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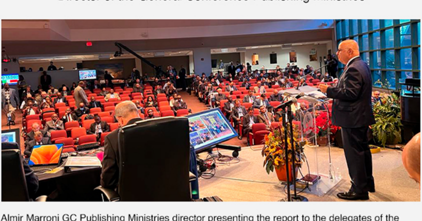
Publishing Ministries Department 2023 GC Annual Council Report

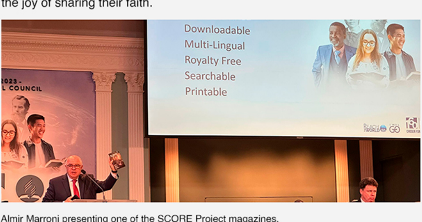
By Almir Marroni
Director of the General Conference Publishing Ministries



Almir Marroni GC Publishing Ministries director presenting the report to the delegates of the 2023 Annual Council.

The Publishing Department presented its report at the 2023 General Conference Annual Council, held from October 5 to 11, and attended by world church leaders. The primary focus of this six-day gathering was "Mission Refocus," emphasizing the church's renewed commitment to its core mission: spreading the three angels' messages worldwide.

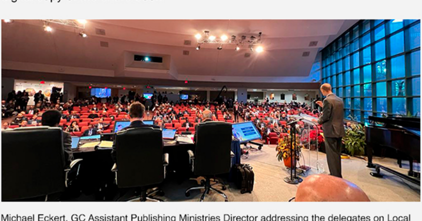
Throughout the event various church departments and services had the opportunity to showcase their initiatives and projects, all aimed at empowering every Adventist to actively participate in mission. Notably, the Publishing Department's report highlighted its global distribution efforts of *The Great Controversy*. Remarkably, church members and volunteers have distributed more than 50 million copies, often going door-to-door to cover entire cities. This distribution not only involved delivering the book but also included offering prayers and enrolling people in Bible study, making it a deeply spiritual and impactful endeavor. The distribution of the Missionary Book of the Year was celebrated for involving church members of all ages in the joy of sharing their faith.



Almir Marroni presenting one of the SCORE Project magazines.

To address the challenge of producing books in numerous languages and ensuring wider distribution, the Publishing Department proposed extending The Great Controversy Project until 2025. This additional year would facilitate the completion of ongoing translation work. So far, the book has been translated into 128 languages.

In addition to *The Great Controversy*, the department has produced a tract titled "What in the World Is Going On?" by Mark Finley. These tracts will include a QR code on the back cover, enabling people to download a free digital copy of the entire book.



Michael Eckert, GC Assistant Publishing Ministries Director addressing the delegates on Local Church Literature Ministry.

Michael Eckert introducing the concept of having a literature display in every church.

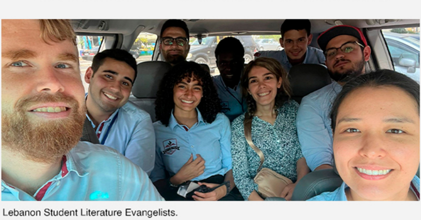
Another critical topic presented by the Publishing Department focused on strengthening the local church literature ministry. Michael Eckert introduced the concept of having a literature display in every church, stocked with tracts and missionary books. An example of such a display is set up at the entrance of the GC auditorium, demonstrating the potential for our churches. The idea is that the more that church members are exposed to available literature, the more they will request it.

In conclusion, the distribution of literature is considered a vital missionary activity for every believer, and the Publishing Department is taking significant steps to ensure its impact is maximized.

[Photos: Stephen Apola]

MENAUM Student LE Program

By Middle East and North Africa Union Mission Literature Ministry



Lebanon Student Literature Evangelists.

During this past summer 26 dedicated young individuals in the Middle East and North Africa region participated in our student canvassing program. Their efforts were nothing short of remarkable, as they reached out to nearly 8,000 families and businesses, generously distributing more than 1,200 gift books, 944 magabooks, and 232 "big books." Incredibly, these initiatives translated into an impressive total of $16,282.57.

