

The Future of Countenance?

We don't know.

Producing *Countenance* magazine faces significant challenges. The price of printing the magazine has gone up exponentially between now and 2017, when we first described to readers the special relationship between a sight-impaired ECU student and her guide dog, and a typical morning at a beloved regional landmark, Yoder's Dutch Pantry. Because the School of Communication has limited funds that have to serve many needs, the continuing cost increase cannot be sustained.

The escalating cost of printing the magazine has been accompanied by a steadily declining distribution network. For seven years the magazine has been printed and distributed by APG East, LLC, the parent company of *The Daily Reflector* and other newspapers in eastern North Carolina. As home delivery subscribers to those papers continually decline—mirroring a national trend—the ever-higher printing costs have us reaching fewer and fewer readers. Experts predict that most newspapers nationally will cease home delivery altogether, leaving us with no way to distribute *Countenance* to those who want to read it.

We can explore publishing *Countenance* as an online-only magazine, although when potential readers do not know it is there, they will never look for it. Online advertising is costly, and we hate to see *Countenance* “lost” among the 1.1 billion websites in the world in 2023. We have contact information for a limited number of School of Communication alumni, and School of Communication social media can post “links” to a future magazine site. But as of now, the future of *Countenance*—and the impressive, award-winning feature writing and magazine design by ECU journalism students—is uncertain.

How Can You Help?

- Help us with online promotion of *Countenance*
- Donate money to help pay the costs of a new way to distribute *Countenance*
 - Donate to help us to afford to continue printing *Countenance*