

23.7 REPORT 1: DEPUTIES PUBLICATIONS – CHURCH MAGAZINES – GENERAL (Artt 123, 128)

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

C. REPORT

1. Matters that the Synod take note of

- 1.1 Since the previous Synod in 2012, the Church Magazines have appeared regularly and have been of a high quality. Declining subscription to the Church Magazines remains a problem. Feedback on the quality of the product (form and content) have been very positive – yet this decline continues:

	Kerkblad	Vroueblad	Slingervel	Kruispad
June 2012	3758	2684	2 420	
June 2013	3521	2537	2 215	
June 2014	3290	2410	2 052	930

- 1.2 Each magazine's editorial staff went to a great deal of trouble to market the magazines, e.g. by means of letters to congregations, marketing of *Vroueblad* at sisters' functions and Facebook as well as appealing special inserts (e.g. in *Kruispad*). The Deputies: Liaison also pertinently marketed the Church Magazines at regional gatherings, throughout the GKSA. The electronic availability of the magazines on the GKSA website was especially emphasised.
- 1.3 The Deputies supported the magazines' Editorial staff by providing the requested advice.
- 1.4 *Finances*: The financial aspect of the Church Magazines is addressed in a Supplementary Report.

Decision: Points 1.1 to 1.4 noted.

2. General items that the Synod decide on

2.1 Recommendations

- 2.1.1 The Synod is to express its gratitude towards the Editors and Editorial commissions for the regular issue and high quality of the magazines.
- 2.1.2 The Synod is to especially thank dr CN van der Merwe for his valuable contribution to the Church Magazines, over many years.
- 2.1.3 The Synod is to once again appoint Deputies to manage the affairs of the Church Magazines.
- 2.1.4 The status quo is to be upheld, viz. allocating one collection per year "for the Church Magazines".
- 2.1.5 The Deputies recommend that congregations consider purchasing and distributing 10 copies of each Church Magazine, e.g. to needy members. If only 50% of the congregations do so, it would make a significant difference to the financial sustainability of the magazines.

Decision: Approved with addition and that the possibility of translation of the church magazines into English is investigated by the Deputies.

D. WORD OF GRATITUDE

Decision: Scribe must address letters of gratitude to the respective editors.