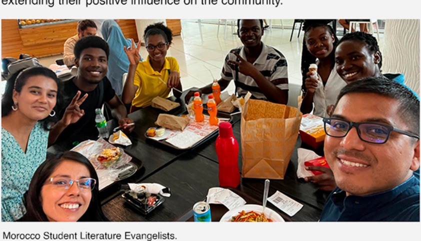
However, what truly stands out from their summer endeavors are the countless stories of compassion as they prayed with hundreds of individuals, leaving a lasting impact on the lives they touched.

Lebanon Student Literature Evangelists.

Morocco Student Literature Evangelists.

These remarkable figures not only reflect the outstanding leadership, communication skills, and personal growth experienced by each team member, but also exemplify the genuine difference they made through their kindness, appeals, and even silent prayers. It's crucial to recognize that no metric can fully capture the profound spiritual impact they had on those they encountered.

As we celebrate these accomplishments, let us also remember to keep the MENA young people in our prayers. They will continue to have opportunities to engage in short-term programs during the upcoming school year, further extending their positive influence on the community.



Morocco Student Literature Evangelists.

[Photos: T. Marques]

Norway's Canvassing Program Closes After Operating for 58 Years

By Tor Tjeransen

From left to right, Josephat Mobagi, Joseph Kimeu, Joshua Momanyi, Ekron Samuel Nachi, and Isaiah Kirwa. [Photo: Tor Tjeransen/Adventist Media Exchange CC BY 4.0]

After 58 years of operation, the student literature evangelist program at the Norwegian Publishing House (Norsk Bokforlag) has officially closed its doors. The final colporteur has returned his equipment, marking the end of an era.

For nearly six decades students from various African countries traveled throughout Norway, diligently selling books on behalf of the Adventist Church's publishing house.

Emotions ran deep for Josephat Mobagi from Kenya and his 31 fellow students who participated in this year's program. Before they returned home to continue their studies, they could be seen at the publisher's premises settling their accounts. The student program has been an indispensable source of income, enabling many of them to pursue their education.

"I consider it a tremendous privilege to have been part of this program," Josephat remarked.

"This program has been an enormous blessing for me and my family," said Dickson Kengere, a trained pastor currently studying at Kisii University in Kenya. He hopes for another opportunity one day to come to Norway and sell books.

The decision to close the program was not on account of the students' efforts. "They are real heroes. It takes enormous self-discipline, mental strength, and trust in God to continue day after day to sell books door-to-door," commented leaders.

While the program generated income for canvassers, the picture for the Norwegian Publishing House was quite different. Their accounts have been in the red for several years. In 2017 Norwegian authorities mandated a minimum wage guarantee for the students, which had to be paid by the publishing house regardless of the number of books sold. Unfortunately, this meant that on occasion the program operated at a loss, and the deficit had to be picked up by the Norwegian Union.

"We are very pleased that the student literature evangelist program of the Norwegian Publishing House has been a blessing to so many people in Africa for 58 years," said Jóhann E. Jóhannsson, treasurer of the Norwegian Union Conference.

IMPACT CPB

By Marcio Tonetti
Associate Editor Revista Adventista

Three Hundred motorcyclists and the CPB Employees. [Photo: Revista Adventista]

Dione Dias da Silva exclaimed, "There's nothing like starting the day with hope," upon receiving a complimentary copy of *The Great Controversy*. He shared that earlier that morning, as he had left home in search of a job, he had engaged in a heartfelt conversation with God, seeking guidance and answers.

This inspiring journey began when the leaders of Casa Publicadora Brasileira (CPB), the Brazil Publishing House, issued a challenge to their employees: to select someone special to pray for and provide a copy of *The Great Controversy*. The initiative expanded beyond the confines of the employees and their loved ones when CPB set a date for a wider distribution to the community.

On Monday, September 4, 2023, the dedicated employees of CPB, along with a group of 300 motorcyclists from different regions of Brazil, joined forces to distribute 15,000 copies of *The Great Controversy* in the tranquil town of Itapetininga, São Paulo, Brazil. Itapetininga, a place with about 160,000 inhabitants, is situated approximately 50 kilometers (31 miles) from the publishing house.

