

The Episcopalian, Inc.

Thirty years ago, *The Episcopalian* was brought into being by action of the General Convention. Two years later, the first edition of the publication was printed and distributed to 36,000 subscribers across the country. Today *The Episcopalian* publishes more than 20 regional and special editions, reaching nearly a quarter of a million homes.

At the 1985 General Convention, the Board of Directors of the Church's national publication requested that an ad hoc committee of the Convention and Women's Triennial be appointed to study the relationship between *The Episcopalian* and the General Convention. Two people from each House and the Triennial were appointed by the respective leaders:

House of Bishops: Bishop Robert Estill, Diocese of North Carolina; Bishop David Johnson, Diocese of Massachusetts.

House of Deputies: The Rev. Robert Libby, Diocese of Florida, chair; William Baker, Diocese of Kansas.

Triennial: Majorie Burke, Diocese of Massachusetts; Jeanette Self, Diocese of Alabama.

Members of that committee met regularly for more than two years with the Board and staff and members of the publication's Long-Range Planning Committee. A report from the ad hoc committee will be presented to the General Convention in 1988.

The Board, the Publisher and staff are grateful for the work and devotion of the committee as it came to understand the goals and problems of *The Episcopalian*. Greatly appreciated also was the committee's suggestions for improving the product.

Throughout the past triennium, *The Episcopalian* has worked to improve its coverage of news of the Episcopal Church and the Anglican Communion. A special effort has gone into making the publication not only a readable journal but also a tool for the development of lay ministry in parishes and missions.

News and features were expanded and special emphasis was placed on articles of a spiritual nature. Early this year an editorial page and op-ed page were introduced to give the Church a greater forum for all shades of thought and opinion. Harry Toland, a veteran reporter and editorial writer for *The Philadelphia Bulletin*, joined the staff this year to edit the opinion pages and undertake special assignments.

On January 16, 1988, the Church lost one of its finest journalists in the death of Janette S. Pierce, who had been appointed Managing Editor only six weeks before. Jan Pierce was news editor of *The Episcopalian* for more than 13 years. She was, in the words of publisher Richard L. Crawford, "one of the best known and most highly respected journalists serving the Episcopal Church."

Janette Pierce succeeded Judy Mathe Foley, who resigned in December to pursue other interests after more than 22 years of service to the Church and *The Episcopalian*.

In 1987, the Board of Directors revised the corporation's by-laws, setting three-year terms for members and bringing about for the first time in its history a system of rotation. The members were divided into classes of rotation to facilitate the process.

Members who rotated off the Board: Robert L. Hartford, Inez Kaiser, Robert E. Kenyon, Jr., Elizabeth B. Mason, John W. Reinhardt, and the late Ralph E. Hovenkamp. Members who resigned from the Board during the triennium: John C. Goodbody, James Milholland, Jr., Robert A. Robinson, and Alma W. Simmons. Directors

who died in the past three years: Arthur Z. Gray, George T. Guernsey III, and Howard Hoover.

Members elected under the new by-laws: Bishop Robert Atkinson, Bishop G. P. Mellick Belshaw, Bishop Anselmo Carral, J. Curtis Brown, Sr., R. Page Henley, Jr., W. Robert Mill, and Joyce C. Smith. New members elected prior to 1988: Dr. Anne Campbell, the Rev. Kermit L. Lloyd, and the Rev. Richard H. Schmidt.

Due to increases in production costs, the price of newsprint, and spiraling postage costs, subscription rates were increased in early 1988. The increase was the first in several years. Advertising rates were raised in 1987 and 1988, with another increase planned in 1989.

Advertising revenues continue to grow steadily, as is reflected in the growing number of ads and additional pages. The October, 1987, edition and the February and March, 1988, editions were among the largest in the publication's history.

The 1988 budget adopted by the Board at its annual meeting is a balanced budget, the first in many years.

In 1986, The Episcopalian Parish Directory Service was established to offer parishes reliable pictorial directories of their members. The service is a revenue-generating program developed by *The Episcopalian* and Coppinger & Affiliates, Cleveland, Tennessee, a photography and directory production company.

Officers of the corporation elected at the April, 1987, annual meeting: Frederick L. Redpath, Upper Montclair, New Jersey, President; Bishop Gerald N. McAllister, Oklahoma City, Oklahoma, Vice President; Harry C. Rubicam, Old Greenwich, Connecticut, Secretary/Treasurer.

Executive and department heads: Richard L. Crawford, Publisher; A. Margaret Landis, acting Managing Editor; Harriette M. Padgett, Executive for Administration; Janice M. Duncan, Executive for Marketing and Development; Anita R. Spence, Director of Circulation; Vera Shemiatoverts, Business Manager; William M. Griffiths, Director of Advertising.

Respectfully submitted,

Frederick L. Redpath
President

RESOLUTIONS

Resolution #A047

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

Richard J. Anderson	Gerald N. McAllister
Robert P. Atkinson	Henry L. McCorkle
G. P. Mellick Belshaw	W. Robert Mill
J. Curtis Brown, Sr.	Alfonso A. Narvaez
Anne Campbell	Ruth Nicastro
Anselmo Carral	Frederick L. Redpath
George I. Chassey	Harry C. Rubicam
Alan Conner	Richard H. Schmidt
R. Page Henley, Jr.	Joyce C. Smith
Kermit L. Lloyd	Donald R. Woodward
	Edmond L. Browning, <i>ex officio</i>

be and they are hereby appointed and confirmed, to hold office until the expiration of their term of office and until their respective successors are elected, confirmed and qualified, as provided by the bylaws of the Corporation.

Resolution #A048

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 #A049

Be it resolved, the House of _____ concurring, That the General Convention of the Episcopal Church acknowledge and give thanks to God for the life and ministry of the late Janette Skerrett Pierce, who served as News Editor and Managing Editor of *The Episcopalian* until her death on January 16, 1988.

THE EPISCOPALIAN, INC.

*Summary of Financial Results Years Ended
Dec. 31, 1985, Dec. 31, 1986, and Dec. 31, 1987*

	1985	1986	1987
INCOME			
Advertising - net of agency commissions and cash discounts	\$ 275,915	\$ 286,221	\$ 357,665
Subscriptions - Regular	69,928	68,454	71,519
- Church Plans	67,949	58,146	48,803
- Diocesan Plans	399,744	461,097	458,195
- Seed Money Grants	[7,950]	[6,390]	[6,373]
- Clergy	33,816	36,777	60,541
Service and other income	132,476	149,898	108,918
Total	\$ 979,828	\$1,060,593	\$1,105,641
EXPENSES			
Mechanical and Distribution	\$ 418,017	\$ 506,925	\$ 508,418
Advertising	41,643	50,121	55,531
Editorial	119,646	142,562	145,670
Circulation	185,594	192,533	217,518
General and Administrative	199,775	232,957	240,850
Total	\$ 964,675	\$1,125,098	\$1,167,987
Publishing results	\$ 15,153	\$ [64,505]	\$ [62,346]
Appropriations from General Convention	---	---	---
Net from operations	\$ 15,153	\$ (64,505)	\$ (62,346)