



ANNUAL REPORT

To The Board of Directors
Media Associates International
June 19, 2010

Executive Summary

MAI held a successful first LittWorld conference in Africa, with 150 Christian publishers, editors and writers from 36 countries participating. Many repeat attendees called this LittWorld the best yet in terms of content and quality.

At the conference we announced MAI's new "Lifetime Training Award," and honored Peter Cunliffe as the first recipient. The active host committee, chaired by Kenyan publisher Barine Kirimi, plus local coordinator Mary Kiio and regional trainer Lawrence Darmani played an invaluable role in preparations for the conference.

In addition to LittWorld, MAI conducted training workshops and consultations in eight different countries. All told, more than 400 men and women from 40-plus nations benefitted from MAI training during the fiscal year. Some 47 different men and women served as trainers in LittWorld and the in-country trainings.

With God's help, MAI again facilitated an extensive global ministry on a very modest budget. We gave priority to countries with limited Christian publishing or training opportunities, and stayed true to our long-term, relational approach to training, as opposed to "one-off" workshops.

In our efforts to strengthen national Christian publishers for the publication of more indigenous Christian authors, we saw continued evidence of the power of the written word to transform lives. For instance, an entire Vietnamese family turned to faith through reading an article in the new women's magazine we are supporting there.

Details of MAI's training program and operations in 2009-2010 follow.

LittWorld 2009

The November 1-6 LittWorld 2009 conference near Nairobi, Kenya, was our first in Africa and the first in our new three-year cycle. We moved the triennial conference to Africa to make the training more accessible to our African publishing colleagues and with the goal of seeing more Christian books and articles written and published by Africans for Africans. We believe LittWorld has contributed to the strengthening of Christian publishing on the continent. More than half of the 150 participants were

Africans, and many came away with new skills and fresh vision for publishing and writing.

“The success of the conference is a big plus for Africa,” said Nigerian journalist Lekan Otufodunrin. The Sunday editor of *The Nation* newspaper in Lagos, Otufodunrin also leads “Journalists for Christ,” a peer group to exhort Christians to apply their faith to their field. He took home tips and lessons he plans to share with dozens of other journalists.



“LittWorld was like a baptism for me,” said Ando Ratovona, Benin-based editor for the InterVarsity-related publishing house for French-speaking Africa. “I have gained confidence and assurance that I am not wasting my time investing myself in publishing.”

Speakers and workshop leaders represented the most talented among global Christian publishers, providing unique opportunities for cross-fertilizing the world’s best ideas and strategies. They included Alexandr Flek, publisher of the new contemporary-language Czech Bible21; Mark Taylor, president of Tyndale Publishing House; Yna Reyes, editorial director of OMF Literature, the Philippines’ largest Christian publisher; Anna Shirochenskaya, director of Triad Publishing in Moscow, Russia; Greg Thornton, head of Moody Publishers in Chicago, and many others.

MAI awarded Peter Cunliffe its first Lifetime Training Award at the conference. Throughout his 50-year Christian publishing career, Peter made training a constant priority, equipping publishers in Venezuela, Russia, Croatia, Bulgaria and Peru, among dozens of other places.

Freelance journalist and events organizer Mary Kiio served as MAI’s part-time local coordinator for LittWorld. Barine Kirimi, CEO of Evangel Publishing, gave scores of hours to LittWorld preparations in his role as Chair of the Host Committee.

Significantly, 11 of the 13 MAI Board members participated in LittWorld 2009. These Board members, along with several MAI-Europe and MAI-Asia Trustees at the conference, held a short debriefing session at the conclusion of the conference. MAI director Wambura Kimunyu of Kenya served as vice chair of the Host Committee.

The next triennial LittWorld conference will take place in 2012 with location to be determined.

In-Country Training Projects

Sri Lanka: Writer and translator training

May 4-6, 2009

MAI sent trainers to lead workshops for writers and for translators at Lanka Bible College and Seminary, which has a thriving publishing program featuring many local authors. Trainers George Koshy and Babu Verghese of India led the writer track, while editor Jophen Bauj of the Philippines led the training for translators. The trainings drew 37 participants.

