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COMMUNICATIONS AND INFORMATION RESOURCES  
ANGLICAN CHURCH OF CANADA



# THE COMMUNICATORS

“Communication works for those who work at it.”

*John Powell*

Winter 2011

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## INTRODUCTION

General Synod's department of Communications and Information Resources (CIR) serves as advocate for the Mission Statement of the Anglican Church of Canada. CIR brings to the table a commitment to tell the church's stories in truth, meaningful relevance, vibrancy and transparency. The department's award-winning professionals, through word and images, engage Anglicans across the country as they work to live out the Marks of Mission:

- To proclaim the Good News of the Kingdom
- To teach, baptise and nurture new believers
- To respond to human need by loving service
- To seek to transform unjust structures of society
- To strive to safeguard the integrity of creation and sustain and renew the life of the earth.

CIR components, the true engine of information and resources in the national church, are ABC Publishing; *Anglican Journal*; Anglican Video; Central Services & Media Relations; Circulation/Information Systems; Graphics and Print Production; the Library and Information Centre and the Web.

Partnered with CIR and reporting to the Communications and Information Resources Committee is the General Synod Archives, the central repository for the church's national history and corporate memory.

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## DIRECTOR

As Director of Communications and Information Resources, it is my pleasure to work with and oversee the people whose ministries are described in these pages.

Collectively, our tasks amount to the sacred trust of being the voice of the church to the church and to the world. Communication defines the church in and through the stories that we share and that bring us together. Whether those stories are told in print, video or electronically, they mirror the diversity of the church from sea to sea to sea and they mirror the commonalities that hold us all together as parts of the Body of Christ. We in Communications are the tools through which pew Anglicans learn of each other and get to know each other.

Within Church House, we—along with Financial Management and Philanthropy—are part of the “service sector.” We serve all the other departments of the General Synod as well as the separately incorporated entities as aides, as consultants, as facilitators and as producers of the instruments through which they themselves describe their work.

The people you are meeting in these pages are the instruments of the ministry that is Communications and Information Resources. Each is gifted, each is expert, each is richly experienced, each is committed.

Together we welcome you as our committee of advice and oversight for the next three years.

Vianney (Sam) Carriere

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## MEDIA RELATIONS

Media relations involves the production and dissemination of news releases, fielding inquiries from the religious and secular press on matters of faith, spirituality and social concerns, as well as organizing press conferences when needed. Currently this work is overseen by the director, with the support of several staff.

During the triennial meetings of General Synod, media relations is especially important. For the event duties involve maintaining a current media contact list, issuing news releases both prior to and during the event, the production of a media kit, and the scheduling of media conferences while in session.

## ANGLICAN JOURNAL

### Editorial

The Editor of the *Anglican Journal* sets the editorial direction and production of a national newspaper and its website as a ministry of the Anglican Church of Canada. This is made possible through an editorial policy that reflects the breadth and diversity of church life and informs and connects readers with a mix of news, features and editorials.

Importantly, the editorial policy is an independent one. All final decisions about the look, tone and substantive content of the newspaper and its website, [anglicanjournal.com](http://anglicanjournal.com), are made at the sole discretion of the editor. Similarly, the Editor determines the strategic relationship between the newspaper and the website and finalizes all branded visual content. These are key, fundamental differences between the *Anglican Journal* and all other communications originating from the national office of the Anglican Church of Canada.

Each issue, the editor makes a written contribution in the form of an editorial. This provides analysis and reflection on issues facing Anglicans and stimulates reader and website visitor response. This is an essential part of the ministry, which is based on listening, learning and sharing.

The Editor directs the work of two staff writers, an assistant to the editor and a number of freelance contributors and columnists, and works closely with the art director, who oversees design and production for both the newspaper and website.

The Editor reports to the Anglican Journal Board of Directors and consults with them on a regular basis. The Director of the Communication and Information Resources Department is the board member to whom the editor reports directly.

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The Editor works closely with the business and circulation managers to prepare fundraising materials for the annual Anglican Journal Appeal, to set financial and funding priorities and to develop revenue-generating supplements such as the Education Report.

The Editorial Department of the *Journal* is staffed by Kristin Jenkins, Editor; Marites N. Sison, Staff Writer; Leigh Anne Williams, Staff Writer; Saskia Fielder, Art Director; Jane Thornton, Production Coordinator; and Janet Thomas, Assistant to the Editor



DEPARTMENT HEAD

KRISTIN JENKINS  
EDITOR

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## ANGLICAN JOURNAL

### Business management

The financial management of the *Anglican Journal* is comprised of four components: accounting, advertising, Anglican Journal Appeal and general work.

Day to day accounting operations of the *Anglican Journal* are performed, including the creation of monthly income and expense statements essential to monitoring the *Journal* budget. Year-end reports and reconciliations are generated and a close working relationship is maintained with the auditors to produce financial statements.

