



Conciliar Media Ministries

PO Box 748

Chesterton, IN 46304

Home of Conciliar Press and Ancient Faith Radio

Report to the 50<sup>th</sup> Biennial  
Convention of the Antiochian  
Christian Archdiocese of North  
America

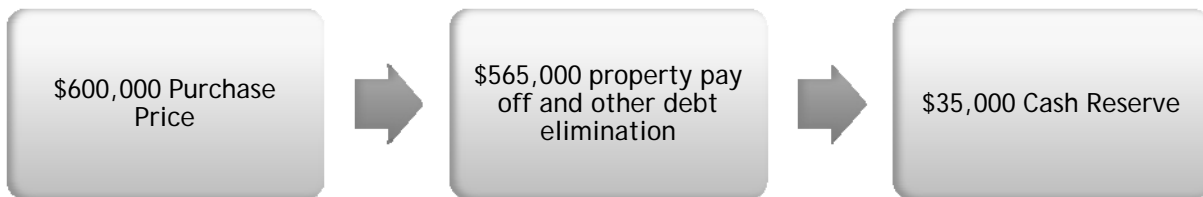
Chicago, IL

July 2011



## Sale Of Ben Lomond Property

We have been truly blessed to find the right individual to purchase our property in Ben Lomond. Scott Vogler of Vogler Construction put about \$200,000 into the property and has developed a very nice business center with paying tenants. He secured his financing by the December 2010 deadline and we closed on December 18. The proceeds from the sale allowed us to pay off all debt, including Thomas Nelson, St. Athanasius Academy, pre-move credit card debt, and more. This left us about \$35,000 in cash reserves typically needed in the summer months. It is a wonderful feeling to be debt free and current with our vendors.



With this fresh start, Conciliar Press began operations as a “virtual” company in January of 2010 with our small staff spread out all over the country. We outsourced the warehouse to a professional distribution center in the greater Chicago area and set up a new call center in Indiana. While the economy and the transition hit us hard, we now feel we have turned the corner and are beginning to reap the benefits of our new operation.

## New Call Center

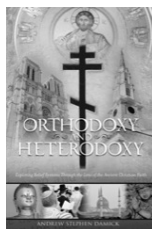


One of the great blessings of this past year has been the addition of our new Customer Service Manager, Nancy Colakovic. Nancy is a lifelong Orthodox Christian who formerly managed the successful Narrow Path Bookstore in Lansing, IL. She has a deep love for God and the Orthodox faith, a broad familiarity with Orthodox literature, a passion for customer service, and a long-standing affection for Conciliar Press. Under Nancy’s care, our customers are receiving great service and our accounts receivables have dramatically improved. She has also brought in a line of beautiful crosses to our inventory, which is selling very well.

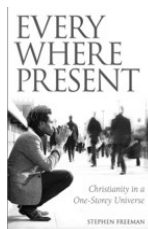
## Exciting New Titles in the Past Few Months



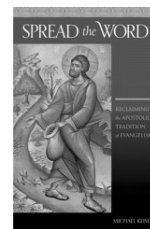
Mastering the Art of Marriage - Nasr



Orthodoxy and Heterodoxy - Damick



Everywhere Present - Freeman



Spread the Word - Kaiser



## Digital Publishing

As have most publishers, Conciliar is creating eBook versions of all of our primary titles. We are producing two formats – one to work on the Kindle and the other for the Nook, Sony Reader, and Apple iBook. We now have about a dozen titles available and continue to develop more. In a way, these books are like websites, and we look at the eBook industry as being in the stage that the web was in ten years ago. We can expect swift and dramatic developments in the technology. With this come new opportunities. Some of these opportunities could be:

- Publish some books as eBooks first (generating and determining interest in the book and then selling in the print medium);
- Publish an entire series as eBooks only (driving traffic to the whole general catalogue);
- Cross-fertilize AFR podcasts with eBooks by the same author, including links and sample pages right on the AFR podcast page;
- Discover many new authors and publish their work as eBooks without the enormous expenses involved in printing and distribution.