“This seminar was a time of fellowship and union for all the writers, translators and editors.” Caleb said. “We were able to...further train and equip our team so that they could perform their tasks more effectively for the glory of God.” A writer fellowship also formed in Kandy as a result of the training workshop. (The same trainers also held a second writing and translation workshop, just before the start of the fiscal year, hosted by the country’s national association of evangelicals.)

Mongolia: Publishing management and writer training

June 22-26, 2009

In partnership with key Mongolian church leaders, MAI began a three-year training program to strengthen existing, and possibly start new, publishing initiatives. MAI held our first training workshops there in June with parallel writer and publishing leadership tracks drawing 17 and 6 participants, and led by trainers Luis Gatmaitan and Ramon Rocha III, respectively.

“Mongolian evangelical churches have only been in existence for 16 to 18 years, and we have very little experience in writing and publishing books and articles,” said Pastor Mojic, chair of the Mongolian Evangelical Alliance. “From the bottom of my heart, I believe that we need to encourage Mongolian pastors, teachers and leaders to write books and articles that are suitable for our culture and context.”

Our training partners Timothy Byambatogtokh and Dugermaa Vanluu subsequently identified editorial and graphic design training as local publishers’ biggest needs. MAI will send trainers to conduct these two workshops in September 2010. Mongolia’s Christian publishers and writers are hoping to penetrate the general market. For that to happen, they recognize the need to improve the editorial and design quality of their publications.

Indonesia: Editorial and Publishing Leadership workshops

August 2009

MAI partnered with Bina Kasih Publishing House by facilitating back-to-back editorial and publishing leadership workshops. MAI-Asia Trustee Bernice Lee of Singapore led the August 2-6 editing workshop. The highly motivated group of 23 editors came from across Java and demonstrated a great eagerness to learn. Despite being from “competing” publishing houses, the editors showed a sense of unity. Many of the editors worked primarily with translated material, while some were originating their own titles.

The following week, August 10-13, Ramon Rocha led a publishing training workshop with 21 participants from 13 different publishing houses. “One wonderful thing that stood out was the strong desire among participants from different publishers to pursue greater cooperation, joint ventures, joint activities and the sharing of resources,” Ramon said. Immediately after the workshop, the group planned for a joint participation in a major book fair outside Jakarta. They also formed an e-group for continuing communication and encouragement.

**Colombia: Marketing training for Latin American publishers
August 16-20, 2009**

MAI network trainer Claudinei Franzini, marketing director of Editora Mundo Cristão publishing house in Brazil, provided four days of marketing training at the eighth annual consultation of the Letra Viva publishers network in Bogotá, Colombia.

“Your product must have everything the customer wants and more,” Franzini said in his workshop, “Best Marketing Strategies in Times of Crisis,” attended by 50 participants. Claudinei supported his teaching with examples of creative marketing strategies at Editora Mundo Cristão, affirming that the greater the quality, the greater the sales because of increased customer satisfaction. (Claudinei also gave a well-received plenary presentation at LittWorld 2009.)

**Singapore: Writer and editorial training hosted by Armour Publishing
August 27-29, 2009**

MAI partnered with host Armour Publishing to hold a training workshop for aspiring authors in August. Thirty-six writers came for skills training, encouragement, and the opportunity to present their ideas to other writers and publishers.

Armour Publishing has been closely connected with MAI since its founding in 1991 by Christina Lim and Bernice Lee. Armour Publishing has earned a reputation in both Christian and secular circles for producing books that are high-quality in both content and appearance.



CEO Christina Lim invited MAI president John Maust to lead the workshop, titled “Christian Writing: Hearing the Call and Honing the Craft.” She also asked him to provide a half-day editorial training session for Armour’s freelance editors. During the writer workshop, each participant writer outlined a book proposal, learned how to submit it to a publisher, and wrote one personal experience and one devotional magazine article for possible future publication. The writers continue to stay in touch

through email, a Facebook group, and a newly formed writers group that continues to meet. So far, we know of two writers who have completed book manuscripts and found a publisher just since the workshop.

While in Singapore, John participated in an MAI-Asia Trustees meeting by internet conference call. He also paid a two-day visit to MAI training partner Steve Westergren, founder of Fount of Wisdom publishing house in Phnom Penh, Cambodia.

