

## **23.10 REPORT 4: DEPUTIES PUBLICATIONS – CHURCH MAGAZINES – DIE GEREFORMEERDE VROUEBLAD (Art 126)**

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

### **C. REPORT**

#### **1. Introduction**

*Die Gereformeerde Vroueblad* is issued under supervision of the Deputies: Church Magazines of the GKSA, aided by an Editorial Commission.

##### 1.1 *Objectives*

- 1.1.1 *Die Gereformeerde Vroueblad* is Scripturally sound.
- 1.1.2 *Die Gereformeerde Vroueblad* aims to promote fellowship in faith among the sisters of the GKSA countrywide.
- 1.1.3 *Die Vroueblad* offers:
  - 1.1.3.1 Spiritual enrichment and depth;
  - 1.1.3.2 current congregation news; and
  - 1.1.3.3 joyful femininity in colour.

##### 1.2 *Composition of editorial staff: 2012-2015*

The Editorial Commission of *Die Gereformeerde Vroueblad* comprises the following members: Mmes. Cobie Steyn (chair), Griet Swanepoel, Marlette van Rooyen (sec(y)), Annamie Odendaal, Annelize Fourie, Karien Brink and prof BJ de Klerk.

**Decision: Points 1.1 and 1.2 noted.**

#### **2. Execution of instruction**

##### 2.1 *Operation*

Each member of the editorial staff was assigned a specific task. Griet Swanepoel was appointed assistant-editor. Two long-term members of staff, viz. prof Jacques van der Elst and rev Nico Botha, retired and Annelize Fourie and prof Ben de Klerk were appointed in their stead. Since Annamie Odendaal manages our book review and is a monthly contributor, she was also appointed to the Editorial Commission.

Planning of the publication occurs by means of monthly electronic discussions as well as telephone conferences, whereby all members aid in sourcing contributions.

The Editorial Staff endeavours to meet at least once a year in Pretoria for a face-to-face meeting. Due to circumstances, we were unable to meet in 2012. The next meeting took place on 13 July 2013 and the following important matters were addressed:

- 2.1.1 Appointment of new staff to replace prof van der Elst and rev Botha;
- 2.1.2 Appointment of an additional staff member;
- 2.1.3 Approval, sourcing and placement of adverts to increase income.  
Mrs Steyn attended the meetings/telephone conferences of the Deputies: Church Magazines, as scheduled from time to time.

##### 2.2 *Technical layout*

The covers and page layout are done – in close cooperation with the editor – by a professional layout artist, Karien Brink. The editor – together with or two staff members that offer assistance, where necessary – is responsible for the language editing, proofreading and bringing to press of the magazine.

### 2.3 *Content of the magazine*

Each issue of the *Die Gereformeerde Vroueblad* contains columns aimed at the believing woman, consisting of the following: Questions on issues of faith (*Ds Sê My*), *Gemeente-Mosaïek*, sister activities, newsworthy opportunities at church level and the introduction of service organisations. Every month there are three IN-DEPTH articles that Scripturally support the chosen theme, followed by three LIFE articles that practically apply the IN-DEPTH articles to everyday life. Each issue also contains a sketch, PASSAGE & VERSE; BIBLICAL COUNSELLING; BOOK REVIEW; LENS ON THE BIBLE; WORD WISE OF WAKKERSTROOM and the regular features of HEART TREASURES and CALEIDASCOPE. Mrs Ansie du Plessis resigned as writer of CALEIDASCOPE at the end of 2012 and rev Christo Swanepoel took over the task.

### 2.4 *Communication, advertising and marketing*

The Editorial Staff strives toward building up good communication with readers. Subscription cancellations are followed up and possible solutions to the reasons thereto are sought.

More can still be done to motivate the Chair of the sister organisation of the different congregations to market this magazine. As with all other church magazines, the yearly decline of subscription remains a dilemma. It is worth noting the growing trend away from printed media and shifting the focus to the electronic format may be the inevitable solution.

During the meeting of 2014, banners were sent to every region and they will be employed for even further marketing. A *PowerPoint* presentation, introducing the magazine, is also sent to each collective region every year.

We communicate with readers on our *Facebook* page and plan on creating another website as the more formal home of *Die Gereformeerde Vroueblad*, with a link back to the GKSA's website.

The Editorial Commission has received truly positive feedback on the magazine, for which we are sincerely grateful.

The magazine's growth fund is well supported by donations from readers and sister groups. It is managed by the Editorial Staff and it has subsidised subscription fees for a number of years to keep it as low as possible. Given the decline in subscription numbers, the Editorial Commission decided to systematically phase out this subsidy and by 2016 the subscription fee will no longer be subsidised. This is also a way to reduce the burden on the fund.

### 2.5 *Gatherings*

The Editorial Commission is in close contact with dr Wymie du Plessis, who coordinates the annual meetings. In consultation with her, the Editorial Commission determines the annual theme for the meeting from the suggested themes dr du Plessis forwards from the different regions. Every July we publish the special insert for the gathering, in which the regions report on their particular sister gathering. Upon request from readers, we have since 2013 reworked some (lack of layout space does not allow us to publish the items of all 18 regions!) of the equipping opportunities of gatherings that sisters from across the country may read about the events of other regions. We received very encouraging feedback from speakers in 2014 and published quite a number of these articles.

### 2.6 *Distribution*

The Church Magazines are sent out in one batch, where possible, as cost-saving measure. Group subscription is encouraged, but we will have to start focussing directly on drumming up electronic subscribers. The concern over the decline in subscription numbers has already been mentioned elsewhere in this Report.

**Decision: Points 2.1 to 2.6 noted.**