

23.11 REPORT 5: DEPUTIES PUBLICATIONS – CHURCH MAGAZINES – KRUISPAD (Art 127)

- A. Rev JG Noëth tables the Report.
- B. The Report will be concluded during the Synod session.

C. REPORT

1. Introduction

Karin Bain was appointed editor in August 2013. Four issues (26-29) were published from August 2013 to July 2014, together with a special edition detailing timelines in the Bible. The latter is now being sold by the Administrative Bureau for additional income.

Decision: Noted.

2. Changes to the magazine

2.1 General changes to the magazine

- 2.1.1 The magazine was given a new appearance that is modern, with less abstract graphics and more photos.
- 2.1.2 The magazine was made to conform to the ruling trends in the media.
- 2.1.3 Articles were divided under more sub-headings, for ease of reading.
- 2.1.4 Every issue now has a Bible study.
- 2.1.5 The photos included are carefully approved in terms of quality and clarity.
- 2.1.6 Language editing focusses on modern and more informal Afrikaans.
- 2.1.7 A new graphic designer, who was previously the art editor of a well-known Afrikaans magazine, was appointed and is more affordable.

2.2 Financial changes

- 2.2.1 Payment of the graphic designer is made per issue, for services rendered, instead of on a monthly basis.
- 2.2.2 Cheaper printers and adjustments to magazine that reduce printing cost.
- 2.2.3 Decrease in salary of editor.
- 2.2.4 Reduction in number of complimentary issues distributed.
- 2.2.5 Reduction in number of extra copies printed.
- 2.2.6 Decrease in unit cost, including on the extra copies, from R58.03 to R44.04.

2.3 Subscribers

The total number of subscribers comes to 930, made up of 53 congregations and 210 individuals. We wish to increase this number to 1 500, since it will reduce the unit cost and make the magazine more economical. Subscription comes to R115 per year for 4 issues.

2.4 Marketing

- 2.4.1 Regular letters via the GKSA mail list to promote awareness.
- 2.4.2 A few copies to camps as competition prizes.
- 2.4.3 Banners and subscription forms to as many sister gatherings as possible.
- 2.4.4 Letters to student congregations requesting subscription.
- 2.4.5 Letters to as many classis assemblies as possible.

2.5 Digital subscription

Although research shows a greater preference for and trust in hard copies amongst the youth, they can also subscribe digitally to *Kruispad*. There is at present three digital subscribers. Distributing the magazine via an application like Zinio or My subs would require 10 subscribers and more, otherwise it is simply too costly.

2.6 *English youth*

In the past each issue normally contained 2 pages in English, but last year a brand new English magazine – *Crossroad* – was launched. The magazine is distributed digitally and free of charge or a black-and-white photocopy can be purchased. Two issues appeared in 2013 and two more issues are planned for this year. At the moment content is translated, but English writers are being sought.

Decision: Points 2.1 to 2.6 noted.

3. **The future**

We would like to launch an annual publication for the youth, given the great dearth of Reformed Afrikaans books for the youth, which will be sold at a profit and form part of the youth-care activities.

Decision: Noted.

4. **Recommendations**

The number of issues is to be increased to 2 per month. Quarterly magazines tend to be easily forgotten and are as such less popular. It would be better to issue a thinner magazine more often.

Church Councils should subscribe their older youth to *Kruispad*. Only 5 subscribers per congregation in the GKSA would assure the continued publication of *Kruispad*.

Decision: Approved (amendments already added – Deputies Acta).

5. **Conclusion**

Kruispad is a special magazine that is of great value to our churches and has been in existence for years. The magazine has grown and developed tremendously and it would be a great loss if the magazine was no longer published. It is every adult believer's calling to ensure the continued existence of this magazine, by subscribing children and grandchildren.

Decision: Noted.