

Jacob's Well Report for 2019 Diocesan Assembly

Submitted by Rev. Matthew Brown

As of 2019, Jacob's Well came under new leadership, ending the decades-long editorship of the V. Rev. John Shimchick. My team, and the entire Diocese, is grateful for his many excellent years of hard work. Jacob's Well is one of the world's longest-running Orthodox publications in English. Often, Orthodox periodicals are produced inconsistently, coming in and out of existence or taking a long hiatus. That Jacob's Well has been consistently published for so long testifies to Fr. John's dedication. Many Years!

Among the changes to Jacob's Well are not just a new Editor-in-Chief, but the addition of new staff members. I've chosen a team-based approach, tapping the talents of volunteer laymen and clergy in our Diocese. As a result, the quality and quantity of content, and its graphic design and layout have been significantly enhanced.

In an era of abundant and pervasive digital media, there remains a demand for the tactile experience of a well-printed, beautiful magazine. However, printing a magazine is costly while digital publications have relatively little overhead. Thus, Jacob's Well must justify itself by being more than a vehicle for content: It must be an experience.

To that end, we've paid close attention to the magazine's size, paper and printing quality, and its graphic design. As a result, our Diocese now offers her faithful something they can't find anywhere else: quality, edifying content pertaining to their Orthodox faith in an attractive physical format. Educating and inspiring our people, and reaching those outside our Tradition, is more effective when we stand out against the background noise of our saturated media culture.

I'd like to introduce our new staff members:

- Executive Editor Nick Tabor is a journalist at New York Magazine. Nick has been an essential factor in raising the quality of the content through recruitment of new and talented writers. Nick is a parishioner of the Holy Virgin Protection Cathedral, Manhattan.
- Art Director Tagor Vojnovic is responsible for Jacob Well's new look. Tagor is a freelance Graphic Designer and a parishioner of St John's, Alpha, NJ.
- Copy Editor Dn. David Maliniak (Christ the Saviour, Paramus, NJ) is now a Communications Specialist for an electronics manufacturer after many years as a journalist covering the electronics industry.
- Manager of Digital Publications V. Rev. Volodymyr Zablotsky oversees our website, social media presence, and digital subscriptions and publication. Fr. Volodymyr is Rector of Ss. Peter and Paul, Buffalo, NY.

New to Jacob's Well this year is a digital edition, providing wider access to the magazine not only for our parishioners, but also for Orthodox Christians beyond our diocese as well as non-Orthodox inquirers. Going digital lets Jacob's Well serve English-speaking Orthodox faithful worldwide. The digital format also facilitates sharing of content. Readers can post articles to their social media pages or share the digital version with family or friends. Should a parish run out of print copies, or when

readers wish to peruse old issues, the digital edition fills those needs. Subscribe to the digital version at www.jacobsmag.org or email frvlad@jacobsmag.org.

We need additional staff: We can use a graphic designer to assist Tagor Vojnovic and another editor to assist Nick Tabor. More staff members means more efficiency and helps us avoid delays or interruption in publication should a staff member encounter health, work, or personal issues. If you are qualified and interested in joining our staff (all staff volunteers at Jacob's Well are professionals in their areas of expertise), or know someone who may be, please contact me at editor@jacobsmag.org.

Several articles in our Spring issue featured original artwork and we will continue accepting such contributions. Jacob's Well presents an opportunity for our Diocese's artists to serve the Church with their God-given talent. Their work not only enhances an article, but can function as a "visual essay" with something of its own to say.

Want to write for Jacob's Well or pitch an article idea? We want to hear from you! But know that submitting an article is a process that typically begins with a conference on your proposal for initial guidance. After a draft is submitted (usually 3 months prior to publication), it will undergo content and copy editing. If you're interested in writing or illustration work, write me at editor@jacobsmag.org.

You can also participate in the success of Jacob's Well by following us on Twitter and Facebook, subscribing to the digital edition and sharing it with family and friends, and by making social-media posts and tweets about us. Help us spread the word!

Our Fall issue is scheduled to appear in November. We look forward to many years of producing a high-quality magazine that makes you proud even as it edifies you, and that you can enthusiastically share with others. Thank you for your continued support.

Glory to God!