advance promotional advertising and post-event coverage. Complimentary event promotion and sponsorship recognition remain in place for clubs hosting events with a broader attendance audience appeal, such as AGM, IJF, and Jaguars on the Island. In addition, members who attend prominent multi-marque events are providing high-quality articles and photography, allowing us to expand coverage beyond strictly JCNA-hosted activities.

The printed flysheet remains included for registration forms, election ballots, and essential notices. Demand for this format remains steady. When available, the flysheet is used to promote the Coventry Foundation per our contractual agreement.

New Initiatives and Ongoing Goals

We will continue evaluating layout performance, readability, and advertiser integration.

QR code integration has expanded further. Registration pages, event calendars, merchandise links, and select advertisements now routinely include scannable access. This has made it easier for members to move between print and online resources without typing long URLs. Feedback shows strong usage, particularly for event registrations.

We continue to provide additional *Journal* copies upon request for members featured in Spotlight articles or those submitting major content contributions. This small gesture has been deeply appreciated and reinforces the value of member participation. The number of editor's copies on hand have been increased to assist members who may have experienced a lapse in receiving their issue due to inadvertent errors in member address changes, and the Editor assists members in connecting with local club contacts when appropriate. This also assists people who are not computer-savvy enough to place online orders for copies through the website.

Interest in reviving the 100/200/300 Thousand Mile Club remains strong. Since its initial mention over a year ago, several members have submitted stories, photographs, and documentation of high-mileage Jaguars. There is clear enthusiasm for recognizing long-term ownership and vehicle preservation. Formal reactivation still requires Board approval, and we look forward to further discussion and guidance on implementation.

In summary, the *Journal* remains financially responsible, visually refreshed, and strongly supported by member engagement. Our priority continues to be producing a publication that informs, connects, and represents the spirit of JCNA while adapting to modern processes and the interests of the multi-generational audience we serve.