Magazines of UGA Unite!

Michele Horn – Director of Brand Strategy
Marketing & Communications Division
Agenda

• Overview of Georgia Magazine

• Round Table Discussion:
  • Name, role, magazine
  • Show-and-tell
  • Details about your magazine

• Creating a Magazine Group:
  • Define our group – who are we?
  • What do we call ourselves?
  • How often do we want to meet as a group?
**Georgia Magazine: Content Evolution**

For the *Georgia Magazine*, we have started working to align all of our content to the overarching brand value proposition and also to the key UGA messages. This has helped us tell stories in a way that align to the overall goals of UGA.

- **Brand Value Prop**
  - The University of Georgia inspires those who will lead, discover, and serve because together we are on a relentless pursuit to improve the world.

- **Brand Benefits**
  - Higher Quality of Learning
  - New Quality of Leader
  - Better Quality of Life

- **Key Messages (SOTU)**
  - Increase Scholarship Support
  - Further Enhance our Learning Environments
  - Solve Grand Challenges (Great Commitments)

- **Extra Commitments**
  - Defeating Disease
  - Feeding the World
  - Fostering Economic Vitality
Georgia Magazine: Design Evolution

In 2016, we went through a magazine redesign.

https://ugamagazine.uga.edu/issue/summer-2017
Discussion

INTRO:
• What’s your name & what school/college/unit are you from?
• What’s your role with the magazine?
• What’s the name of the magazine do you work on?
• How often is it published?

SHARE:
• Show & Tell – if you brought samples or can pull them up online
• What is your audience & distribution schedule?
• Who do you use to print your magazine?
• Do you have an online version of your magazine?
• Do you post any of your content online?
Magazine Group

DEFINE:
• Who are we? https://brand.uga.edu/professional-development/groups
• Magazine only or general publications?
• What should we call ourselves?

NEXT STEPS:
• How often should we meet?
• What topics should we cover?
• What type of meetings would be most helpful (presentations vs working sessions, etc.)?
THANK YOU!