

CR-5B

FROM: Rob Thuss, Jaguar Journal Committee

TO: JCNA BOD
c/o Bob Matejek, Secretary

RE: **2024 AGM Jaguar Journal Committee Report**

DATE: Feb. 12, 2024

The *Jaguar Journal* continues to run on schedule, or early. Peter, Greg, and Diane continue in their respective roles, and Graphcom continues to handle layout, printing, and shipping. Nicole has contributed content and editorial support in more recent issues in addition to contributing to the *Member Spotlight*.

Costs, which had risen over the past 4 years, did plateau during 2023 and stable, albeit raised, costs is the outlook for 2024. However, JLRNA withdrew advertising during the Fall of 2023, and it is unclear whether JLRNA intends to maintain a presence in *Jaguar Journal* or in JCNA.

We expect that established advertisers will continue their support, and we will continue to encourage our clubs and members to be mindful and appreciative of the ongoing commitment of these long-standing supporters of our interest. We are seeing some fluctuation with a few in early 2024. We will focus our effort to expand our advertising base and expect that advertising interest will rebound and expand later this year or in early 2025.