The special occasion commenced with a brief program in the auditorium. This program featured historical and motivational messages delivered by notable figures, including Stanley Arco, the president of the South American Division, and Gabriel Cesano, the general manager of Asociacion Casa Editora Sudamericana (ACES), among others. The atmosphere was further enriched by special music performed by the Arautos do Rei quartet. Following the program, the distribution team embarked on a journey to Itapetininga aboard 12 buses. More than 600 individuals took part in the distribution, all donning blue T-shirts and carrying bags brimming with these missionary books.

The Impact Day provided many residents in Itapetininga with the opportunity to access this essential book. Furthermore, additional plans are in motion, including such projects as health fairs and other evangelistic events, which will be organized in collaboration with local churches.

Participating in the distribution holds deep significance for the employees who were instrumental in producing the book, particularly when they hear the heartfelt testimonies of how *The Great Controversy* has touched and transformed the lives of countless individuals.

Edson Medeiros, the general manager of CPB, aptly remarked, "At every stage of the book's production, we've witnessed the miracles of God, from overcoming the challenges of obtaining raw materials to the most significant miracles that occur during the distribution to the people."

"May God bless the leaders and employees of CPB for their unwavering commitment and their invaluable contribution to the global Great Controversy Project 2.0."

Dedication of the Great Controversy Project 2.0 In North West Nigeria Conference

By Stephen Alkali
Publishing Ministries Director of the North West Nigeria Conference

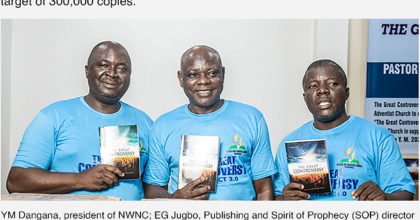
The dedicatory prayer for The Great Controversy Project 2.0 by the president on October 5, 2023 where 10,000 copies were distributed

YM Dangana, president of North West Nigeria Conference.

Margaret Kachim sharing her testimony.

The Great Controversy Project 2.0 stands as one of the most important initiatives by the General Conference of the Seventh-day Adventist Church, dedicated to spreading the eternal gospel globally through the widespread distribution of Ellen G. White's book *The Great Controversy*. In alignment with this mission, the North West Nigeria Conference (NWNC) enthusiastically supports the vision, actively participating in the purchase and distribution of this invaluable message.

On October 5, 2023, the dedication of The Great Controversy Project 2.0 was carried out successfully within the North West Nigeria Conference under the leadership of Pastor Yohanna Musa Dangana, conference president. The event was graced by the presence of Pastor Emmanuel G. Jugbo, the director of Publishing Ministries/Spirit of Prophecy of the Northern Nigeria Union Conference, as well as the dedicated staff and pastors of NWNC. Adding to the significance of the occasion, a team from the West-Central Africa Division, led by the director of Publishing Ministries/Spirit of Prophecy coordinator Pastor Abraham Dada Obaya, participated via Zoom. In total, 10,000 copies were distributed, and we are in the process of printing more to reach our target of 300,000 copies.



YM Dangana, president of NWNC; EG Jugbo, Publishing and Spirit of Prophecy (SOP) director of Northern Nigeria Union Confernce(NNUC); ST Alkali, Publishing and SOP director NWNC.

The North West Nigeria Conference has set an ambitious goal to distribute 300,000 copies of *The Great Controversy* in 2023 and 2024. This endeavor covers an extensive territory comprising seven states: Kaduna, Kano, Katsina, Jigawa, Kebbi, Sokoto, and Zamfara, all located within the northwestern region of Nigeria. These states fall within the 10/40 window and are home to a population of approximately 49 million people, while the church membership stands at approximately 20,000 baptized members. Dangana believes that this number is only a small fraction of the territory's potential audience. With faith in God's guidance, we pray and hope to exceed the goal of 300,000 copies by 2024.

