


NIAGARA ANGLICAN

A Gathering Place and a Sounding Board for the People of the Diocese of Niagara

The NIAGARA ANGLICAN is a “gathering place” and “a sounding board” for the Diocese of Niagara. A “**gathering place**” enables the diocese, parishes and individuals to gather on the printed page to share happenings, experiences, ideas and suggestions. A “**sounding board**” provides opportunities for writers to exchange different perspectives, and challenges readers to think at a deeper level about issues facing God’s church and people.

CONTENT – our 2012 Readership survey identified local news, opinions and reflections, profile of church leaders and letters as priorities. Each 12 page paper includes approximately 24 diverse items submitted by some 20 contributors. Our submission guidelines for writing and photographers provide a balance approach in our content and are available on request.

CIRCULATION - In June 2012, the Niagara Anglican had 10,406 subscribers (9,740 in September 2013), the fifth largest among diocesan papers. Our Canadian national paper, the Anglican Journal, including 23 diocesan publications, totaled 155,383 subscribers in June 2012 and 143,510 in September 2013.

October is the month when parishes in Niagara Diocese are required to update their subscriptions list for both papers. Each parish receives a copy of the names and addresses of parishioners receiving the papers and is asked to verify this information, make corrections and add new members. Every household on parish lists across Canada is eligible to receive both the diocesan and national papers.

In addition to the annual update, parishioners can advise their parishes of any changes in their status or mailing information, or contact the national office by email, post and phone or through the website. About 70-80% of parishes complete their updates.

In her 2013 report to the recent Anglican Editors Association conference, Senior Manager Beverley Murphy provided the following information ...

- Total circulation was down 4.49% since last year;
- Incapacity or death is the reason given in most instances for cancellation;
- Electronic updates average 72 per week;
- Majority of updates are sent by parishes via regular mail;
- Half of all circulation emails come from individuals, then parishes (36.7%) and dioceses (13.3%);
- The Canada Post’s Address Accuracy Program compares subscribers’ addresses with valid addresses on Canada Post’s database. All diocesan papers must sustain a 95% accuracy rate. In 2012, the Niagara Anglican had an accuracy rate of 98.5%.

FINANCES – The Niagara Anglican receives funding from several sources, including

D M&M – diocesan mission and ministry dollars.

Advertising – monies received from advertising by parishes, businesses, groups and other sources.

Anglican Journal Appeal – started in 1994 with a ‘non-direct’ appeal until 2000 which was the start of the direct mail campaign and with donations increasing substantially. In 2012, 989 people contributed \$40,047.00. After staffing allocation and fixed costs, donations are shared equally between the Journal and Niagara Anglican.

The Canada Periodical Fund provided a grant (\$426,573.00 from April 2012 to April 2013) which basically covers half of all mailing costs for the Anglican Journal and the 23 diocesan newspapers.

Details for the first two can be found in the diocesan financial reports; the others are reported by the Anglican Journal staff.

PRINTER – Last year Webnews Printing Inc, North York became the printer for the Anglican Journal and diocesan publications, resulting in better quality paper and colour on all pages. Consequently all papers must meet a strict “drop dead deadline” schedule or face a financial penalty and mailing delays.

NIAGARA ANGLICAN PUBLICATION BOARD – We are slowly moving from having a Publications Advisory Board to one with more responsibilities for the purpose, scope and continuation of the Niagara Anglican. NAPB includes staff and volunteers representing different areas of the diocese, as well as specific skill sets necessary for the well being of the paper. The details of the NAPB are available on request. We are seeking area representatives and other individuals for appointment on the Board.

GRATITUDE – on behalf of those who read the Niagara Anglican I want to express thanks to everybody who makes it possible to share this vital and effective communication vehicle within and beyond our diocese. Space does not permit me to name every person but you know your involvement with its success, and for that I say a huge “thank you”.

ANGLICAN EDITORS ASSOCIATION – The AEA, started in 1994, celebrates its quarter century milestone in 2014. Niagara Diocese extended and AEA accepted the invitation to hold their 2014 conference in our diocese. We are in the midst of planning the event and would appreciate any assistance or advice which you can give.

WHAT YOU CAN DO FOR THE PAPER -

- ✓ Appoint a parish reporter or contact for the paper;
- ✓ Write or suggest writers and ideas;
- ✓ Advertise or suggest potential advertisers from your area;
- ✓ Keep parish circulation list updated;
- ✓ Notify Editor of special anniversaries, events or happenings in 2014-15;

- ✓ Volunteer to write “Daily Devotions” – Advent, Lent, other times;
- ✓ Profile your parish in “Spotlight on ...”;
- ✓ Offer other suggestions to enhance the NIAGARA ANGLICAN;
- ✓ **MOST IMPORTANTLY - Value the paper as your own.**

FINAL THOUGHTS – the Niagara Anglican links, merges and teams with other media, especially our diocesan website, facebook, twitter and more.

As a church we need to employ every means possible to spread the seeds of the good news of the gospel of Jesus Christ, and to tell how we are doing it in God’s world.

Editor, The Reverend Hollis Hiscock - editor@niagaraanglican.ca