

## The Episcopalian, Inc.

*It will widen your horizons and enable you to understand that we are part of a Church that is much larger than our own parish and diocese.*

This comment by the Rt. Rev. W. Moultrie Moore, Jr., Bishop of Easton, captures the essence of what *The Episcopalian* is all about and has been ever since it began publication in April 1960, with a mailing list of 36,500.

Bishop Moore made the remark in his April 1982 column for the first Combination Edition of *The Eastern Shore Churchman* and *The Episcopalian*. The Diocese of Easton is the latest so far to use a combination plan, joining the Diocese of Dallas which began its plan in November of 1981 and the Diocese of Idaho which started in September 1980 (See details of plan in Addendum #1).

1. During the past triennium, *The Episcopalian* celebrated its 20th year of service to the Episcopal Church with a special issue in April 1980; observed the 10th anniversary of its first Combination Plan edition with the Diocese of Central Pennsylvania in October 1980, and completed its eighth year with tabloid format in May 1982.

The Church's national monthly, including its predecessors, *The Spirit of Missions* and *Forth*, has now been in continuous publication for 147 years. *The Episcopalian* is printed in 24 different editions, with 266,036 circulation as of the April 1982 issue. In April 1980 the paper was redesigned and in September 1981 the front page was restructured to include diocesan news highlights.

2. With its emphasis on general church news and information, *The Episcopalian* has covered subjects ranging from art to xenophobia in the last three years.

Much of the editorial material has related to events in world and nation, with emphasis on the crises and persecution of Christians in Iran and Uganda; energy concerns; refugee problems and resettlement news from Africa, the Caribbean, Southeast Asia and the United States; unrest in England and Northern Ireland; and the nuclear arms race.

Domestic issues receiving major coverage included alcoholism, ministries to the aging, Christian education, confirmation, evangelism, interchurch negotiations, lay ministries, music, prayer, urban ministries, and Venture in Mission.

In cooperation with Executive Council's Communication and Public Issues offices, *The Episcopalian* ran special 4-page Episcopal Church issues reports on Capital Punishment (June 1980); Family Life (June 1980); Human Migration (October 1980); and The Nuclear Arms Race (January 1981), plus a Peace and the Parish resource guide (October 1981). These sections, written and coordinated by Christopher Walters-Bugbee of North Carolina, Lee Hickling of Virginia, Ruth Nicastro of Los Angeles, and Joseph Vitale and William Dearnaley of New York, were used in several dioceses and reprinted for parish and diocesan study throughout the Church.

The Archbishop of Canterbury's visit to the United States in the spring of 1981 received thorough coverage in our June 1981 issue, which went to press the week the Most Rev. Robert Runcie finished his tour. This edition followed the Archbishop from coast to coast, with fine on-the-spot reporting from a team including our news editor Jan Pierce; contributing editors Richard Anderson, Sal Breck, and Bob Libby; diocesan partner editors Mary Halstead of Iowa and Jan Maas of New York; and special correspondents Wesley Hinton, Roy Larson, Ruth Nicastro, and James Simpson. We congratulate our managing editor, Judy Mathe Foley, for putting together this excellent and timely report.

Although our news and features are usually short, we do print longer articles on occasion. Dr. John Booty's six-part series on "What Makes Us Episcopalians?" (September 1981-February 1982) focussed on Anglican theology and history. We received many requests for reprints and are pleased to note that the Morehouse-Barlow Co. of Wilton, Conn., is publishing the Booty series in book form.

Other authors have included Robert F. Capon, Verna Dozier, Mark Gibbs, Madeleine L'Engle, Martin Marty, Mary Morrison, and John Westerhoff. And we have carried profiles on actor Ned Beatty and his wife, Dorothy; journalist Hodding Carter; evangelist Bryan Green; diplomats Bruce and Penne Laingen, and Moorhead Kennedy; novelist Eugenia Price; and African leader Bishop Desmond Tutu.

Our reprint service continues to supply copies of *Don't You Just Adore Gothic?* to Episcopocot fanciers throughout the U.S. and Canada. We published *Halo Again*, our second Episcopocot book, in 1980 and are working on a third to be published this summer. More than 30,000 of these books are in circulation at present.

