

# Magazines of UGA Unite!

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# **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.

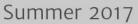


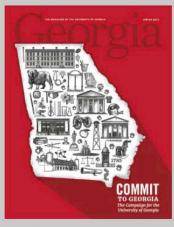
### Georgia Magazine: Design Evolution

In 2016, we went through a magazine redesign.

https://ugamagazine.uga.ed u/issue/summer-2017







Spring 2017



December 2016



September 2016



















# **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? <a href="https://brand.uga.edu/professional-development/groups">https://brand.uga.edu/professional-development/groups</a>
- 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.)?