Advertising sold to both in-house and outside advertisers is one of the largest revenue sources of the paper. In 2008 all advertising-related functions were brought in-house, eliminating a third-party component and increasing our profits. New business relationships have been established while retaining the existing customer base.

The Anglican Journal Appeal, the cornerstone of the newspaper's existence, gives readers the opportunity to support their church newspapers. Fifty per cent of the annual appeal income is shared with each donor's respective diocesan newspaper, our publishing partners. Responsibilities include meeting with our fundraising developer to set priorities, themes and deadlines for the summer direct mail package, the September insert and November reminder package, oversight of all data and ensuring that the diocesan revenue share is paid in a timely manner and is supported by detailed revenue and cost analysis reports.

Other responsibilities include negotiation of the printing contract for the *Anglican Journal* and diocesan newspapers through a tender process, monitoring of the *Anglican Journal* list rental program and overseeing production costs of the Canadian Church Calendar.



DEPARTMENT HEAD

LARRY GEE  
BUSINESS MANAGER

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## CIRCULATION/INFORMATION SYSTEMS

The Circulation Department maintains the subscription list for *Anglican Journal* and all 22 diocesan newspapers. *Anglican Journal* is the largest religious publication in Canada, with a total circulation of 167,397 (October 2010 issue). Every financial contributor to the Anglican Church of Canada is entitled to receive the newspapers.

The combined subscription lists of *Anglican Journal* and the diocesan newspapers represent the most complete list of active members in the Anglican Church of Canada. The Philanthropy Department and many dioceses use the lists to help generate additional funds for the church.

The department ensures the newspapers are distributed in the most effective way possible at the least cost. *Anglican Journal* receives a grant of over \$500,000 every year from Heritage Canada to mail the papers. This government program has experienced many changes during the past decade and we have played an active part ensuring *Anglican Journal* continues to receive the subsidy. We also make sure that the *Journal* and all diocesan newspapers follow all Canada Post regulations to ensure we continue to qualify for lower publications mail rates.

The department also manages a central database for Church House that includes a collection of over 80 mailing lists, including parish, clergy and committee lists. The clergy section of the Anglican Directory is produced from data in the database.

The Circulation Department is managed by Beverley Murphy and staffed by assistants Cynthia Herrera and Mirella Ross. Marlina Farales works on a part-time basis and manages the central Church House database.



**DEPARTMENT HEAD**

**BEVERLEY MURPHY**  
MANAGER

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## ANGLICAN VIDEO

Anglican Video was established in 1988 in response to a growing demand for educational video resources and the birth of Vision TV, a network devoted to religious or “values” based programming. Based on a commitment to professional broadcast standards, Anglican Video’s work has been both responsive and proactive. The former has produced a body of work at the request of many of the departments of the church such as PWRDF, ACIP and the Primate’s Office. The latter, or proactive tier, has produced outreach work such as *Topahdewin: The Gladys Cook Story* and *The Power Within: Healing Through Prayer*.

The work of Anglican Video is supported by two full-time staff—Lisa Barry, Senior Producer, and Becky Boucher, Production Manager, and several part-time staff as needed and on a contract basis. In addition to video production, Anglican Video provides a variety of communications related services to the church, including the management of all non-media related communications requirements at the General Synod meetings, and a broad spectrum of communications consulting and resource development and production.



DEPARTMENT HEAD

LISA BARRY  
SENIOR PRODUCER

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## WEB SERVICE

### Management

Development, design and management of websites, web applications, and other electronic distribution channels for the Anglican Church of Canada are the responsibility of the Web Manager. The hosting of a number of websites for 80 Hayden Street, including the *Anglican Journal*, PWRDF, The Pension Office Corporation and The Anglican Foundation, are all assumed by this position. As part of this work, the Web Manager maintains relationships with multiple external vendors that supply services for our online channels. With Ali Symons, senior editor, the manager is responsible for the content and conversations in our social media space.

Along with the management of the anglican.ca domain, the manager designs, develops and manages shared websites/applications for the Canadian church, and provides consultative services within Church House and dioceses across Canada. The manager also develops policies for the use of our websites and social media spaces.

During the meeting of General Synod the manager develops and manages our online and social media presence.



DEPARTMENT HEAD

**BRIAN BUKOWSKI**  
MANAGER

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## WEB SERVICE

### Content

Oversight of the production and distribution of online content for the Anglican Church of Canada is the responsibility of the senior editor. Writing news stories for [anglican.ca](http://anglican.ca) and editing the monthly email newsletter (Info! News from General Synod) are part of this position. The content and conversations in our social media spaces are carried on along with web manager Brian Bukowski.

