

Sunstone

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EDITORIAL

Sunstone, in the fall of 1977, was in a difficult position. An expensive advertising campaign in January-February had yielded negligible results. The generosity of subscribers in the spring paid for the first two issues of Volume Two but a dry summer left us with only a few hundred dollars to continue. We were at the point of taking out personal loans to pay for one final issue, when a merger with *The New Messenger & Advocate* was suggested.

For three years *Sunstone* had struggled to raise funds and manuscripts for a journal. In spite of our belief that we were filling a need not met by other publications, the most frequently asked question was: Why another journal when we already have *BYU Studies*, *Dialogue*, *Century II*, the *Journal of Mormon History* and the *Utah Historical Quarterly*? As a result, our subscription list remained at 700-1000, with 300-500 sold in bookstores—not enough to pay production costs, not enough to attract necessary advertising revenue. Without institutional subsidies or wealthy benefactors, a journal of *Sunstone's* quality was simply not feasible. Rather than throw in the towel and default on our subscribers, we elected to convert to a magazine format. *Sunstone's* coverage of current events, coupled with in-depth feature articles on church history, scripture and doctrine, social issues and art now give it a unique position among Mormon publications.

We think we are on the right track. With all its faults the last issue of *Sunstone* generated more than twice as many new subscriptions as any previous issue.

The positive response to the November-December issue enabled us to add four pages to the present issue. With subscriber support—in renewals, gift subscriptions and calendar purchases—we will continue to expand *Sunstone* to include more feature articles and art.

We remain committed to publishing full length articles of general interest, but our commitment is sometimes restricted by economic considerations. "Pioneer Photographers" of the last issue, for instance, was curtailed by lack of space. We earnestly hope to increase the number of pages in future issues in order to publish more feature articles.

Sunstone is published for Latter-day Saints interested in many diverse facets of being Mormon in the twentieth century. Our articles are oriented to the general reader rather than the specialist. Long, heavily footnoted manuscripts are more appropriate for academic or special interest publications. For scholars and professionals *Sunstone* is an opportunity to reach beyond the select few of their particular fields to share insights and discoveries in readable, not-technical articles. For others *Sunstone* is an opportunity to share opinions and experiences in letters to the editor and personal essays. With your comments and criticisms, patience and support we will make *Sunstone* even more responsive to your needs and interests.

Scott Kenney
Publisher