

## The Episcopalian, Inc.

In April 1960, a small band of concerned Church people—nine members of General Convention's Church Magazine Advisory Board and six staff members housed in a rented loft on East 23rd Street, New York—opened a new page of Church history.

With a mailing list of 36,500 names and a mandate from the 1958 General Convention to create and test a national periodical for the laity, this group received the first copies of a magazine called *The Episcopalian*, with nervous anticipation, after months of meeting and planning.

This year, the planning and anticipation still occur as each issue takes shape and runs off the large web-offset presses. Now *The Episcopalian*, with more than 20 regional editions, goes to some 250,000 subscribers in every diocese and state and some 25 foreign countries.

We celebrate our 25th anniversary as the Episcopal Church's national monthly. We also have entered our 150th year of continuous publication as the Church's officially-sponsored means of bringing the news of the Church to the people of the Church.

This saga started in the fall of 1835 at the Great Missionary Convention in Philadelphia. That year the bishops and deputies agreed that each member of the Episcopal Church should also be a member of the Domestic and Foreign Missionary Society. After the convention, the Society launched its first publication, appropriately named *The Spirit of Missions*, to record the growing service of its missionaries in the western territories and abroad.

In the 1940's, after the creation of a National Council to administer the Society's work between Conventions, and with a full-time Presiding Bishop in charge, *The Spirit of Missions* was changed in format and scope to become *Forth*, the publication of the National Council. In 1961, after a period of trial, *The Episcopalian* was approved by General Convention as an officially-sponsored, independently-edited monthly for the people of the Church.

In 1970, *The Episcopalian*, with the support of the Diocese of Central Pennsylvania, began its first regional edition, and in 1974, again with the help of Central Pennsylvania, changed to the present format. In the past decade, circulation has more than doubled. *The Episcopalian* has been able to operate without General Convention subsidies, despite staggering increases in postage and paper costs, as we reported in 1979 and 1982.

The future is uncertain and challenging—as it always is in this fragile mode of ministry—but we are grateful to God; our readers; the bishops, dioceses and parishes who use *The Episcopalian* through Small Group, Parish Every Family, and Diocesan Combination Plans; and to Presiding Bishop John Maury Allin and the Executive (formerly National) Council for the support and encouragement that makes this report possible.

The pages of *The Episcopalian* have brought a world of information into the homes of Church people over the last three years. Stories range from what it's like to be Christian in the Soviet Union to the rapid spread of the faith among the nations of Africa and right into our local communities where faith in action inspires each of us here at home.

Our popular column, "Reflections," has featured such well-known theologians, educators, and authors as Verna Dozier, Madeleine L'Engle, Mark Gibbs, Morton Kelsey, Martin Marty, Herbert O'Driscoll, Eugenia Price, and John Westerhoff.

In 1983, in a joint venture with the Church Hymnal Corporation, *The Episcopalian* began previewing the *Hymnal 1982*, to be published later this year. That feature gave congregations an opportunity to try the music.

Reflective of the age in which we live, a special section on how parishes and missions use computers not only sparked a lot of interest, but helped establish an informal network of computer users who help one another and share learnings through a continuing column called "Small Bytes."

Another feature that has caught on with our readers is "Feasts for Feast Days," which has drawn many requests to make it more widely available.

Articles and reader response forums on subjects, such as, how valid is tithing, nuclear weapons and the arms race, and "Should Episcopalians accept papal primacy?" were valuable airings of these subjects and others of similar weight and concern. In February of this year, an opinion column, written by guest columnists, was begun. It's called "Here I Stand," borrowed from Luther's famous statement. Letters-to-the-Editor space has also been expanded to accommodate response to "Here I Stand" and other articles and regular features.

As a Christmas present in 1984, we printed a four-page special insert, "Chapter and Verse, an Inquirer's Pursuit of the Not-So-Trivial Facts and Figures," which not only was well-received and occasionally used in Christian education classes, but also was widely reprinted in diocesan papers and parish periodicals.

A special profile of the Archbishop of Canterbury, Robert Runcie, was among the articles we developed to help keep the American Church aware of what it means to be part of the Anglican Communion and to know the archbishop better.

Keeping our Church people abreast of the work and mission of Bishop Desmond Tutu as he leads his people in their struggle for justice in South Africa has been a challenge and pleasure.

In addition to our regular coverage of the events in the ongoing life of the Church, we carried a special history section, "The Loyalist Papers," in 1983, and profiled the first American bishop, Samuel Seabury, whose consecration bicentennial was celebrated last year.

As *The Episcopalian* marks its 25th anniversary, the Board and staff are making a determined effort to focus on the future, looking to the new era that comes now with a change in Church leadership. Among the accomplishments we hope to make in the publication's life in 1985 is a thorough study of its editorial policy and content, along with an evaluation of the advertising, circulation, promotion, and business departments. The study is made possible through a generous grant from Trinity Church, New York City, for which *The Episcopalian* is grateful.

A new design of *The Episcopalian*, and more easily read text type, makes possible a fresh display of news and features. It also provides for diocesan editions a cover page for diocesan news, photos, and indexing.

Continuing the upgrading of our product is the goal of each staff person.

This past triennium has been one of consolidation, innovation, and change. In April, 1982, James Milholland, Jr., senior vice-president of Harcourt, Brace, and Jovanovich, Inc., retired as president of The Episcopalian, Inc., and was succeeded by Robert L. Hartford, former president of Penton Publishing Company. John C. Goodbody of Charleston, South Carolina, succeeded Richard J. Anderson of Cos Cob, Connecticut, as secretary.

