



ANNUAL REPORT

To The Board of Directors
Media Associates International
July 17, 2009

EXECUTIVE SUMMARY

In the past year, more than 300 people from 30 countries received training from MAI. These trainings ranged from one-on-one publisher mentoring in Serbia, Egypt and Hungary, to group workshops for writers and editors in French-speaking Africa.

We became increasingly involved in the Middle East and so-called closed countries of Southeast Asia. Plus, we continued preparations to hold our first LittWorld conference in Africa to make the training more accessible to our publishing colleagues there.

Staff size and budget remained small, and the teetering economy raised new questions and challenges, but MAI ministry continued growing through the stellar work of our network of trainers around the world. More than 15 gifted publishers, editors and writers served as trainers in MAI on-site projects during the past year, including several for the first time.

MAI training and organizational activities in this fiscal year are described as follows.

TRAINING PROJECTS

Mali: Regional marketing and author training May 19-25, 2008

Some 50 participants from 9 countries participated in a training workshop for French-language Christian booksellers and writers in West/Central Africa, May 19-25 in Bamako, Mali. *Centre de Publications Evangeliques* (CPE) publishing house in Côte d'Ivoire organized the training, and invited MAI to help structure the program and send trainers for the marketing and writing tracks, respectively.

The 28 participants in the writer track, led by trainer Lawrence Darmani of Ghana, wrote articles targeting youth; the best articles will be published in several booklets by CPE. Trainer Tony Collins of Lion Hudson in the UK led an interactive and productive training session for 22 booksellers and marketing staff, using case studies, discussion and problem-solving exercises.

The Mali workshop built on previous similar trainings in Benin in 2004 and Cameroon in 2006, also organized by CPE with training support from MAI.

Headquartered in Abidjan, Côte d'Ivoire, CPE is the largest evangelical publisher in French-speaking Africa, distributing publications in 25 African nations and elsewhere around the world.

“As far as my collaborators and I are concerned, our immediate goals were achieved,” CPE director Jules Ouoba wrote MAI. “We have been able to set up a network between CPE, the writers and the booksellers in view of having better follow up of the participants.”

Hungary: Publisher consulting and training September 17-19, 2008

MAI trainer Tony Wales provided on-site consulting for director Kornel Herjeczki of Harmat publishing house in Budapest, Hungary. Launched in the early 1990s after the fall of Communism, Harmat now publishes about 20 titles per year.

During Tony's consulting visit, he and Kornel focused on issues including: staff appraisal, performance management, and marketing and financial management, among others. In addition, Tony encouraged Harmat to develop national authors. Kornel wrote MAI after Tony's visit, “We were able to talk over the important aspects of publishing. It was good to be able to go into detail wherever it was needed. I trust the future will show the fruits of this visit.”

Thailand: Asian Christian Writer Conference October 16-19, 2008

Some 50 delegates from 14 different countries participated in the MAI Asia Christian Writers Conference, October 16-19, in Chiang Mai, Thailand. This was MAI's first regional writer training workshop in Asia.

The diverse and talented group included: five Vietnamese women starting a Christian magazine; a former child soldier from Cambodia, a Laotian doctor who converted to Christ through a Korean missionary in the Moscow airport, a former TV journalist from Singapore, and a 17-year-old student who came with the finished first draft of a novel.

Participants chose from among five different tracks: fiction, the non-fiction book, the magazine article, writing for children and youth, and writing for non-Christians. At least half the time was spent in actual writing and critique.

Track leaders included: Miriam Adeney, the non-fiction book; MAI-Asia Trustee Grace Chong and author Luis Gatmaitan, children and youth; Asia Trustee George Koshy and author Tan Soo-Inn, the general market; Mexican author and MAI trainer Keila Ochoa, fiction; and John Maust, the magazine article.

MAI-Asia chair Ramon Rocha III and the Trustees spearheaded this regional training, with the Carol Stream office providing logistical and organizational support. All

but one of the MAI-Asia Trustees attended the conference, so the Trustees held their Annual Meeting after the conference ended.

After the Asian writer conference, the three Mongolian participants encouraged MAI to provide on-site training on how to start a publishing house in their country. Other participants planned to form Christian writer fellowships in their own countries. Also, one participant created an "MAI-Asia writer group" on Facebook for continued interaction.