Work also includes a variety of other communications tasks, including advising staff and departments regarding online communication plans, producing and distributing highlights from Council of General Synod meetings, and writing budget narratives. At General Synod 2010 the senior editor hosted and produced the Synod on Demand daily videos.



**ALI SYMONS**  
SENIOR EDITOR

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## GRAPHICS AND PRINT PRODUCTION

Established in 1996, the Graphics and Print Production Department coordinates, designs and prints the many resources produced by Church House. Resources such as appeals, brochures, handbooks, posters, calendars, direct mail, and the *Anglican Journal* are produced by this department. Through a consultation service, the department also assists other groups such as General Synod Planning, the Anglican Foundation and The Primate's World Relief and Development Fund in meeting their print and design needs.

The department is supported by Jane Thornton, Production Coordinator, and Saskia Rowley Fielder, Manager of Graphics and Print Production and Art Director of the *Anglican Journal*.

With the fall 2010 restructuring of staff at General Synod, ABC Publishing now comes under Graphics and Print Production. Janet Thomas serves as part-time ABC Publishing Coordinator.



DEPARTMENT HEAD

SASKIA ROWLEY FIELDER  
MANAGER AND ART DIRECTOR

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## ABC PUBLISHING

Since the Publishing manager's retirement in December 2007, all projects that ABC Publishing had committed to publishing have been completed. Tasks included editing, copyediting, proofreading, and overseeing production. One "committed project" remains and is close to completion—a revision of *This Is Our Faith*, first published in 1990.

Annual resources that continue to be published are *McCausland's Order of Divine Services*, the *Anglican Church Directory*, and Church Desk and Pocket Diaries. Much of the work is done collaboratively, and involves anything and everything, from information gathering to proofing and deciding the final print quantity.

Approximately 80 liturgical resources are published/reprinted on an as-needed basis and include prayer and hymn books, available in various formats. Proofreading and copyediting are provided for the *Anglican Journal* as well as other departments within Church House.

With the fall 2010 restructuring of staff at General Synod oversight of ABC Publishing is now under the Graphics and Print Production Department.

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## LIBRARY AND INFORMATION CENTRE

“We have a vast inheritance, but no inventory of our treasures. All is given us in profusion; it remains for us to catalogue, sort, distribute, select, harmonise and complete”—John Henry Newman (*The Prophetical Office of the Church*, 1837).

The primary mandate of the Library and Information Centre (hereafter the Library) is to serve the information and research needs of General Synod staff and committees. In addition to these primary users the Library provides information and research to diocesan staff, parish clergy and lay leaders, canon lawyers, ecumenical partners, the media, students and the general public as we are able. The Library works regularly with every department in Church House and responds to over one thousand enquiries, from Canada, the Anglican Communion and the world, every year. Most enquiries now arrive by email, but a large number come by telephone or in-person. In-house the Library takes the initiative to alert staff to important changes or updates in Anglican Directory information, media stories about the church, etc.

In order to provide research and information the Library indexes a wide range of periodicals (including the *Anglican Journal*); selects, acquires and indexes books; and also manages and indexes a series of online databases, including a full text database of official General Synod policy statements and Anglican Consultative council resolutions.

The Library works closely with the General Synod Archives to create or acquire, preserve, index and make accessible the information resources that document and support the work of the Anglican Church of Canada and also the wider Anglican Communion.

Beginning in 2012, there will no longer be a full-time librarian on staff. 2011 will be spent determining how to best maintain services, including online databases.



DEPARTMENT HEAD

KAREN EVANS  
LIBRARIAN

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## GENERAL SYNOD ARCHIVES

The General Synod Archives, under Canon V, acquires, preserves and provides access to records of enduring value created by General Synod, its committees, councils, boards and commissions and includes the official papers of the Primate, the General Secretary and all other officers and employees of the General Synod and its related Anglican entities. The General Synod Archives forms part of the Office of the General Secretary and includes the General Synod Archivist, Nancy Hurn, and the Assistant Archivist, Laurel Parson. In addition to working with Church House staff and researchers, the Archives staff offers guidance and support to the Anglican Diocesan Archivists across Canada and it specifically holds the Diocese of the Arctic Collection. It is the practice of the Archives to provide open, equal access to the records of enduring value held in the Archives and it ensures that the approved access and privacy protection policies are implemented.

The work of the General Synod Archives also includes records management activities to ensure the effective and efficient preservation of the permanent church records, which come in all media and record formats.

In addition the work of the General Synod Archives includes consultation and document production services to ensure church compliance with the Indian Residential Schools Settlement Agreement.

Through preserving the records of our significant past, the Archives seeks to serve future generations.



DEPARTMENT HEAD

NANCY HURN  
ARCHIVIST

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*Sharing the Good News of the Anglican Church of Canada  
through print, web and video*



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