Media Analysis

Writing Assignment

AGCJ 305, Fall 2011

November 2, 2011

MEMORANDUM

To: Jan Smith, Sales Representative

From: Jake Johnson, Communications Staff Member

Subject: Media Analysis

**Media Analysis Categories:**

Mrs. Smith,

I would like to give you a little insight as to the background of our newspaper, Feedstuffs. I will be disseminating some information from Vol. 83, No.44 that came out on October 24, 2011.

With approximately 8 editorial staff members, our publication offers roughly 40 articles per issue, having around 20 being written by the staff members themselves.

For our readers, we provide articles on many subjects ranging from global agriculture production to meteorology and even agriculture in the political realm.

The newspaper is organization into several sections, offering columns from our executive editors and various areas of news, opinion, tech, education and a financial report of the industry.

Our art department produces a great looking newsletter, with colored pages on sleek pages, as opposed to traditional newspaper paper. Graphs, pictures, and colored advertisements are all represented in a professional from, including photographs of our editorial authors. Our department is encouraged to explore new ways to keep our newspaper looking the best that it can be aesthetically. Going along with the look, our magazine design is neat and organized, and very easy to read for our viewing audience.

Advertising holds a crucial role in our publication, therefore, we try and do our best at promoting our sponsors in a way that reflects the interest of ourselves. We offer several full page ads, two in this week’s publication, and multiple half-page or smaller ads, all color. Our advertisers are almost all from the agricultural industry, with the main ones being Merck Animal Health (with both full-page ads), Ajinomoto (protein distributors), and Motomco rodent control.

At $52 for a year long subscription, we offer the newspaper weekly, mailed directly to our customers. Members and customers are able to see our financial reports and information and it is closed to the general public.

Our target audience without a doubt is the American farmer and those individuals involved directly with agribusiness. We consider the agricultural industry to be the most vital in the interests of the country and we try and emphasize that to readers who may come from a background that does not include agriculture. Specifically, we target to any individual interested in the economics behind the state of the agricultural industry.

In summation, we are delighted that you chose to come and work with our publication. We feel that our specialized market of readers are individuals that are motivated to make a difference for the American farmer and rancher and his way of life. We are constantly looking to improve ourselves in the diversity of topics we chose to present to our audience, the truthfulness of what we write about, and the importance of the issues that challenge our agricultural industry. We are committed to making a difference and are working tirelessly to bring information to the public and inform them of the issues that will have a direct effect on them.