

## Opportunity Is Abundant with New Websites

“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”

~Winston Churchill

The cup is always half full in the optimist’s eye. So when one sees that butter and cheese prices have climbed in recent weeks; milk prices continue to improve and feed prices have dropped slightly—one feels these are good indicators of positive movement in the dairy economy.

In an ever-evolving technological world, print media has also had its challenges. The adoption of technology to deliver news in a fast, more real-time fashion to the world has left many newspapers and magazines sitting behind or ending their long runs.

The Jersey Journal has always been blessed to have a loyal base of subscribers and advertisers. Each month still carries over 100 contract advertisers and subscription numbers have remained steady near the 2,100 mark. However, the past couple of years have taken a toll on the scope and reach of the print magazine. Staff knew change was needed to provide more real-time publishing and timely service for advertisers.

That time has now arrived. On September 27, the Jersey Journal launched a brand new website—[www.USJerseyJournal.com](http://www.USJerseyJournal.com). Redesigned. Reliable. Ready to Report.

The new website will provide viewers a new experience with Jersey Journal. The site offers up-to-date editorial content including online-exclusive featured stories, blog posts and videos; a new “Youth Corner;” a section called “From the Field” highlighting breeders and our USJersey staff as they travel; guest editorials from around the globe; dairy industry news from our allied partners; and the new “Jersey Kitchen” with its dairy-rich recipes.

Advertising opportunities are endless

with the new site. Whether it is a Premium Banner ad that appears on every page throughout the site, or a Small Box ad that links back to your farm Facebook page or website. Do you have cattle to sell, or other dairy products you are looking to market? Then the classified advertising section might be just what you need. Did your herd fare well during a recent show that is posted? Place an ad on the show page to showcase those accomplishments.

The website is designed to complement the current Jersey Journal by being able to provide more editorial content than there is currently space available.

In 2020, a new online subscription platform will be unveiled giving readers even more bonus sections to enjoy available only in the online format. It will include guest contributors, more management-based articles and a continuous flow of breeder profiles.

Also new from the USJersey organization is [TheAllAmerican.USJerseyJournal.com](http://TheAllAmerican.USJerseyJournal.com)—home of the All American Jersey events. Built to showcase the Jersey breed’s biggest promotional weekend, the site gives the history of the events, allows readers to take a walk through time with picture parades of the past National Champions, Jersey Jug Futurity winners, National Junior Show Champions, as well as a pictorial of the All American and Reserve All American winners since the association revived the titles in 2006.

Viewers will also find links to the Premier Performance winners, past judges, queens courts and notes about the upcoming All American events November 9-11 in

Louisville, Ky. During the show, the first and second place winners in each class of these shows will become the 2019 All American and Reserve All American honorees of the American Jersey Cattle Association.

Enjoy the new look of the Jersey Journal and All American Jersey events.



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