

GLOBAL CHRISTIAN
PUBLISHING SYMPOSIUM
CONFERENCE NOTEBOOK
ADDENDUM

**Complete responses
to questionnaires**

ROUGH DRAFT



Colorado Springs, Colorado August 14-15 2025

What are some challenges Christians encounter as they attempt to provide quality Christian literature in the region where you work?

Lack of physical or economic access, cost of production and shipping, distribution barriers. The francophone world is largely unknown to North American potential Christian donors. - Angela Brandle

Finance – Evangelical publishing is very rarely commercially viable or sustainable without support. 2) Dependency on finance from outside makes publishers vulnerable to the agendas and editorial preferences of donors or parent bodies or mission agencies. This reduces their contextually relevant prophetic voice for the local church and society. 3) Skills – publishing requires a multitude of skills and it is often difficult to find the people who can bring these in the local context. Good editors are particularly difficult to find. 4) Awareness and understanding: Many publishers have never really been exposed to good models of publishing so they lack an adequate vision for and ownership of their ministries, especially where publishing has been initiated by a seminary or NGO or mission agency. - Colin MacPherson

Disproportionately small number of Christian publishing structures for the number of people to be served— and this where the global Church is strongly present. Limited and sporadic educational and training opportunities and structures related specifically to Christian publishing. Challenging conditions for physical distribution in regards to infrastructure and systems. In some places, challenging conditions for sales and payment. - Greg Burgess

Lack of religious freedom, Persecution of minorities, limited financial resources to provide quality Christian literature, ever-increasing production and logistics cost, etc., are some challenges the Christians in India face. - Joseph Benjamin

In the United Arab Emirates, while there is a level of religious tolerance, especially towards the Christian community, strict regulations govern the production and distribution of Christian literature. We are allowed to print Christian books, magazines, or materials locally, but their circulation is legally restricted to use only within the church premises. The government has designated specific areas in each emirate where Christians are permitted to gather and worship. Any literature distributed must carry a note clearly stating: “For Christian use only. To be circulated within church premises.”

Censorship and religious sensitivities: In UAE and India, overtly Christian content can face government scrutiny, restrictions, or social backlash. This limits public distribution and requires publishers to navigate legal frameworks carefully. Any bold expressions of Christian belief may be misunderstood as proselytism, making it difficult to distribute literature freely in schools, libraries, or bookstores.

Language and translation Barriers. Diverse languages: UAE and India and surrounding regions

Challenges Christians encounter as they attempt to provide quality Christian literature, cont.

have hundreds of spoken languages and dialects. While English and a few regional languages dominate available resources, many communities lack quality literature in their heart language.

Translation quality: Literal or mechanical translations often fail to communicate theological depth or cultural nuance. There's a need for skilled translators who understand both theology and local culture.

Limited access to theologically trained writers: Few writers are trained to think theologically, write creatively, and engage contextually. The church often lacks mentors and platforms that develop emerging Christian writers, especially from non-English-speaking or rural backgrounds.

Financial constraints: High-quality Christian publishing—especially printing, editing, and design—is costly. Many churches and ministries operate on limited budgets and cannot subsidize large-scale production or widespread distribution. Further, many potential readers—especially students and first-generation believers—cannot afford to purchase books, even if available.

Digital divide: While online platforms offer great potential, access to reliable internet and digital literacy remains limited in rural areas and among older populations. Physical books are still necessary, but digital transformation is slow and uneven.

Lack of contextualized content: Much of the Christian literature used today is imported or modeled on Western paradigms. While helpful, such content often fails to address local cultural realities, theological questions, and missional challenges specific to South Asia. There's a pressing need to develop indigenous voices who can write with theological clarity, cultural sensitivity, and spiritual depth.

Distribution and Logistics: Even when books are produced, logistical challenges—such as poor transport networks, lack of Christian bookstores, and high shipping costs—make it difficult to get literature into the hands of those who need it.

