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were partners.

Corbin brought to the project a substantial investment in printing equipment, technology and office space, plus some monetary backing. Gambill contributed 12 years of experience and personal knowledge, and a similar cash infusion. Between them they estimate a financial investment in the five-figure range. Undoubtedly, some of the ease of their undertaking was due to the already-in-place systems and facilities of Corbin's enterprise.

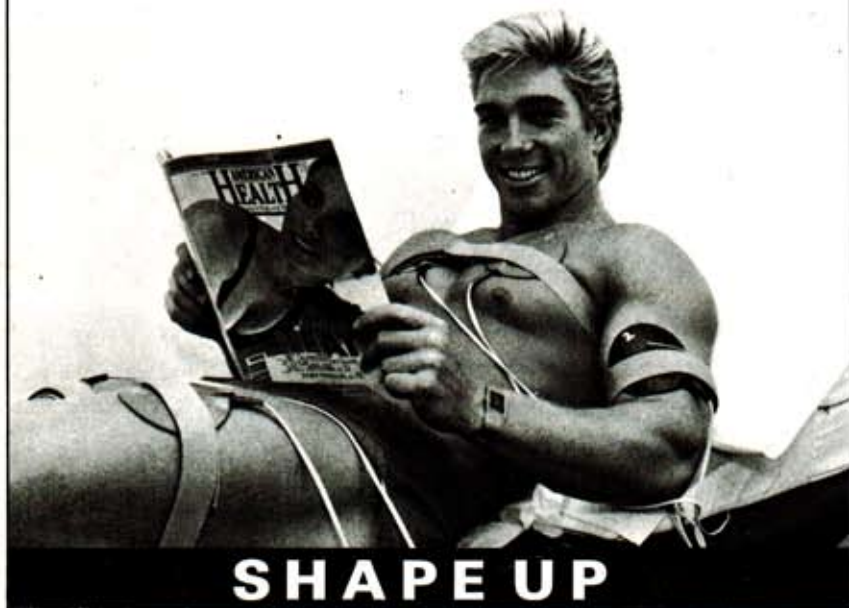
Gambill refers to Corbin as the brains of their partnership and to herself as the heart. When others challenged her about the magazine title, Corbin trusted her intuition. "I was persuaded by her conviction," Corbin says. In a period of only a few days, "bereavement, A Magazine for Hope and Healing" was born.

Brochures introducing the new magazine were sent to some 10,000 people from support group mailing lists gathered from all over the country. The brochures were the only formal advertising Gambill and Corbin did. It was press coverage of their undertaking that provided early national exposure for *bereavement* and flooded the office with mail.

Response to that initial mailing prompted the first press run, which included 5,500 copies of the 44-page magazine. In November 1987, the first issue of *bereavement* was sent nationwide to 1,000 potential subscribers. Then in December, the *Orlando Sentinel* ran an article about the new magazine, which was picked up by The Associated Press and appeared in newspapers all over the country. Hundreds upon hundreds of letters began to pour in. The subscription base has grown to 2,000 in just under six months of operation. While Gambill's primary motivation is satisfaction, the publication is, nevertheless, a business. Little advertising appears, and revenues are generated from the \$22 yearly subscription price.

Addressing the issues of adjustment and recovery following a major loss, *bereavement* offers specialized information and encouragement. The magazine consists of articles ranging from personal accounts of loss and grief to practical help for day-to-day coping. Appropriate books are reviewed in each issue. Support groups are reviewed as a regular monthly feature. In addition, department editors write in the areas of psychology, children, law, medicine, faith, humor and consumerism as they relate to bereavement and bereaved individuals.

Articles for the magazine come from the wealth of contacts that Gambill has made through her years of working with bereaved people, as well as from interested professionals and new sub-



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