

In March 1981, the Editorial Committee, in our report to the Annual General Meeting, established several goals to work toward in 1982-83. Those goals dealt with: increased circulation and revenue, regional representation, bilingualism, and improved graphic design. It is our pleasure to report our progress and accomplishments of the past year.

At the time of writing, income earned by the magazine totalled \$13,154.71, the highest annual income ever and the largest single source of revenue for NAC. By year-end we anticipate revenue in the area of \$15,000, 50 per cent of operating budget. As of January 31, 1983 Status had raised a total of 56 per cent of its production costs through direct and Friend of NAC subscriptions.

We published articles on grassroots groups from across the country- the Elizabeth Fry, the Yukon Status of Women, domestic workers organizations. We had a story on women studies in Newfoundland and on benefits to welfare mothers in B.C. We wrote on rural women, women and militarism, women in prison and Women's Press. We talked about equality through language, mathaphobia and pensions for homemakers. We issued columns on prostitution, family law and maternity leave. And we publicized the research and lobbying work done by our own committees in the form of briefs: the Impact of New Technology on Women and Employment; Prostitution, Soliciting (presented to the Standing Committee on Justice and Legal Affairs) and the Media Watch presentation to the CRTC on Pay TV. We received research papers from women professors at MacMaster, U.B.C. and Dalhousie and submissions from over 30 writers and artists from across Canada. We published the work of young, progressive, feminist artists and graphic designers.

The name Status of Women News/La revue statut de la femme is gaining recognition slowly. In 1980, we paid a price when the magazine folded. We have had to rebuild not only the circulation and subscription lists, but contacts for production, editing, proofing and promotion. In 1980 we accounted for about 400 fully paid up subs. Now our list has over 2500 fully paid up subscribers with a circulation run of 3000, an increase of over 1000 per year in only two years and we are continuing to grow.

The Canadian Periodical Publishers' Association has twice increased our newsstand circulation from an initial 125 copies to 275 as more bookstores request additional copies. They have also embarked, along with several feminist magazines, on a campaign to promote the feminist press. The CPPA has granted \$5000 to us to produce a direct mail flier to send to all MS Canadian subscribers. The CPPA is behind its feminist magazines and is supporting Status in our fight to gain readers' attention on the newsstands.

Our greatest disappointment of the past year is our own tardiness. We have struggled throughout the year to go to press on a precise production schedule. The final issue of 1982-83 will be on the stands in early April and a new committee will set to work on the summer issue for publication in June. It is the committee's opinion that a magazine of newsstand quality needs the support of paid staff. Production time per issue totals approximately 15 hours per week volunteer time/person-- that is only to accomplish the basics. So much more could be done. Without the office support, administrative functions and telephone assistance, production is impossible. Status is well-established in Toronto with the support of other national feminist magazines, the CPPA, our production and design people and the nucleus of the committee. After two years of struggling to get the magazine back on its feet, we are aware of the risks in disrupting publication. We ask for your continued support of the magazine and the work of the committee. Thank you.