
Adventist Review

In Brief @ Annual Council // 2023

HISTORY

History informs Context



Photo credit:
Andrews University
– Center for
Adventist Research

History of Editors: 12

- **1849-1903** James White & Uriah Smith
 - 1869-1870 J. N. Andrews
 - 1897-1901 A. T. Jones
- **1903-1966** W. W. Prescott, W. A. Spicer, F. M. Wilcox, F. D. Nichol
- **1966-2022** Kenneth Wood, Bill Johnsson, Bill Knott
- **2023-** Justin Kim

1852

1st General
Conference
President

Photo credit:
Andrews University
– Center for
Adventist Research



Eld. John Byington and Wife.



Center for
Adventist Research

History of Names

- Present Truth (1849)
- Advent Review (1850)
- Second Advent Review and Sabbath Herald (1850-1851)
- Advent Review and Sabbath Herald (1851-1961)
- Review and Herald (1961-1971)
- Advent Review and Sabbath Herald (1971-1978)

Products Today

- Adventist Review (1978) 72p
- Adventist World (2005) 32p
- Adventist Journey/Adv. World [NAD] (2005) 48p
- Adventist World Digest (2011) 16p
- KidsView (2002) 8p

SECOND ADVENT REVIEW,
AND SABBATH HERALD.

THE ADVENT REVIEW, AND SABBATH HERALD, IS PUBLISHED WEEKLY, EXCEPT ON SUNDAYS AND HOLIDAYS, BY THE ADVENT REVIEW ASSOCIATION, 100 N. 3RD ST., PHILADELPHIA, PA.

Advent Review,
AND SABBATH HERALD.

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AND SABBATH HERALD.

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ADVENT REVIEW

And Sabbath Herald.

Advent Review
—AND SABBATH HERALD.—



The Advent Review
AND SABBATH HERALD.

Advent Review

AND SABBATH HERALD.

