



## **MEDIA & COMMUNICATIONS**

The *Georgia Cattleman* continues to be a great resource for information, upcoming sales, innovative products, and current events for Georgia's cattle industry.

The magazine received a face-lift beginning in the January issue.

The updates included: freshening up the Leadership page, Associate Membership page and New Members page; adding Across the State: updating the headers on the feature pages; updating the Georgia Livestock Market News layout; doing away with the sale reports (was at least 4 weeks old when printed); changing it to a Georgia Livestock Markets page with the sale days listed for each market; changing the font of the whole magazine to a more reader friendly font.

Social media continues to be a priority with Facebook and Instagram posts.

As always, the magazine needs chapters to send in photos and captions to be featured.