**Chicago: Second meeting of publishing training agencies
October 31-November 1, 2008**

MAI facilitated a second gathering of Christian publishing-related training agencies in the Chicago area over the weekend of October 31-November 1. The group met just prior to ECPA's "Pub U" training conference, and benefitted from use of a meeting room at the Lombard, Illinois, hotel where Pub U was held.

Participants included: James Ferrier, Cook; Dan Balow and John Eames, Global Publishers Alliance; Keith Stonehocker, Christianity Today International; Jim Powell, ChristianTrade International; Sharon Mumper, Magazine Training International; Isobel Stevenson, Langham Partnership International; Mark Carpenter, Editora Mundo Cristão and MAI; John Maust and Dawn Jewell, MAI. Like the first gathering in March 2007, this meeting helped build greater awareness of what our respective groups are doing, and kept us mindful of possibilities for networking and collaboration.

**Colombia: Final workshop in three-year training program
November 2-3, 2008**

A weekend training workshop in November marked the end of MAI's three-year writer training program in partnership with Colombian publishers (Christian Literature Crusade, Libros Compartir and Ediciones CLARA) and the Biblical Seminary of Colombia in Medellin. Adrián Intrieri, director of the youth division of Certeza publishing house in Argentina, facilitated the November training workshop, with MAI regional trainer Ian Darke doing the preparatory work.

Called the "School for the Next Generation of Colombian Writers," the training program consisted of three annual trainings in Medellin, the first in July 2006. A second workshop in October 2007 drew 25 participants, nine of whom agreed to write chapters in a forthcoming book on models of local church ministry among Colombia's thousands of families displaced by violence. (This book project is still in process.)

Organizers held a November 3 graduation ceremony for the six writers who completed all three trainings. "The school and these graduates are the result of the seed planted by John Maust and Robert Reekie in the early 1990s," said director Fernando Mosquera. "My great desire is to see the formation of skilled theological writers in Colombia. May God grant me this privilege and joy."

Ghana: African Training Trainers Workshop November 6-9, 2008

MAI held our first African Training Trainers workshop, with former Board member Richard Crespo as facilitator. Some 16 Christian publishers, editors and authors from 11 countries met November 5-9 in Accra, Ghana, where they learned methods and tools for sharing their publishing skills with others.

We organized the workshop to nurture and expand our network of African trainers, who will assist with on-site training projects in the region and serve as resource leaders at our LittWorld 2009 conference in Kenya.

Crespo explained and modeled techniques to help trainers make their teaching more interactive and relevant for adult learners. The activities and lectures were as practical as they were informational. Each participant was asked to prepare and present a three-minute presentation that incorporated several teaching methods specific to adult learners. During the conference, each participant also developed the program for a three-day training workshop.

Within weeks of the training, two participants wrote to say they had immediately put into practice new methods and principles learned in the workshop. Newspaper journalist Lekan Otufodunrin of Nigeria got a call from the Nigerian Institute of Journalism to lead a workshop on “reporting government policies to rural and urban audiences.”

“As I learned in Ghana, I did my best to make my sessions very interactive. I ensured that I didn’t engage in one-way lecture delivery. I got my participants to share their experiences for the benefit of all and provided my own perspectives. I stayed very mindful of the fact that I was training adults. I kept remembering the guidelines the lead facilitator in Ghana gave us, and to God be the glory the participants wished “I could go on and on.””

Europe: Preparations for second publishing forum in 2010

After the 2007 MAI Europe Publishing Forum in Austria, MAI-Europe Trustee Pat Alexander contacted participants for their input on whether to hold a subsequent Forum and on what topics. Initial responses indicated a strong interest in marketing training, and plans began taking shape for a second publishing forum.

The Trustees will host the forum in the UK at the High Leigh Conference Centre in the UK (where MAI held four LittWorld conferences). The theme of the September 6-10, 2010, Europe Publishing Forum will be “Maximizing the Market in a Time of Change.”

Letra Viva writing contest for Latin America

MAI served as a sponsor for the “Letra Viva Writing Contest,” along with the Letra Viva publishing network and a Miami-based editorial agency, Christian Editing. Ian Darke, our regional trainer for Latin America, helped develop the idea and guidelines

for the contest with Jorge Julio Gonzales of Christian Editing. Participants submitted essays on what it means to be a Latin American Christian today.

Extensive promotion of the contest by internet, web and other means increased a minimal initial response to the contest to what ultimately became 180 submissions by the entry deadline. Winners would receive a \$500 prize, plus publication of their essays in a book.