3. For the second straight triennium—and seventh straight year—we have been able to publish *The Episcopalian* without subsidy from the General Convention (See Addendum #2). As we noted in our report to the Denver Convention in 1979, this objective becomes increasingly more difficult each year because of proliferating costs in the production and mailing of the paper.

For example, the newsprint we used in 1974, the year of our changeover to tabloid format, cost \$220 per metric ton. As of March 1, 1982, the same newsprint cost \$525 per metric ton—a 137% increase. Essential ingredients like printing ink and negatives have more than tripled in price since 1974. In 1977 we spent \$57,626 to mail *The Episcopalian* for an entire year; in 1981 we spent \$114,700—or double the amount—in four months. And those increases occurred before the present postal emergency which began January 10 of 1982 (See Section 4).

We have been able to continue this service to the Church because of our readers; steady diocesan support for the system; increased use by parishes through Parish and Small Group Plans; increased use by advertisers; seed money grants from Venture in Mission; and valued and strong support from the Presiding Bishop, the Executive Council and its Communication Committee and Communication Office.

We thank one and all for sharing with us in the vision of a diverse and wide-ranging Church constituency linked together by an inexpensive, regular carrier of news and information reflecting that diversity through faith in the same Lord and Savior.

4. In our 1979 General Convention report we mentioned the potential crisis for the nation's religious press because of the Postal Reorganization Act of 1970. The rate increases phased in for second-class non-profit publications "will bring the cost of mailing a church periodical to one dollar or more per year per subscription by or before 1987."

None of us in denomination, jurisdiction, or congregation was quite prepared, however, when 1987 turned out to be January 10, 1982. That's when the U.S. Postal Service, without prior notice, raised second-class non-profit rates by from 33½% to 500%. The net result was a doubling of rates for almost all religious periodicals. *The Episcopalian's* postage bill, for example, was \$8,274 in December 1981; \$18,098 in January 1982.

Anticipating a regular July 1982 "phase-in" postal increase of one-half cent a copy, *The Episcopalian's* Board approved an advertising rate increase effective March 1, 1982. We had also entered into a new computerized circulation system in July 1981 to take advantage of new presorting discounts for second-class non-profit mail after rate increases in March and July of 1981. But the abrupt abandonment of gradual "phase-in" rate

increases January 10 left *The Episcopalian* with a large unbudgeted postal shortfall for the year.

After notice and consultation with diocesan combination plan partners, we asked them to help pay for part of the increases. On January 21, we approved raising prices immediately for individual, small group, and parish every-family-plan subscriptions. We raised prices on related services supplied by *The Episcopalian* immediately, and asked our readers for postal emergency dollars.

The reaction was swift and heartwarming. Our diocesan partners responded with additional postal emergency payments. Our advertising picked up. And more than a thousand subscribers sent in postal emergency dollars—and more—within weeks of our first appeal. We weathered the initial crisis and we are deeply grateful to the twenty-one partner dioceses and to the readers from every part of the Church who pitched in on such short notice.

The problem, however, will not go away. Even if Congress gives second-class non-profit publications some relief this year, this may only last until just after General Convention. And all classes of mail will probably increase again in cost in the fall of 1983.

We believe these postal rate matters threaten the health of this nation's non-profit communication system, and we believe the purpose and direction of the U.S. Postal Service should be reexamined by the Congress and by its users before October of 1983. Otherwise the very backbone of this country—the religious, cultural, educational, medical, and scientific institutions and the people who form them and support them—may gradually be paralyzed.

5. With the rest of the Church, we were shocked and saddened by the loss of our past President, Hiram W. Neuwoehner, Jr., of St. Louis, in May of 1981. We had just met with Hi and Mary in April of that year and welcomed his usual solid and incisive contributions to our work. One of the Church's most active laymen, Hi Neuwoehner, as President of The Episcopalian, Inc. from 1974 to 1977, guided us through a major transition period to one of tremendous growth.

