

From  
the

# Editors



## We Need Your Help

In the last two years, SUNSTONE has, we think, improved significantly. We have increased its size, improved its graphic quality and editorial content, published regularly, and attempted to include a wider variety of viewpoints, topics, and authors. In order to do this, we have attended numerous lectures and conferences, talked to many individuals here in Utah and elsewhere, and have sponsored our own events such as last year's theological symposium and fiction contest. SUNSTONE has become a fulltime occupation for us, and therefore, we have the added responsibility of paying a small staff (previously all work was done by volunteers). Nevertheless, the sacrifice is worthwhile if we can continue to produce a magazine of which we are proud.

However, the sad reality is that our income does not cover the expenses which providing such quality generates. So we must look at a couple of options. We could raise the yearly subscription cost from \$12 (a constant since SUNSTONE'S beginning over five years ago) to \$15 or even \$20 in an attempt to cover our costs while maintaining the strengths of the magazine. But we would prefer not to do that. We do not want the price to be prohibitive for anyone interested in good ideas. Or we could cut back on the number of pages, the stock of paper, or the amount of design and color and basically reduce the magazine to a skeleton. Again, we would rather not have to do that—especially not now when we have so many excellent pieces waiting to be published and look forward to many more from upcoming events such as the history and fiction contests and the symposium. We would rather *increase* the number of pages and even publish more frequently in order to print all of the worthwhile materials available. Our last option, by far the best, is to substantially increase the number of subscribers so we can cover the costs.

Last year when we asked our readers how we could best increase circulation, many of you suggested that we use you, our subscribers, to help us do that. So we would like to suggest a number of ways you could help us maintain our present level of publishing:

1. You could give gift subscriptions to your friends. If each subscriber would give two gift subscriptions, we would reach our break-even point. We will be glad to extend your subscription by one issue for every gift subscription that you send in.
2. You could renew your subscription for three years right now, whether it has expired or not.
3. You could send us lists of names to add to our mailing list.
4. You could patronize our advertisers and let them know you learned of their product through SUNSTONE.
5. You could suggest the names of potentially large donors who would contribute to SUNSTONE generally or for special projects such as an art issue or the publication of the symposium proceedings.
6. You could make a cash donation yourself, either large or small.

SUNSTONE must be a participatory venture. We cannot succeed without your continuing support and help. Thank you.

## Award for Best Article

The editors and staff of SUNSTONE are proud of the recent award given to one of our own, Allen Roberts, for an article published in the magazine. The article, "Where Are the All-Seeing Eyes? The Origin, Use, and Decline of Early Mormon Symbolism" (Volume 4, Number 3, May-June 1979) received the Mormon History Association's 1980 "Annual Award for the Best Article in Mormon History by a Junior Author." Congratulations, Allen!

In the past, we have received a number of awards for graphic quality. As a staff,

we feel that the Mormon History Association's award symbolizes another kind of "coming of age" and hope to achieve consistently in the future the excellence we have been honored for on this occasion.

## Advertising Representatives Needed

SUNSTONE is hiring representatives to work on a commission basis selling advertising and subscriptions. We would like at least one person in the Salt Lake area and would consider persons in other areas as well. If interested call Allen Roberts or Peggy Fletcher at (801) 355-5926.

## Call for Papers

Proposals for papers to be presented at the 1981 Mormon History Association meetings to be held in Rexburg, Idaho, on May 1-3 should be sent to Davis Bitton, History Department, University of Utah, Salt Lake City, Utah 84112, no later than 15 July 1980.



## Upcoming Events

- World Conference on Records, August 12-15, Salt Palace, Salt Lake City
- Church Educational Symposium on the New Testament, August 14-16, BYU
- BYU Education Week, August 19-22, BYU
- Sunstone's 1980 Mormon Theological Symposium, August 22-23, Salt Lake City
- Mosaic on Mormon Culture, October 2-3, BYU
- AMCAP (Association of Mormon Counselors and Psychotherapists) Annual Meeting, October 2-3, LDS Institute of Religion, Salt Lake City
- BYU Sesquicentennial Church History Symposium, October 10-11. Authors of the sixteen-volume history of the Church will present papers.
- Brigham Young Historical Lecture Series, September 3 - October 29
- Annual Meeting of the Utah State Historical Society, September 12-14, Vernal, Utah
- Society for the Sociological Study of Mormon Life, Annual Meeting, August 29, 7:30 p.m., New York City Hilton (Adjunct meeting to American Sociological Association)
- John Whitmer Historical Association annual meeting, September 26-28, Council Bluffs, Iowa.
- Rocky Mountain Writers' Convention, July 30-August 1, BYU.