



MEDIA & COMMUNICATIONS COMMITTEE REPORT

The *Georgia Cattleman* has proven itself to be one of the cornerstones of The Georgia Cattlemen's Association. The Media & Communications Committee has examined the potential ways to improve our magazine's readability in addition to how it has served its membership as a resource for information, education and motivation, all while facing a season of change and evolution. Even a pandemic failed to lessen the magazine's relevance.

One of the improvements that the committee looked at this year is providing a reader friendly appearance. Late-summer saw an increase in advertising and renewed enthusiasm to simplify organizational and production processes.

In November, the Media and Communications Committee approved an upgrade to several sections of the magazine, including a cleaner, consistent cover layout, larger page numbers and combining the state breeder's cards into a section of its own. Other improvements included cleaning up the table of contents and ad index pages and moving all association reporting to left hand pages for consistency.

The Media and Communications Committee also approved a price increase for website banner advertising and just this month approved new value-added advertising incentives for Associate Members.

The Association's social media presence on Facebook and Instagram has seen an increase in traffic and interactivity. The past five months have seen an increase in magazine ad sales revenue, page count, and new advertisers over the same months from the previous year.

Georgia Cattleman magazine continues to encourage constructive input and relevant field reporting from the GCA membership.