We have also produced four new audio books for download and on CD with more to come.

## Ancient Faith Radio



The outreach of Ancient Faith Radio has grown far beyond our wildest imagination. With downloads and visits from well over 127 countries, this ministry has become a major tool for evangelism for the Orthodox Church. Here are just a few statistics:

- Monthly downloads are averaging 418,000 from 40,000 unique IP addresses since January 2011.
- In May 2011, 15,583 of the unique IP's downloading podcasts were in China.
- Daily website visits are averaging 3500 from 2300 unique visitors.
- Web traffic is up 18.6% from the first five months of 2010.
- From our recent survey, 31% of our listeners are Antiochian, 24.3% are OCA, and 20.1% are GOA.
- Sixty-nine percent of our listeners are Orthodox and 31% are non-Orthodox.
- Of our Orthodox listeners, 73% of our listeners are "converts" and 23% "cradle."
- We have 56 active podcasts with more on the way.

## Listener Responses

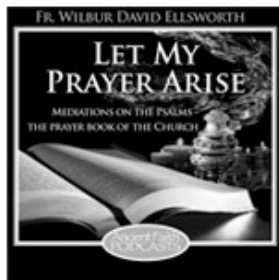
- "I have been listening to several podcasts every day since I discovered Ancient Faith Radio months ago. I still find informative and challenging talks every day, and it has nurtured my faith in Christ and His Church immensely. What a magnificent ministry!"
- "I pastor a non-denominational church in Texas, and I love Orthodox worship. It is so beautiful and reverent. I listen to your station all of the time. God help us Protestants get a clue as to what real worship is! Keep up the 'God' work."
- "This site and these stations are pure gold for me, a Christian Presbyterian, who is moving towards Orthodoxy. Keep up the holy work! It is a great resource for potential converts like me. Love in Christ our God from Texas."
- "Amidst the sea of chaos and uncertainty that grips the world today, your zeal for God's Word and love for Christ has shone through like a brilliant flame for all to see. By the grace of the Holy Spirit, our Lord is bringing together the most beautiful aspects of Eastern and Western Christendom to breathe life into His One



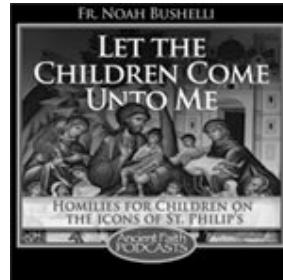
Holy Catholic and Apostolic Orthodox Church that all may partake of this beautiful gift. God bless you, and thank you from the depths of my heart.”

- “Your podcasts and broadcasts have hugely facilitated my development and growth in understanding Orthodoxy. I do not think that I would have found my spiritual home without you. I am more grateful to you than can be expressed in words.”
- “I have downloaded and listened to about 25 programs since discovering this site not even ten days ago. It has been so helpful in making Orthodoxy less ‘ethnic’ and alien to me and has greatly pushed me along in my now 25-year journey towards Orthodoxy. My catechumenate has begun.”
- “I am a Protestant pastor, and I love listening to AFR! I listen every night on my computer. I find the podcasts interesting and informative. At the Intersection of East and West is my favorite.”
- “Hi, I am a Palestinian Orthodox Christian from Bethlehem. I love listening to your radio station. You give us hope when we see true Christianity preached to the world from America.”