The Board also received the resignations of Eugene A. Niednagel of Lebanon, Indiana; Isabel Baumgartner of Kingsport, Tennessee; and Dean T. Stevenson of Lemoyne, Pennsylvania. It elected as new members Harry C. Rubicam of Old Greenwich, Connecticut; Alan Conner of Sausalito, California; Gerald N. McAllister of Oklahoma City, Oklahoma; Henry L. McCorkle of Brunswick, Maine; Ruth Nicaastro of Los Angeles,

## THE BLUE BOOK

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California; Alfonso Narvaez of Montclair, New Jersey, and Alma Wyden Simmons of Detroit, Michigan.

In November 1984, we lost William S. Lea, one of the original members of the Church Magazine Advisory Board appointed by Presiding Bishop Arthur Lichtenberger to study and pilot test an Episcopal Church magazine. From that day until the time of his death, he continued as an active, valuable member of the Board of Directors. One of his last responsibilities was to serve on the search committee for the new publisher. We thank the Lord for his time with, and great service to, the whole Church and to *The Episcopalian*.

Founding editor Henry L. McCorkle retired early this year after 25 years of service and was succeeded as publisher by Richard L. Crawford, editor of *Oklahoma's Mission* and assistant to the Bishop of Oklahoma. Emmaretta Wiegart, production editor and *The Episcopalian's* first staff member, retired this spring after more than a quarter century of service to the Church. In 1984, Jean B. Weir, staff promotion consultant for more than ten years, retired, and Harriette M. Padgett, assistant to the publisher, recorded her 20th anniversary with *The Episcopalian*.

A new advertising team joined the staff this triennium. Manager Cindy Wheeler and sales manager William Griffiths, formerly with the *Philadelphia Bulletin*, have worked hard to standardize rates and offer our services to more and more people, resulting in record ad revenues in each of the past three years.

Our advertising and business operations have been computerized and changes in our circulation fulfillment computer services have put *The Episcopalian* on the U.S. Postal Service's "pink tag" delivery system for second-class periodicals, thus speeding up delivery of the publication.

Postal charges have increased only slightly these past two years, thus holding our distribution costs down. This good news, however, has been offset by a 13.8% increase in paper costs in 1984 and a 15% increase in computer costs this year. Another postal increase is expected later this year.

The continued success of our Episcopocot books and calendars helped us to operate in the black in 1982 and 1983. We introduced a new book, *Bless You!* in the fall of 1982 and calendars for 1983, 1984 and 1985. This year we plan to publish another Episcopocot book as well as a calendar for 1986, and we are planning to introduce our popular *Feasts for Feast Days* column in menu book form this year also.

Respectfully submitted,

Robert L. Hartford,  
*President*

### SUMMARY OF FINANCIAL RESULTS—1982, 1983, 1984

	1982	1983	1984
<b>Income</b>			
Advertising—Net of agency commissions and cash discounts.	\$185,681	\$186,979	\$231,888
Subscriptions—Regular	48,836	62,597	64,486
—Church plans	74,714	76,552	69,763
—Diocesan plans	412,694	413,478	413,077
—Seed money grants	(5,683)	(3,608)	(2,115)
—Clergy.	35,583	28,164	33,030

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**THE EPISCOPALIAN**

Service and other income	<u>115,523</u>	<u>100,003</u>	<u>93,875</u>
<b>Total</b>	<b>\$873,031</b>	<b>\$867,773</b>	<b>\$906,119</b>
<b>Expenses</b>			
Mechanical and distribution	\$417,404	\$389,723	\$421,347
Advertising	29,954	34,869	35,283
Editorial	113,687	117,952	125,050
Circulation	140,884	143,034	148,190
General and administrative	<u>151,885</u>	<u>164,914</u>	<u>195,689</u>
<b>Total</b>	<b>\$853,814</b>	<b>\$850,492</b>	<b>\$925,559</b>
Publishing results	\$ 19,217	\$ 17,281	\$(19,440)
Appropriations from General Convention	—	—	—
<b>Net from operations</b>	<u><u>\$ 19,217</u></u>	<u><u>\$ 17,281</u></u>	<u><u>\$(19,440)</u></u>

**RESOLUTIONS**

**Resolution #A—64**

Confirmation of present members and directors

*Resolved*, the House of \_\_\_\_\_ concurring, That the present Members and Directors of The Episcopalian, Inc., namely

Richard J. Anderson George I. Chassey, Jr. Alan Conner John C. Goodbody Arthur Z. Gray George T. Guernsey III Robert L. Hartford Howard Hoover Ralph E. Hovencamp Inez Kaiser Robert E. Kenyon, Jr. Elizabeth B. Mason	Gerald N. McAllister Henry L. McCorkle James Milholland, Jr. Alfonso A. Narvaez Ruth Nicastro Frederick L. Redpath John W. Reinhardt Robert A. Robinson Harry C. Rubicam Alma Wyden Simmons Donald R. Woodward John M. Allin, <i>ex officio</i>
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be, and they are hereby, appointed and confirmed to hold office until the next General Convention and until their respective successors are elected, confirmed, and qualified, as provided by the by-laws of the Corporation.

**Resolution #A—65**

Use of *The Episcopalian*

*Resolved*, the House of \_\_\_\_\_ concurring, That the General Convention recommend use of *The Episcopalian* to Church agencies, dioceses, parishes and vestries through the Diocesan Combination Plan, Parish Plan, Small Group Plan, and related services.