MAI helped sponsor the contest to further encourage the development of published Latin American Christian writers. MAI trainer and Peruvian publisher Patty Vergara served as one of three judges for the writing competition.

**South Africa: Publisher consulting and writer training
March 2-7, 2009**

Union Bible Institute (UBI) in Pietermaritzburg, South Africa, asked MAI to send trainer Lawrence Darmani to provide on-site consulting and guidance for its publishing department and to help develop a writer training program.

UBI trains Zulu pastors for ministry and publishes Zulu-language reference books. The lack of Zulu-language commentaries and reference books prompted the school's founder to begin writing the texts himself. Subsequently, UBI became one of the largest publishers of Zulu Christian literature.

Lawrence led a two-day writer workshop at UBI for about 50 workshop participants, including the school's dean. As a practical assignment, he asked each participant to write an article about a different section of South Africa's national anthem. UBI may publish the best articles in book form.

“The students will not forget his challenge to them to begin to write, and the workshops were enthusiastically received by all who attended, said UBI's Susan Binion. “Lawrence encouraged us in many different ways to update and improve our product, at the same time encouraging us in the unique ministry God has given us.”

Lawrence also provided consulting for UBI's publishing board and staff and its first Zulu director, Velile Ngcobo, and he gave consulting assistance to Cluster Publications, also in Pietermaritzburg.

**Egypt: Publisher consultations and writer training for CEOSS
March 9-14, 2009**

Dar El Thaqafa Communications House, arm of the Coptic Evangelical Organization for Social Services (CEOSS) in Cairo, Egypt, and one of the largest publishing houses in the Middle East, asked MAI to send trainer Tony Wales to provide consulting and training assistance.

Founded in the 1950s, Dar El Thaqafa publishes 50 to 70 new and reprinted titles each year. The publishing house seeks to offer Egyptian readers “literature relevant to

every area of their lives and to present the Christian message in a way that is easily understood and culturally relevant,” Zaki said.

During his week in Cairo, Tony Wales led a one-day consultation and training for Dar El Thaqafa’s publishing team, headed by Dr. Andrea Zaki. Tony next facilitated a one-day meeting with leaders of 10 Egyptian publishing houses, convened by Dar El Thaqafa. The one-day forum aimed to foster networking and trust among the publishers and explores possible avenues of collaboration.

Finally, Tony conducted a two-day writer workshop attended by 20 Christian leaders invited by Dar El Thaqafa, which is working to develop a community of published Egyptian Christian writers who are Biblically rooted and socially aware.

**Lebanon: Writer training workshop
March 9-11, 2009**

Some 16 participants attended the writer training workshop hosted by *Fresh Minds* magazine and its founder Collette Ghassan. John Maust and author Anne de Graaf led sessions on writing. The participants included a television announcer, a former MTV interviewer, a women’s radio host, two Baptist publishing staff and an Armenian poet.

Several of the participants left the workshop dedicated to continue work on their writing projects. Many hope to continue meeting together, and a local Baptist publisher volunteered to coordinate future trainings in more specialized areas.

Workshop coordinator Collette Ghassan wrote MAI afterward, “I am getting email and phone calls from participants and I can tell that the flame we lit in them has not been put [out].” Collette credits her participation in MAI’s writer workshop in Cyprus in 1993 as a major inspiration in her magazine launch. She wants to offer the writer training to a wider audience that includes both Christians and non-Christians.

**Serbia: Consulting and training for Soteria publishing house
March 26-30, 2009**

MAI sent trainer Tony Wales to provide on-site consulting and training for director Dane Vidovic and the staff of Soteria publishing house in Belgrade. Tony led a marketing workshop at the annual gathering of evangelical publishing organizations in Serbia. Plus, he met with Dane and his staff, providing input on marketing, print-on-demand, editor training and publishing for the general market, among other areas.

**Sri Lanka: Writer and translator training
April 28-May 6, 2009**

By invitation of the National Evangelical Alliance of Sri Lanka and Lanka Bible College, MAI conducted writing and translation workshops in the cities of Colombo and Kandy, respectively. Trainers George Koshy and Babu Verghese of India led the writing track, and Jophen Bau of the Philippines, the track for translators. MAI-Asia spearheaded this training.

MAI trainers George Koshy, Babu Verghese and Jophen Bauai facilitated two workshops in Sri Lanka, where 57 participants attended a session in either Colombo, April 28-30, or in Kandy, May 4-6. The workshops each offered two tracks in writing and translation.

