

Canadian Orthodox Messenger Report 2013

The *Canadian Orthodox Messenger (COM)* has the task of being one of the main tools in the archdiocese for informing the faithful of important news and providing a forum for sharing spiritually edifying content. For the past several years, this mission has been hampered by an extended transitional period, publication delays a very steep learning curve and three different editors-in-chief. The current editors, Matthew Zacharias and Mark Josefson, recognize these difficulties and are committed to making the *COM* live up to this mission by doing the following:

1.) Reorganize Publishing Process

- Develop a publishing procedure guide to smooth out future transitions between editors. It will include guidelines for submission deadlines, finding new writers, information about printing companies, important contacts in the archdiocese, etc.
- Maintain regular columns that continue from issue to issue to guarantee a certain quantity of content, give the feeling of continuity and enhance the quality of the content.
- Regular communication with archdiocese to gather important news and information.
- Predictable publication dates: Pascha (March/April), early summer (June), fall (September) and Nativity. These dates and frequency will be subject to budgetary constraints.

2.) Redesign/Content Development

- The designer for Alexander Press has provided several design options that take the Messenger to a full colour publication or, at least, colour on the outer pages. Paper of different textures, weight and colour are also being explored. A more beautiful design will make reading the *COM* a more pleasant experience.
- The archdiocese has many gifted writers and we are gradually collecting a pool of regular contributors. We will continue to build up this pool of Canadian writers and look further afield to find people who are willing to share their writings with the *COM*. We will also feature recurring columns on topics and themes of significant importance to the faithful such as Fr. Lawrence's regular column on the Holy Scriptures and David Wagschall's regular column.
- Create themed issues that delve into important topics such as parish life, education, the environment, monasticism, etc in an edifying and God loving manner. This allows greater reflection on important topics that can potentially enrich the lives of our readers.

3.) Self-sustaining Future

All work on the *COM* is done by volunteers. Despite this, however, there is some cost to having a well designed publication. A run of 1200 copies, 20 pages and full colour, costs approximately \$1.72 per copy. To make this cost sustainable we will:

- Continue to employ limited advertising to pay for publication costs. We only intend to have advertisers that already have a relationship with the archdiocese or its parishes. For the last two issues we collected approximately \$1500-2000.
- Propose a small subscription fee from parishes. We would propose a fee of \$3.00 - \$4.00 per copy. Any profits made will be funnelled back into the archdiocese.
- Budgetary requirements could entail returning to a black and white publication but with a refreshed design.
- Post the *COM* on the internet.

Mark Josefson and I look forward to continuing our work with the *COM* and hope to make it a valuable aspect of the life of the Archdiocese of Canada. We hope that those of you who enjoy writing or know someone who does, will consider contributing to the *COM*.