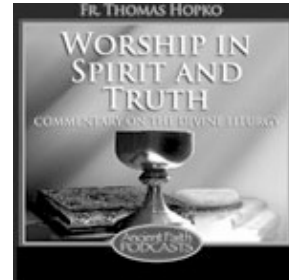
## New Podcasts



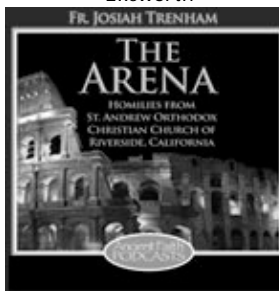
Let My Prayer Arise -  
Ellsworth



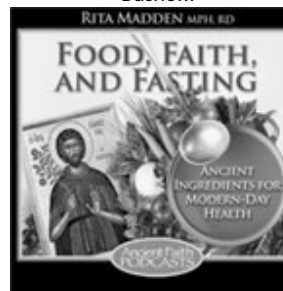
Let the Children Come -  
Bushelli



Worship in Spirit and Truth -  
Hopko



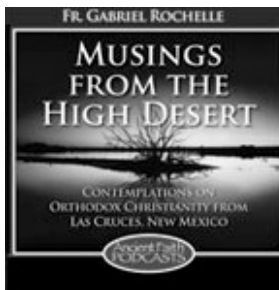
The Arena - Trenham



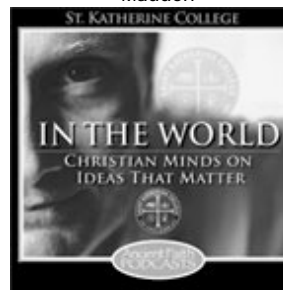
Food, Faith, and Fasting -  
Madden



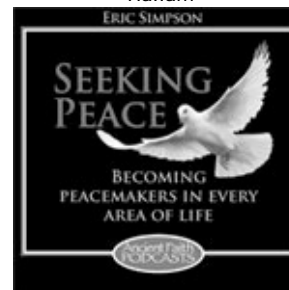
A Voice from the Isles -  
Hallam



Musings from the High Desert  
- Rochelle



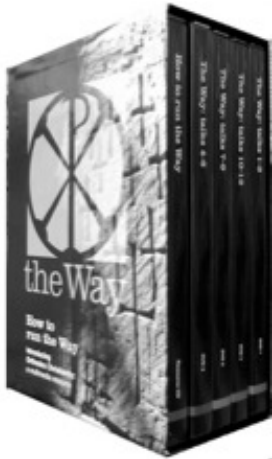
In the World - St. Katherine's  
College



Seeking Peace - Simpson



## The Way



Conciliar Media Ministries has become the exclusive US distributor for THE WAY. This is the catechism and adult education program of the Institute for Orthodox Christian Studies based in the United Kingdom. It is a course comprising 12 sessions, run usually over 12 weeks, and that consists of a meal together, a talk on a central aspect of Christian belief, free discussion in small groups, and a 'question and answer' session where members of each group put questions to a panel. The course aims to present the basics of Orthodox Christian faith in an atmosphere of friendship, free exchange, and trust, where no question or opinion is treated as unworthy of attention.

The multimedia package contains a CD entitled "How to Run THE WAY" and four DVDs of the original speakers: Metropolitan Kallistos Ware, Professor David Frost, Fr. Michael Harper, Miss Gladys Bland, Dr. Christine Mangala Frost, Fr. Raphael Armour, Fr. Demetrios Bathrellos, and Mr. John Bazlinton.

## Conciliar Media Sales, Donations, and Finances

Attached to this report is the 2010 financial statements, as well as a look at the first five months of 2011. Here are some highlights:

- Ancient Faith Radio donations and ad revenue are keeping up with expenses. About 95% of our revenue is from donations.
- Conciliar Press sales are on target with budget projections.
- Orthodox Study Bible sales are declining which may be an indication of saturation.
- Gift items, and in particular crosses are booming.
- Our own titles are selling ahead of budget.

## Conclusion

The Psalmist described Christ as the Stone the builders rejected Who became the Head of the corner "And this came about from the Lord, and it is wonderful in our eyes" (Psalm 117:23). We feel the same way about the work of Christ at Conciliar Media. We are but stewards of God's work, and He has blessed us beyond what we deserve by allowing us to be involved.

By your prayers,

John Maddex  
CEO  
Conciliar Media Ministries