The April 28-30 workshops in Colombo, hosted by the Evangelical Alliance, drew 30 participants. As a result of the training, the group began a Sri Lankan Christian Writer's Forum and planned to start a magazine titled *Ink-spiration*.

Lanka Bible College and Seminary hosted the second session, in Kandy, with 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.

LITTWORLD 2009 CONFERENCE

Preparations continued for LittWorld 2009 conference, November 16, in Nairobi, Kenya. We published the conference brochure in hard copy and on the MAI website. Also, we translated the brochure into French. (The conference will be bilingual, French/English.) In addition, we launched the LittWorld 2009 writing contest, which called on writers to submit a true story demonstrating the power of Christ to bring about reconciliation. The host committee, chaired by director Barine Kirimi of Evangel Publishing, continued to provide invaluable help with local coordination.

FINANCIAL OVERVIEW

MAI ended the fiscal year with unrestricted and restricted revenues of \$319,342 (draft audit figures). This amount includes \$53,567 in contributed professional services and materials. We finished the previous fiscal year with \$358,888 in unrestricted and restricted revenues, including \$31,850 in contributed professional services and materials.

We finished the fiscal year with expenses of \$323,742, compared to \$287,088 in the previous fiscal year. Expense totals factor in the value of contributed services and materials. So, last year's higher figure for expenses is explained partly by the fact it includes \$21,700 more in contributed services and materials than recorded the previous fiscal year—with actual cash expenses about \$15,000 higher than in the previous fiscal year.

The Evangelical Council for Financial Accountability (ECFA) performed a routine field review at MAI on January 7, 2008. The group found MAI in full compliance with ECFA's Standards. We were also approved for continuing membership. "We are proud to count Media Associates International among those organizations that set the example of integrity within the evangelical community," ECFA said.

COMMUNICATIONS AND PUBLICATIONS

New Spanish writer blog. In late January, we launched a new blog, “La Aventura de Escribir,” to encourage and equip writers in Latin America. Mexican novelist and MAI trainer Keila Ochoa Harris serves 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.

Newsletters. In order to maximize our resources and publish most effectively, we implemented strategic changes with several of our newsletters.

We published six issues of *Trainer Network* e-newsletter in English and four in Spanish. Keila Ochoa of Mexico translated text for the Spanish-language edition. We ceased publication of the Spanish edition of *Trainer Network* with the December ‘08/January ’09 issue. In consulting with Ian Darke, we felt that a format focused on encouraging writers in Latin America would fill a needed gap and be more effective than a broad newsletter of training tips and resources like *Trainer Network*. Thus, we launched the Spanish writer blog mentioned above.

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. Also, MAI published three print issues of our organizational *Words for the World* newsletter and continued to send an HTML e-mail version primarily to overseas contacts.

In November, we launched the *LittWorld 2009* e-newsletter, aiming to provide timely updates and information to potential participants. We profiled speakers, highlighted conference benefits, and offered cultural tidbits and other slices of information to entice and inform participants. Since November, we have published six issues. Publication will cease with the October 2009 issue.

Facebook. With the insights and strategic help of board member Jon Hirst, we formed two groups on Facebook to promote MAI via web networking and raise awareness of LittWorld 2009. MAI friend Marlene Legaspi-Munar of the Philippines is serving as an administrator of the LittWorld 2009 group, posting periodic messages to encourage group members to attend LittWorld.

Website. We developed a new section for LittWorld 2009 that enables browsers to read information, download a brochure, sign-up for the e-newsletter, and register completely online. The revamped website also continues to enable us to add to a repository of training and publishing resources (see the publishing resources section).

Training booklet. Tony Wales and Pat Alexander continued work on their training booklet on effective publishing for the general market. The two will draw from their experience in general-market publishing at Lion (now LionHudson) Publishing House. This booklet will be especially appreciated by Christian publishers serving in a

Christian minority context, since publishing for readers outside the church will help their “bottom line” and, more importantly, introduce unchurched readers to Christian truth in their heart language and culture.

Reviewing MAI’s work over the past year, I thank God for tangible results in the form of published books, blogs, articles and other materials. We thank God for these and other outcomes, and look to Him for His continued provision of colleagues and supporters who will take MAI ministry to the world’s far corners with the goal of creating life-changing Christian literature in the heart language and culture of readers.

Sincerely,

A handwritten signature in black ink that reads "John Maust". The signature is written in a cursive style with a large, looping initial "J".

John Maust
President, MAI