We also lost another stalwart in 1981—Samuel W. Meek of Greenwich, Connecticut, treasurer of the Board, pacesetter publisher and international advertising executive. Sam Meek's buoyant spirit and active mind kept us thinking and stretching during his service to The Episcopalian, Inc. In October 1981 we elected Frederick L. Redpath of Montclair, New Jersey, to replace Mr. Meek as treasurer.

Editor and author Samuel Welles of Charlotte, North Carolina, retired from the Board in 1981. Mr. Welles, distinguished journalist member of a renowned Episcopal family of clerics, died recently at his home in North Carolina.

Advertising executive Kennett W. Hinks of Cockeysville, Maryland, a keen and active participant in the operations of this company, retired from the Board earlier this year.

Pursuant to a resolution from the 66th General Convention, we have requested information about candidates for nomination when we elect new members of the Board.

During this triennium, five members of the staff recorded their twentieth anniversaries with *The Episcopalian*—editor Henry McCorkle; production editor Emmaretta Wiegart; circulation manager Marcia Petzold; business manager Vera Shemiatovets, and assistant circulation manager Anita Spence. Our former bookkeeper and business manager, Helen Kingan, retired in 1981—after nineteen years with *The Episcopalian*.

We thank our former colleagues and those who help produce the paper each month for their tremendous contributions.

We thank the Lord for sharing Hiram Neuwoehner, Samuel Meek, and Samuel Welles with us during their creative ministry to so many in the Episcopal family and beyond.

### Resolutions

As permitted by General Convention, we submit herewith two resolutions: 1) To commend use of this communication system to dioceses, parishes, vestries and individual Church members; 2) To approve the directors and receive the actions of the Board as summarized in this report.

#### Resolution #A—50.

*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.*

#### Resolution #A—51.

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

Richard J. Anderson  
Isabel Baumgartner  
George I. Chassey, Jr.  
John C. Goodbody  
Arthur Z. Gray  
George T. Guernsey III  
Robert L. Hartford  
Howard Hoover  
Ralph E. Hovencamp  
Inez Kaiser

Robert E. Kenyon, Jr.  
William S. Lea  
Elizabeth B. Mason  
James Milholland, Jr.  
Eugene A. Niednagel  
Frederick L. Redpath  
John W. Reinhardt  
Robert A. Robinson  
Dean T. Stevenson  
Donald R. Woodward

John M. Allin, *ex officio*

**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.**

Respectfully submitted,

James Milholland, Jr., *President*  
The Episcopalian, Inc.

### ADDENDUM #1

#### Proposal for a Diocesan Edition

As the Church moves toward the 1982 General Convention and its 200th birthday you may wish to offer your families additional news and resources. *The Episcopalian's* tabloid format offers the opportunity to reach each home every month with a periodical which combines the best of local, diocesan, national and worldwide coverage at a modest

price. If you've checked recently on the costs of printing, paper, postage, labeling, and list maintenance for your own diocesan communications, you will know this is a real value.

*The Episcopalian* publishes monthly 16- to 28-pagers with provision for diocesan editions. We offer this cooperative service because we know from ten years' experience that this combination does bring better readership and response plus savings in time, effort and even in money spent for communications and lay education. Some twenty-five dioceses in different parts of the country are now partners in this service.

The basic diocesan service includes 12 copies per year: ten monthly Diocesan editions with 4 page of your own material in each specially marked edition, plus regular copies of *The Episcopalian* the two months you don't have pages. The diocesan pages are prepared entirely within the diocese: material is collected, edited and laid out locally, but printed together with national edition pages from negatives, mechanical, or other camera-ready copy your editor sends. Our new format highlights diocesan news and features on the front page of each edition.

The price for this Combination Plan is \$2.50 per family per year which *includes* your costs for *paper, printing, list-keeping, address changes, second-class postage* and *distribution*. The cost is usually billed monthly at 20.83¢ for each copy delivered. All we need from you to start is a letter and the lists of those families you wish to receive the combined edition.