**Serbia: Publisher and marketing training
October 6-9, 2009**

MAI network trainer Tony Wales of England provided four days of training and consulting for Soteria publishing house in Belgrade, Serbia. This was Tony's second on-site training for Soteria. While in Serbia, Tony also provided consultative assistance to Ziva Rec Christian publishing house.

His travel funded by MAI-Europe, Tony thanked the Trustees, saying, "The work of Soteria and Ziva Rec has real potential to develop further, and Serbia stands on the cusp of new political, social and religious change. These two publishers can have a significant part to play in the cause of the Gospel."

**Zimbabwe: Author consultations and training
January 7-9, 2010**

Soon after LittWorld, MAI received an invitation from the United Methodist Church Board of Global Discipleship to conduct training at a scheduled Author Consultation at the Methodist-related Africa University in Mutari, Zimbabwe.

The invitation traced to Kara Lassen Oliver, editor and US short-term missionary in Malawi who attended LittWorld 2009 in Nairobi. Kara encouraged United Methodist leadership to involve MAI in the Church's fledgling publishing initiatives in several African nations.

As a result, UM executive Stephen Bryant invited MAI to send a trainer to the author consultations in Zimbabwe involving a dozen men and women working on book projects for the church. (Bryant is former publisher of Upper Room Ministries.) Most of these writers--from Malawi, Zimbabwe, Congo and other African countries—are faculty or staff at African University.

MAI trainer Lawrence Darmani agreed to help in Zimbabwe. "I thought it was a good opportunity to extend MAI training into that region," he said. Upon arrival, Darmani had planning meetings with Kara Oliver, Stephen Bryan and two Upper Room staff. Then he met with the writers individually and taught two requested classes--Qualities of Christian Literature and Writing Christian Literature for the Church--at the beginning and end of the consultation. He also gave post-workshop counsel and provided continuing encouragement to the writers by email.

Bryant wrote, "Lawrence did a superb job in moving the project forward with motivation, teaching and creative ideas. You guys at MAI are offering a great service to the church, and you do so in the spirit of Jesus." Bryant and Oliver will visit MAI in July to explore a closer training relationship with MAI in Africa.

Vietnam: Writer and Publishing Leadership workshops April 2009

To equip emerging Christian writers and publishers in Vietnam, MAI led back-to-back training workshops in Ho Chi Minh City. Bernice Lee of Singapore facilitated the



April 20-23 writer workshop, while Ramon Rocha III led the April 26-28 publishing leadership workshop. Both workshops were coordinated locally by *Hat Muoi* (A Grain of Salt) Christian women's magazine and founding editor Esther P. The workshop drew participants both from the registered and the house churches—a real plus for organizers, since members of the two groups rarely cooperate or even meet together.

Thirty men and women took part in the writer workshop. "Everyone was so excited" about Bernice's teaching, Esther said. "One young man with a college degree in media said Bernice's teaching was far more helpful."

"We discovered there are so many things we don't know about writing and designing; we have just done it. However, by God's grace, our readers have been very responsive, and we believe that from now on our magazine and books will be better."

Fifteen participants—all involved in printing or publishing books for the churches—attended Ramon's publishing leadership workshop. "The one thing that I learned the most through this course was "aim for excellence," Esther said. "Workshops like these are very, very helpful for our ministry, and at the same time we can do business. Our goal now is publishing a book with 12 testimonies that appeared in recent issues of our magazine."

Latin America Essay Writing Contest

Given the relative lack of Christian magazines and other publications in Spanish-speaking Latin America, aspiring writers have few publishing outlets available to them and few incentives to put pen to paper. Meanwhile, book publishers are looking for experienced writers with something to say, but they cannot scout for potential authors in the Christian periodicals, given the relative scarcity.

As a way to find and cultivate gifted aspiring writers, MAI (through regional trainer Ian Darke) helped develop plans for an essay competition, which was launched in late 2008. Participants were given a mid-2009 deadline to submit an essay on the topic, "The Challenge of Being Christian in Latin America." More than 180 people submitted manuscripts, and five winners were chosen, each of whom received a cash prize and inclusion of their work in the collective book of the best essays.