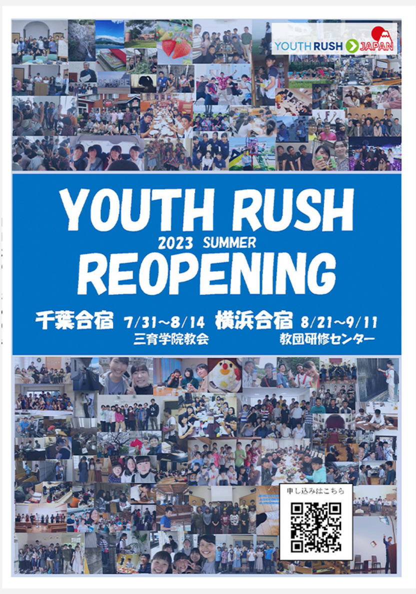
As we embark on this extensive mission, we remain eager and prepared for the task at hand. However, our resources do not align with our unwavering enthusiasm and commitment to the mission. Therefore, we earnestly call upon the divine Owner and Master of the work to inspire individuals to come to our aid, much like the call to "come over to Macedonia." Your prayers and support are invaluable in helping us achieve this noble mission.

From left:MD Akwai, oldest serving minister in NWNC; YM Dangana, president of NWNC; TA Laiya, CFO of NWNC.

[Photos: Stephen Alkali]

Youth Rush Japan Is Back and Ready for Action

By Tory Takahashi
Assistant Youth Rush Coordinator



In Japan, after a three-year break from door-to-door work because of stringent pandemic regulations, Youth Rush is making its long-awaited return and is ready for action! This summer we are excited to announce that Youth Rush will be taking place in two locations: Yokohama and Chiba.

We're thrilled to share that more than 15 students have already signed up to participate in this year's program!

In addition to our door-to-door outreach, we have some significant developments to share. We're in the process of publishing two new books. One of these books addresses the impact of the pandemic, while the other delves into the subject of religious cults.

Given recent events, such as the tragic murder of a former prime minister by a member of a religious cult group, there is a growing sense of skepticism and caution among the Japanese people toward religious organizations. This underscores the need for a genuine exploration of the gospel to guide people toward the truth about religions. With these two new books, we aim to conduct evangelism that is relevant to the current situation in Japan.

Moreover, we are also diligently working on the completion of a Japanese manga based on *The Great Controversy*, which is slated for publication next year.

In addition to Youth Rush Japan, the Japan Union Conference has launched a new online Bible study website to complement the Youth Rush program. This website stands as one of the largest Christian platforms in Japan in terms of its rich content. We encourage you to share this website link with your Japanese friends and family members: https://vopjapan.net.

Through the website, we've already received numerous requests for Bible studies and connections to local churches. In collaboration with this platform, Youth Rush plans to follow up with those who express an interest in studying the Bible.

We are also excited to introduce a new initiative called Share Rush.
This initiative offers young individuals an opportunity to experience the joy of evangelism. We plan to conduct Share Rush alongside Youth Rush every year moving forward. Participants will distribute tracts with a video link to an evangelistic series to people across Japan.

Apart from the relaunch of Youth Rush and the introduction of Share Rush this summer, we have an incredibly exciting project planned for next spring. The General Conference GLOW Mission Trip team is scheduled to visit Tokyo, Japan, in the spring of 2024. We are eager to witness the impact of the GLOW Mission Trip team's work next spring!

We give thanks to the Lord for the renewed opportunities that have come our way. During this time, when God has opened doors for missionary work, we hope to spread the message of evangelism as far as possible. Please join us in prayer, asking God to guide and inspire many young people to dedicate themselves to the cause of evangelism in Japan.

We extend our heartfelt gratitude for your prayers and support! May God bless you, your family, and your ministry abundantly.

North Eastern Angola Union Mission Distributes *The Great Controversy* in Luanda, Angola

Southern Africa-Indian Ocean Division

Nelson Simweemba, Publishing Ministries Director of the Southern Africa-Indian Ocean Division (Center Front) leading the distribution team.

The officers and departmental directors of the North Eastern Angola Union Mission.

Southern Africa-Indian Ocean Division and North Eastern Angola Union Mission Publishing Ministries leaders.

The dedicatory prayer prior to the distribution of the one hundred and twenty five thousand books.

Sharing *The Great Controversy* book with a member of the community.
[Photos: Nelson Simweemba]