Our subscription fulfillment service includes handling and processing of all names and addresses with a weekly updating of your list. If desired, we can provide the diocese with labels in zip code order for any additional diocesan-wide mailings you wish to make. This service also includes an *annual* printout of all diocesan families in alphabetical order by congregation so that each parish can review its subscriptions and make additions and deletions. For a service charge we can also supply special peel-off labels to aid you in a mailing for a church home or other annual appeal, or a Venture campaign and followup.

The dioceses using the Combination Plan find that it works. Readership of diocesan news has increased along with awareness of the whole Church. Our original partner representatives, Kenneth Quigley (Central Pennsylvania); John Rettew (Pennsylvania); John Goodbody (South Carolina); and the Rev. Thomas Lippart (Northern Michigan) will gladly share their years of experience with you, as will the dioceses who have joined the plan since 1974.

This is the basic plan. It can be further adapted to your specific needs and already has been several times. We would be happy to send someone to visit with you and answer questions.

Here are answers to the most frequent questions we have been asked:

1. *What are the specifications for the format?* The image area for pasteup and film is 10" x 14". We will supply layout and pasteup sheets to these specifications if you wish, without charge.
2. *What kind of paper are you using?* Standard newsprint, using an 85 screen for photos. Printing is web offset and mailing, by Cheshire label, 4-up.
3. *What production schedule do you have?* The closing date in Philadelphia for all camera-ready or negative pages, including our own, is the second Tuesday of each month prior to issue date. We deliver to subscribers around the first day of the month of issue. Delivery of diocesan film or camera-ready copy is by U.S. Express Mail Service; U.S. Priority Mail Special Delivery; airline package express; Federal Air Express; or Greyhound Package Express to Philadelphia, depending on city, circumstance, and distance.

4. *What provisions have you made for dioceses which print papers less than 10 times a year?* With the Combination Plan your diocese can have 40 pages printed over a 12-month period as part of the regular service. Thus, you may wish to have five 8-page editions instead of ten 4-pagers, or two 8-pagers and six 4-pagers, without extra charge. Again, the system is flexible enough to serve your own specific needs. You can also add 4 more pages any given month for a nominal charge. Several dioceses on the Plan use these extra pages to carry special reports or pre-Convention materials.

5. *What about editions from the West Coast or Mountain States? We don't want to lose the news value of our own editions with long production and mailing delays.* No one can guarantee on-time deliveries by the U.S. Postal Service to homes, but we have made changes since 1975 to cut time for printing and distribution in half. Our new distribution system now moves copies more quickly into local post offices.

6. *We can't afford to send our own paper to every home every month, much less the combined edition, but we like the idea. What can we do?* You may wish to start with a limited edition or work out a co-pay plan with parishes as the Dioceses of Pennsylvania and Florida have done. The minimum order for the Combination Plan service is only 1,500. You may wish to start around there and expand the plan later on.

ADDENDUM #2

THE EPISCOPALIAN, INC.

Summary of Financial Results—Years Ended  
Dec. 31, 1979, Dec. 31, 1980, and Dec. 31, 1981

	1979	1980	1981
<b>INCOME</b>			
Advertising - Net of Agency commissions and cash discounts .....	\$120,541	\$141,662	\$158,553
Subscriptions - Regular .....	48,267	48,509	49,915
- Church plans.....	63,636	77,800	83,588
- Diocesan plans .....	351,685	349,796	351,007
- Seed Money grants.....	---	---	1,925
- Clergy.....	28,000	35,000	35,000
Service and other income.....	104,014	93,125	84,006
Total	\$716,143	\$745,892	\$763,994
<b>EXPENSES</b>			
Mechanical and distribution.....	\$307,697	\$330,747	\$337,455
Advertising.....	25,359	22,752	26,421
Editorial .....	100,708	105,524	112,905
Circulation.....	136,474	132,292	136,311
General and administrative.....	137,692	156,790	147,302
Total	\$707,930	\$748,105	\$760,394
Publishing results .....	\$ 8,213	\$ (2,213)	\$ 3,600
Appropriations from General Convention....	---	---	---
Net from operations.....	\$ 8,213	\$ (2,213)	\$ 3,600