

THE UNITED CHURCH
OBSERVER

#304-177 Danforth Ave. Toronto, ON M4K 1N2

Rev Michelle Down
 First-St Andrew's United Church
 350 Queens Ave
 London ON N6B 1X6

January 28, 2019

Important changes coming this spring

Dear Rev Michelle Down:

It's a time of renewal within The United Church of Canada, and a time of renewal at *The United Church Observer* as well. In our 190 years of publishing history, we've continuously evolved to meet the needs of our readers. Our ability to adapt is the reason we're North America's longest-running magazine! Today, *The Observer* is enjoyed by more than 80,000 magazine readers and 50,000 unique visitors to our website each month, and we're thankful to serve such a faithful community of readers.

We want you, as a leader in our church community, to be among the first to know about some exciting changes coming to the magazine this spring.

Starting in May, *The United Church Observer* will be renamed *Broadview*.

The new name, the fourth in the publication's history, signals the open-mindedness and inclusivity that defines today's United Church. *Broadview* was the overwhelming choice among the 2000+ people who answered our survey last spring.

***Broadview* will retain the very best of *The United Church Observer*.**

Readers will still get United Church news and perspectives in every issue, along with the award-winning quality of journalism that they've come to expect. *Broadview* will continue to bring a progressive Christian lens to spirituality, ethical living and social justice issues through stories that provide hope and inspiration amid challenging times.

Improved quality, same great subscription price!

In May, the magazine will increase by 16 pages per issue with a refreshed design and higher quality paper and binding. We are also reducing our publication frequency to 10 issues per year from the current 11 issues — saving on postal bills helps us cover the costs of these format changes. What is not changing is the subscription price, which remains fixed at \$25 per year for church groups. We are also pleased to announce that the magazine will soon be available on selected newsstands across Canada, and subscription offers will reach like-minded individuals beyond the church pews later in the year.

Early reaction to *Broadview*

We recently provided the United Church Moderator and General Secretary a sneak preview of *Broadview*.

Here are their enthusiastic reactions:

“I can’t remember not reading *The United Church Observer*. Growing up in northern Ontario, it helped me feel connected to the wider church. As Moderator, I’m excited by the possibilities that *Broadview* holds by having a new audience and our traditional audience sharing the same space. It will help connect the church and its mission with people in the wider community, so we can work for a more just and peaceful world.”

—*Rt. Rev. Richard Bott, Moderator of The United Church of Canada*

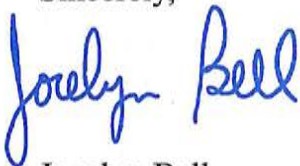
“I’m delighted that *Broadview* will continue the magazine’s history of reinventing itself for a new generation and time. The name may be changing, but the high quality of the journalism, and the value of the insights into Christian life in our times, continues. We’re often challenged by articles on our decisions and directions, but we always respect the magazine’s editorial independence and are better for it.”

—*Nora Sanders, General Secretary of the General Council*

Please see the enclosed brochure, which provides more information about the upcoming changes. We’re also now sharing this exciting news with *The Observer* Reps to prepare for them for what’s to come. We welcome your thoughts and feedback as we transition to *Broadview*. Once our first issue is published, we’ll be inviting your comments through an online survey. As always, you can email me directly at the address below.

We hope for your continued engagement with our magazine as we make this transition — and in the years to come!

Sincerely,



Jocelyn Bell

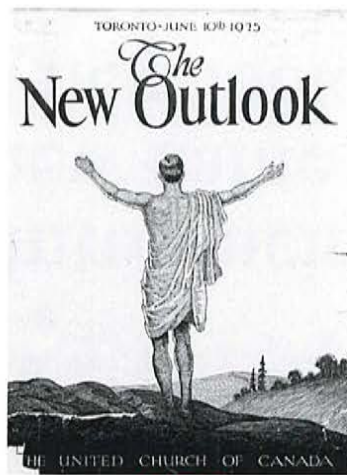
Editor/Publisher

The United Church Observer

j.bell@ucobserver.org



1829



1925



1939

Coming in Spring 2019!



Sample Cover

Broadview

will retain the very best of
The United Church Observer:

- Insightful coverage of United Church news and perspectives
- High quality journalism from a progressive Christian lens
- Same great subscription price

and will feature these exciting changes:

- Refreshed design
- Higher quality paper and binding
- 16 more pages per issue

Introducing
a new name and
a new look..

Coming
in Spring
2019!


SNEAK PEAK
INSIDE

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Broadview