

19.15 REPORT 7: DEPUTIES YOUTH CARE – *KRUISPAD* MAGAZINE (Art 170)

- A. Rev HC van Rooy tables the Report.
- B. The Report will be concluded during the Synod session.

C. REPORT

1. Mandate

- 1.1 The Deputies Youth Care and Church Magazines are to encourage the continued publication of *Kruispad*, in accordance with the Synod decision (Acta 2012:253, 5.1; also see Acta 2009:333, 4.11; Acta 2012:255, 2.3).
- 1.2 The electronic publication of the magazine is to be further investigated and implemented (Acta 2012:253, 5.2).
- 1.3 *Kruispad* is to fall under “toerustingsmateriaal” of the *Kruispad* publications on the website (Acta 2012:253, 5.3).
- 1.4 In-depth market research must be conducted on *Kruispad*’s target market (Acta 2012:253, 5.4).
- 1.5 The Deputies are to look into incorporating *Kruispad* and the *Slingervel* into one business plan, but not necessarily in the same medium (Acta 2012:253, 5.5).

Decision: Points 1.1 to 1.5 noted.

2. Execution of the mandate

2.1 *Matters that the Synod take note of*

- 2.1.1 During 2012-2014 nine issues will have been published (seven already published at the time of this Report, June 2014, and two more planned for the rest of the year). Technical problems and the change in editorial staff made the initially envisaged twelve issues impossible.
- 2.1.2 Theme of each issue
 - 2.1.2.1 Issue 23: Prayer
 - 2.1.2.2 Issue 24: Angels
 - 2.1.2.3 Issue 25: The Lord’s Supper
 - 2.1.2.4 Issue 26: Timelines of the history of Revelation
 - 2.1.2.5 Issue 27: Choices
 - 2.1.2.6 Issue 28: Heaven on earth
 - 2.1.2.7 Issue 29: Miracles today
 - 2.1.2.8 Issue 30: #YOLO (you only live once)
 - 2.1.2.9 Issue 31: (issue still in progress)
- 2.1.3 This is not a common occurrence in the media. Yet the magazine did receive positive feedback from subscribers this year, we acknowledge this with thanks. The following are a number of verbatim (anonymous) comments received:
 - 2.1.3.1 Retired minister: *I subscribe to Kruispad, because it’s so great to read. It is not filled with all sorts of church propaganda and the articles are insightful. I enjoy Kruispad a lot.*
 - 2.1.3.2 Previous editor of a well-known magazine: *Issue 29 looks great. Congratulations! The content is interesting and educational. The layout is beautiful. Dividing the articles into little blocks works very well, I think, then no one will feel it’s too much reading.*
 - 2.1.3.3 A teenager: *Thank you for the articles on heaven. I learned so much and it really made me think.*
 - 2.1.3.4 A student: *I once again realised how the Lord talks to us in the Bible. There are so many articles and so much to read and learn in Kruispad. I look forward to the next issue. Please renew my subscription.*

- 2.1.3.5 A member of another church: *I like Kruispad so much. Our church's youth magazine is so corny. I registered my children for the magazine and they read every page.*
- 2.1.3.6 A reverend: *This is the best issue yet. I like the new format of Kruispad. Keep it up!*
- 2.1.3.7 A reverend's wife: *The new issue of Kruispad is beautiful! Once again absolutely fantastic. Congratulations!*
- 2.1.3.8 A missionary: *My wife and I are on our way to Macedonia to do missionary work and, therefore, read a lot of ministry magazines. Your publications stand out head and shoulders above the rest for a number of reasons, job well done.*
- 2.1.4 Distribution of Kruispad
- 2.1.4.1 There are 925 subscribers at present. Effective marketing is still necessary. Based on research (especially in terms of other youth/Christian magazines), the following changes were made to the magazine to appeal to the youth:
- 2.1.4.1.1 A new modern appearance, with less abstract graphics and more photos, was introduced.
- 2.1.4.1.2 Photos are selected according to rigid quality and clarity standards.
- 2.1.4.1.3 Changes were made to conform with prevailing trends in the media.
- 2.1.4.1.4 The articles were structured, with sub-heading, to facilitate reading.
- 2.1.4.1.5 Every issue contains a Bible study.
- 2.1.4.1.6 The language editing takes care to make the Afrikaans modern and uncomplicated.
- 2.1.4.2 Further marketing tools
- 2.1.4.2.1 Regular letters via the GKSA mailing list to create greater awareness.
- 2.1.4.2.2 Introduction at youth camps and free copies as "prizes".
- 2.1.4.2.3 Banners and subscription forms are sent to as many sister gatherings as possible.
- 2.1.4.2.4 Telephonic contact with ministers of student congregations.
- 2.1.4.2.5 Introduction at major assemblies by editor and Deputies.
- 2.1.4.2.6 Item 1.5: The Deputies decided against the merging of *Kruispad* with the *Slingervel* into one business plan, due to the difference in target market of the two magazines.
- 2.1.5 Digital distribution (see Item 1.2 above)
- 2.1.5.1 *Kruispad* is available on the GKSA website.
- 2.1.5.2 Research shows that the youth still prefers and trusts hard copies, it is also possible to subscribe to the electronic version.
- 2.1.5.3 There are only five digital subscribers at present.
- 2.1.5.4 There is the option to distribute *Kruispad* magazine by means of applications like Zinio or My subs, but it's only financially feasible with ten subscribers and more.

Decision: Points 2.1 to 2.1.5.4 noted.

3. Matters that the Synod decide on

- 3.1 At least four issues of *Kruispad* magazine must be published annually, as usual.
- 3.2 The expansion of the electronic availability of *Kruispad* magazine must remain on the editorial staff's agenda.

Decision: Point 3.1 and 3.2 approved.