



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.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!