Despite these restrictions, we are prayerfully and creatively working within the allowed framework—through visual arts, private publishing, and one-on-one discipleship efforts—while always honoring the local laws and cultural sensitivities. - Josh John

A low reading level (especially amongst Christians!), a lack of awareness of the importance of books; distribution (there are very few Christian bookstores, in many countries the postal service doesn't work, services like Amazon are very few and limited). In Latin America the take-up of e-books has been very low. On the other hand, there is a lot of piracy and illegal distribution of PDF files. Other challenges include the limited expertise of publishers in some areas, and the need for more personnel. We should add, the political and economic challenges faced by countries (inflation, civil war, drug cartels). - Keila Harris

Challenges in the US include the decline of religious affiliation, the decline of reading and literacy, generational and cultural shifts, the proliferation of non-print formats, rising production

costs, increased competition with the rise of self-publishing, the decline of retail outlets, copyright infringement and the increasing use of AI, among others. For educational products, changing emphases in pedagogy, the shift to online learning platforms, and multimedia-rich content have all increased costs at the same time that the number of and enrollment in Christian schools declined due to competition from home schooling. Ministries that rely on donations to fund some of their operations are also experiencing challenges, as giving trends change. - Kim Pettit

Upper management cutting budgets and failing to see the importance of keeping a print magazine. - Lamar Keener

Christians working to provide quality Christian literature in our region face several significant challenges, including: 1. Cross-border distribution barriers that limit access to books beyond local markets. 2. High costs of printing and content development, which can be prohibitive for many authors and publishers. 3. Marketing and visibility expenses, making it difficult for quality content to reach and engage target readers. 4. Meeting global publishing standards to ensure competitiveness and professionalism in the marketplace. 5. Affordability issues for end users, as many Christian books remain priced beyond the reach of average readers. 6. A prevailing oral storytelling culture, which often means fostering a reading culture is an uphill battle. Encouraging consistent reading habits and literacy is essential but challenging. - Lena Pira

Sustainability, access to high quality printing services, poor publishing industry infrastructure. - Luke Lewis

Publishing for an increasingly polarized church; fewer physical bookstores; more effective online marketing for increasingly online retail channels. - Mark Carpenter

Poor infrastructure, markets cannot create the needed scale individually for publishing, poor quality for local content and production. - Matthew Elliot

For Christian publishing in Mainland China, the authorities have relevant and specific process of censorship which may take couple of years. - Matthew Fung

Human Capital: Retaining Faithful, Long-Term Laborers in the vision (b) Low purchasing power and limited value for African-authored books (c) Impatience among African authors in the publishing process (d) Cross-border distribution barriers (both on logistics and payment portals options). - Muthoni Omukhango

Many people don't want to buy our books. They don't want to own books because their life-style is movable. They don't want to read whole books, because their attention span is too short. In any case, they feel that most books aren't particularly relevant to their real-life issues, and don't have a great deal of helpful application that is specific enough. - Miriam Adeney

Price is a major issue in many countries, and resistance or opposition to Christianity is growing in some parts of the world while there is growing interest in others. The world is in constant

Challenges Christians encounter as they attempt to provide quality Christian literature, cont.

change and being able to pivot our focus is important. - Peter Cerra

As journalists, we struggle with the declining reputation of our profession, the erosion of boundaries between PR and journalism, the shortened attention spans of our viewers, and competition from social media. - Sam Ebersole

I'm interested to learn more about these challenges from others in the publishing space around the world. - Stacy Varghese

Availability and trust. - Tim Kelly

Crossing borders is an issue when it comes to book distribution and paying invoices. Quality editing, illustrating, printing and binding needs to be addressed in certain parts of the world. Cost of transporting books or receiving equipment/supplies can be a major challenge for publishers. Legal matters like customs taxes on books coming into a country or infrastructure improvement (including internet) all need to be addressed. - Tim Welch

Affordability and training. - Yacouba Sanon

Dominance of foreign publishers and content. Much of the Christian literature consumed in Africa is produced by publishers in the Global North. Francophone countries remain heavily reliant on French publishing houses

Weak distribution networks and few bookstores. Africa has approximately 13,000 bookstores and 8,000 public libraries for over 1.4 billion people—a stark contrast to global standards.

There's also lack of reliable postal services, warehousing, and logistics networks that make book delivery expensive and unpredictable. Informal book vendors often fill the gap, but without quality control or consistent access to new titles.

Quality assurance and standardization across the industry. The absence of widely adopted editorial and publishing standards leads to: Poor editing and production quality, inconsistency in book design, pricing, and rights management, and low consumer trust, especially in self-published titles.

Insufficient data for collaboration and decision-making. Most Christian publishers and book-sellers are not connected to any professional body for data tracking. Therefore, unregistered publishing activities are common, making it difficult to track trends, assess market needs, design collaborative ventures. A number of self-publishers may not register ISBNs, making it difficult for digital discoverability and trade.