MAI-Europe

The Trustees continued preparations for the second MAI-Europe Publishing Forum, September 6-10, 2010, in Hoddesdon, England, with an expected 60 Christian publishing staff from across Europe.

This gathering will build on the impetus of the first Publishing Forum in 2007 on the theme of publishing for the general market, which drew 55 Christian publishing leaders and authors from 21 countries. After the first Forum, MAI polled Christian

publishers in East and Central Europe on their training needs, and many asked for help in marketing—saying, in effect: What good does it do to create excellent Christian books if readers don't know they exist and can't find them?

Consequently, MAI-Europe chose marketing as the training focus of the second Forum. The various speakers and workshop leaders will give publishers fresh ideas and practical helps on getting their books and other materials into the hands of readers. To raise funds and awareness for the Forum,

Rodney Shepherd, Graham Wilson and Tony Wales (photo left) engaged in a successful 100-mile sponsored walk along the Thames River in September. Last year the Trustees welcomed a new member: Kate Kirkpatrick, commissioning editor at Lion Hudson plc., Lion Adult Books, in Oxford, England.



MAI-Asia

MAI's training program in Asia has accelerated through the hands-on involvement of the MAI-Asia Trustees. The Asia trustees held their Annual Meeting in August by video conference call. The four Trustees from the Philippines gathered at the OMF Manila Center, while Bernice Lee and John Maust connected from Singapore, and Sookit Li was in Hanoi. The newest MAI-Asia Trustee, Hwee Yong Tan, joined the video call from Kuala Lumpur, Malaysia.

Ms. Hwee Yong, a writer-publisher based in Malaysia, attended LittWorld in the Philippines and participated in the MAI-Asia Train-the-Trainer Conference in 2006. Hwee Yong and some friends have formed a new organization, Wawasan Penabur, which promotes ministry among Bahasa-speaking people groups in the country. The group is also developing publications on apologetics and teen issues.

MAI-Asia decided to hold their next annual meeting in Hong Kong, followed by a visit to Beijing to explore training needs and opportunities in China. The Trustees also decided to host a second regional training forum in 2011, this time with the training focus on publishing leadership and marketing.

Publisher and Author Assistance

In the past fiscal year, MAI awarded grants from the David Alexander International Author Fund to three writers: Benjamin Kisoni, Congolese pastor writing a book giving a Christian perspective on suffering; Esther P., writer and women's magazine publisher in Vietnam; and Etienne Mbusa, Anglican minister starting a new magazine, *Espoir* (Hope), in eastern Congo.

Established in honor of the late co-founder of Lion Publishing, David Alexander, the Author Fund gives preference to writers with economic hardship who are presenting a Christian message to a general audience.

MAI received a foundation grant designated for our training partner Step Publishers, which requested help to print 200,000 copies of Lawrence Darmani's novel *Grief Child* for use as a study textbook in Ghana's secondary schools. "It is to the glory of the Lord that a Christian book (written for the general market) is selected as a textbook for senior-high English language course," Lawrence said.

MAI Infrastructure and Operations

International Leadership Meeting. For the second time, MAI held a strategic planning meeting of our international leadership group. Participants in the January 24-25, 2010, meetings (just prior to the Board Semi-Annual meeting) included: Mark Carpenter, international Board chair; Greg Thornton, international Board vice chair; Ramon Rocha III, MAI-Asia chair; Rodney Shepherd, MAI-Europe chair; Ian Darke, regional trainer for Latin America; Lawrence Darmani, regional trainer for Africa; and John Maust, MAI president.



The group discussed ways to ensure close communication and collaboration between the international and regional offices and to help each regional trustee group take ownership of its activities while staying "connected" with the overall international strategy and program.

The group also shared ideas for strengthening MAI's vision for training, discussed the importance of carrying forward the MAI ethos, and examined the need for broadly based service around the world.

Financial Overview

MAI ended the fiscal year with support and revenues of \$519,921. This amount includes \$152,118 in contributed professional services and materials, an elevated figure because of the many resource leaders at LittWorld 2009. We finished the previous fiscal year with \$319,342 in unrestricted and restricted revenues, including \$53,567 in

contributed professional services and materials. MAI revenues are typically higher in a "LittWorld year," but our increased revenues this fiscal year also resulted from several unexpected sources and continued prayerful efforts to raise awareness of our ministry.