The Advent Review and Sabbath Herald

The Advent Sabbath
Review and Herald







ADVENTIST REVIEW

MISSION



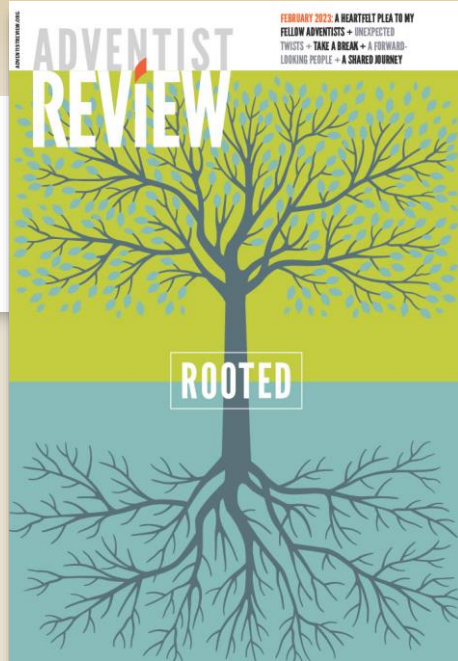
Mission strengthens Identity

Vision Statement

To Prepare A People

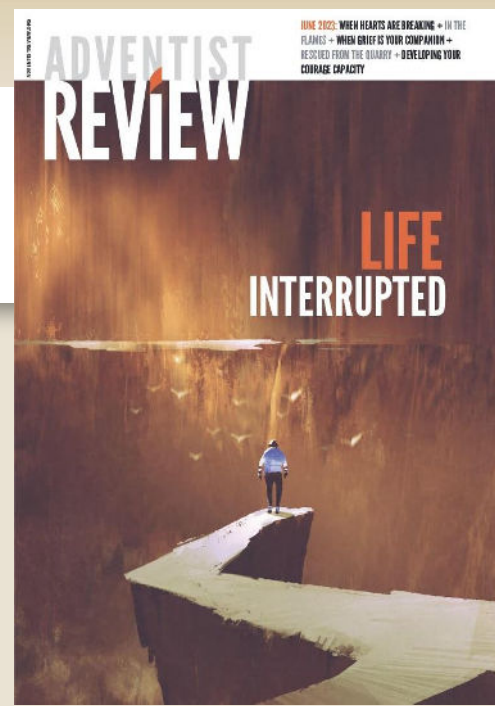
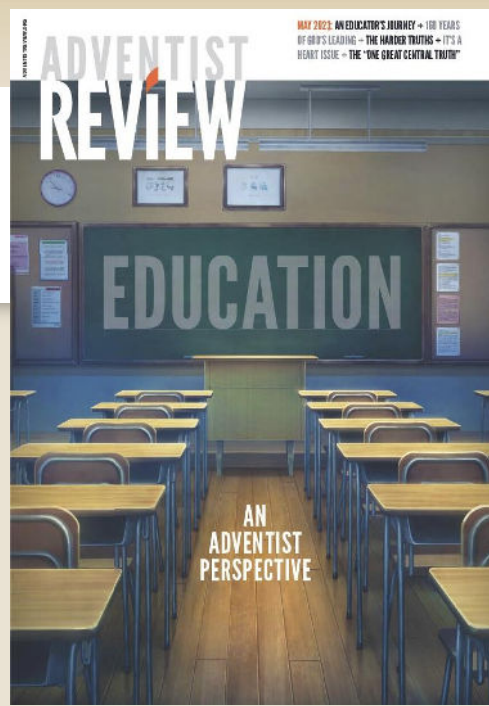
Mission Statement

Adventist Review creates Bible-based content, both print and digital, to **unite** Seventh-day Adventists, **deepen** their historical faith, and **strengthen** their unique identity and responsibility to prepare the world for the second coming of Jesus.



JANUARY-MARCH 2023

ADVENTIST
REVIEW



APRIL-JUNE 2023

ADVENTIST
REVIEW



JULY-SEPTEMBER 2023

ADVENTIST
REVIEW

OCTOBER
2023



A person wearing a dark, double-breasted suit jacket over a white shirt and a dark bow tie. Instead of a head, there is a large, glowing incandescent lightbulb. The background is a solid, muted blue-grey color.

INNOVATION

Innovation solves Challenges

Why Digital First?

- 1) Improve **global access** to content (multilingual capabilities);
- 2) Grow an **engaged** digital audience that will ultimately drive our print-based content strategy;
- 3) Be **nimble and timely** in the content produced;
- 4) Increase **digital traffic** in order to create more opportunities

Print + Digital Ratio

- Today's consumption habits require **print and digital** distribution
- Estimated revenue from periodical publishing (includes religious) dropped from \$40 billion (2002) to \$24 billion (2020). There was a **20.7% revenue decline** from 2002-2010, and a **25.0% decrease** from 2010-2020. [[US Census Bureau, 2022](#)];
- While a need for print exists (especially in difficult places to reach), digital has and continues to penetrate every available market globally.

Transition Strategy

- Objective 1: Create a simplified brand structure
- Objective 2: Increase functionalities on website
- Objective 3: Create media [video+print] ecosystem
- Objective 4: Increase multilingual capabilities
- Objective 5: Fold all products into media ecosystem

New Programs

- Weekly: “InReview”
- Monthly: “counterScript”
- Quarterly: “Front Pew”

*Defiant and true
Christianity*

Throughout church history Christians have faced the challenge of balancing their biblical convictions with the cultural norms and values of the societies in which they lived. Many chose to go against the prevailing culture in various ways and different magnitudes. Faithful Christians opted to remain steadfast in their commitment to God and Scripture. Below are several vignettes that showcase remarkable Christians

defied the predominant values of culture.

1. **Perpetua and Felicity** were two young Christian women who defied the Roman imperial authorities in the third century. Both were arrested for professing the name of Christ. They chose to die for their beliefs rather than renounce Christ.

2. **Martin Luther** challenged the prevailing sixteenth-century culture within the Roman Catholic Church, particularly the sale



counterscript.



The Need for Collaboration

History informs Context
Mission strengthens Identity
Innovation solves Challenges

