

Episcopal Life Media

A significant step forward

[Edited slightly from a story in the September issue of Episcopal Life]

With the September issue of Episcopal Life, Episcopal Life Media formally begins work as an integrated system of web, print and broadcast communication resources serving Episcopalians and seekers.

This integration comes in a season when newspapers from the Wall Street Journal to Episcopal Life are seeking to achieve an optimal balance of print and online content.

Careful assessment by Episcopal Life's Board of Governors and staff – undertaken with the advice of industry professionals, diocesan printing partners, and the recently completed 2007 readership survey – indicate that both print and online editions are integral to reaching current and future target audiences.

Now in its sixth month, [Episcopal Life Online](#) continues to serve readers who value the website's real-time posting of articles, its streaming video reports, top stories from Episcopal News Service, and Daybook and NewsLink email dispatches every business day.

The monthly Episcopal Life newspaper, meanwhile, continues to print on schedule, seeking to incorporate readership survey requests for more news and in-depth analysis. Some 36 dioceses, as well as several congregations and cathedrals, are printing partners with Episcopal Life. The Diocese of Bethlehem, by way of Diocesan Life, has been a partner since the new *Episcopal Life* was launched in 1989. Diocesan Life's September issue is Volume 18, Number 9.

Augmenting the monthly newspaper, Episcopal Life print editions also currently include the Sunday parish-leaflet inserts (online for free downloading), and special editions such as last month's issue of the Millennium Development Goals, and the newly printed Retirement Guide now available through Episcopal Books and Resources (see ad in this issue).

For online and television viewers, a monthly half-hour video "multicast" edition of Episcopal Life is set to debut in mid-September, anchored by executive editor Jan Nunley. The program will be available for on-demand viewing through Episcopal Life Online, and for placement on community access television channels as requested. Please watch Episcopal Life Online for further details. As soon as this becomes available, it will be placed regularly on cable systems that reach some 500,000 subscribers in parts of the Diocese of Bethlehem.

Episcopal Life Media staff, listed on the masthead above, will continue to build on the standards set some 17 years ago by founding editor Jerry Hames who, following his June 30 retirement, is now editor emeritus. With editorial leadership now dispersed among the

new staff team, a period of evaluation will continue before any search for additional personnel is considered.

Inquiries and comments about Episcopal Life Media are welcomed and may be forwarded to [Bill Lewellis](#)