We finished the fiscal year with expenses of \$505,450 (which includes \$151,118 in donated services and materials, so actual cash expenditures totaled \$353,032). We finished the previous fiscal year with expenses of \$323,742 (including \$53,567 in donated services).

The Evangelical Council for Financial Accountability (ECFA) approved our continuing membership, given our compliance with the ECFA Standards of Responsible Stewardship. "We are proud to count MAI among those organizations that set the example of integrity within the evangelical community," ECFA said.

Communications and Publications

Newsletters. MAI published four print issues of our organizational newsletter, *Words for the World*, which focuses on MAI's trainings and results. We continued to send an attractive e-mail version primarily to overseas contacts. We have 950 print subscribers (750 US, 200 UK) and 446 e-subscribers.

We also published five issues of *Trainer Network* e-newsletter, our quarterly publication offering practical training tools and encouragement. We have 333 subscribers. In addition, we published six issues of the bimonthly e-newsletter, *Inside MAI*, which features stories about MAI publishing friends and their titles and is designed to draw readers into closer involvement with MAI. We have 450 subscribers.

Given the similarities in content and focus between *Inside MAI* and *Words for the World* newsletters, we decided to merge the two newsletters. We retained the *Inside MAI* name for John Maust's new weekly blog for the MAI website. The blog replaces John's column from the *Inside MAI* e-newsletter, which usually solicited the greatest amount of reader feedback among our newsletters. The blog also offers readers more timely updates and adds to MAI's abilities to participate in rising global trends in social networking.

Facebook. After LittWorld, we began utilizing the MAI fan page (www.facebook.com/MAIfanpage) to post relevant articles on global publishing, updates from friends of MAI and prayer requests. We have 295 "friends" on this fan page. Only 30% of Facebook users are North American, and "friends" of the fan page reflect this global diversity.

Twitter. John Maust launched a Twitter account to begin sending MAI prayer requests, timely news and links to relevant articles.

Homepage redesign. In early 2010, we asked our web hosting firm to do a redesign of our homepage. The redesign was scheduled for launch in June. This will

significantly enhance our web presence and increase our ability to offer more news and updates in an attractive layout. Features include a link to the new Inside MAI blog, links to MAI on social networking sites (Facebook, Twitter and YouTube), rotating images that increase the visual impact and number of items we can highlight, and more.

Spanish writer blog. Ian Darke continued to coordinate our Spanish-language writer blog, aventuradescriber.wordpress.com (“The Adventure of Writing”). Mexican novelist and MAI trainer Keila Ochoa Harris served as the main editor, with Ian Darke as a key contributor and organizer. A handful of MAI friends offer writing tips and aim to encourage writers to hone their craft via new resources and publishing information.

Innovation and Initiative

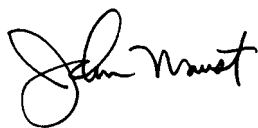
With gratitude to God for another successful year of MAI training ministry, I also want to thank our Directors and Trustees for their creative efforts to raise awareness and support for MAI ministry this year: 1) the 100-mile sponsored walk by the “Three Men in their Boots” (Rodney Shepherd, Tony Wales and Graham Wilson) for the MAI-Europe Publishing Forum; 2) Robin Gunn’s idea for publication of *A Novel Idea* with royalties going for MAI scholarships; and 3) Wambura Kimunyu’s efforts to raise donated air miles for LittWorld travel.

Such innovation and initiative bodes well for our continuing efforts to build capacity and infrastructure for MAI’s expanding international training ministry.

I also want to thank Board chair Mark Carpenter for his stellar leadership and wise counsel during six years as Board chair. MAI is also blessed by the dedication and hard work of full- and part-time staff Bonnie McCullough, Dawn Jewell, Ian Darke and Lawrence Darmani.

In today’s changing world of Christian publishing, may God grant all of us “eyes to see and ears to hear” as we carry out the ministry He has entrusted to us.

Sincerely,



John D. Maust
President, MAI