Discoverability of gifted African authors. Many talented Christian writers remain undiscovered or under-promoted due to: Lack of scouting systems or literary awards, absence of literary agents or publishing scouts in most African countries, minimal presence at global literary fairs or conferences, and authors often resort to cheaper self-publishing but lack access to professional editing, cover design, and distribution support.

Most publishing professionals are self-taught. Editors, designers, translators, and marketers often self-train or learn by apprenticeship. This may result in inconsistent and low quality due to reliance on outdated tools or practices. Many authors and publishers lack understanding of copyright law, royalty structures, or contracts, which exposes them to exploitation. - Gathuku Kibunga

A lack of awareness of the perceived needs leads to answers for questions no one is asking. At times we see a need or lack, and try to offer the response from a different worldview than that of our target audience and therefore fail to connect. We don't publish for ourselves or for those who think like us. We are to meet people where they are, in the needs they perceive or are aware of, and offer solutions for those perceived needs. In doing so, marketing/communications becomes focused on increasing discoverability as opposed to convincing someone that they need what you're offering.

At other times, we try to amplify a message or story out of a genuine desire to "give a voice to those who don't have one." In doing so, we fail to realize that influence comes from God. We will be serving the Church better if we find the voices God is already using for impact and amplifying that impact through our efforts. Those voices may very well be speaking for the voiceless or underrepresented groups. But they themselves have been given a grace that allows them to gain and increase a tribe or audience that follows them. This also entails identifying what is a local message/ministry for local impact and what has the potential for connecting more broadly. - Cris Garrido

Since we work globally, we see challenges that are more constant, like the economics of developing countries and others that are changing, for example, a war in Ukraine. It's certainly a challenge for people to take care of themselves and families to stay alive. They aren't really thinking about buying books. - Jade Doyel

Most of them lack good education even to read literature but they love watching TikTok and YouTube. - Asif Aqeel

Finding the right people, providing ongoing training. - Kevin Martin

Caution over sensitivity of material due to sensitivities in a multicultural nation. Quality of English; efforts to save money by doing own layout. Declining reading culture especially among the young (versus the fast pace of social media) - Josephine Yoong

A decrease in the number of readers. – Jong-Tae Park

Despite the vitality of the South Korean publishing market, the industry faces challenges, such as market saturation and declining physical book sales among younger generations. Independent bookstores and small publishers often struggle against larger conglomerates and online retailers. Christian magazines have seen a noticeable decline in the circulation of once-popular short devotional booklets, a trend that appears to stem from the growing secularization among younger generations. The Christian publishing industry now largely revolves around a small but earnest readership. - Shin Hee Yim

How has your organization attempted to meet the challenge, either in directly providing literature or in equipping others to do so?

Launch of print-on-demand that is affordable for local authors; obtaining printing rights; shipping books from Europe and Canada; providing literature to qualified indigenous partners who evangelize, make disciples, equip the Church and train others to do so. - Angela Brandle

We have adopted a model of longer-term relationships of service and support to a select few heart language publishers, in the hope of strengthening their ministries towards independence and sustainability, while also enhancing the impact of their literature. - Colin MacPherson

PJA aims to encourage and help Christian publishing structures through counsel, contributing work to their projects and by collaborating on projects. MAI brings training and encouragement in many areas related to Christian publishing. - Greg Burgess

There is a great potential for Christian publishing right now. In attempt to tap this opportunity we are publishing and distributing effective resources like scripture portions, New Testaments, Bibles and other useful Christian literature. We also publish a monthly magazine since last 19 years which is serving literally as a guide for leaderless house churches, fellowships, and prayer groups in workplaces like factories, hospitals, schools, etc. - Joseph Benjamin

While we are still in the early stages of developing new resources and platforms under the BABC initiative, our parent ministry—FOG Events—has actively contributed to the Christian community in the UAE through a series of impactful programs in the past:

We have organized three major events, including two large-scale musical programs and a Christian Recognition Award function that brought together believers from various backgrounds to celebrate faith and service.

Over ten years ago, we attempted to launch the Middle East version of the *Christian Trends* magazine, beginning with a public event, although publishing regulations posed significant limitations. One of our most memorable initiatives was a Christmas choir project held across the UAE, in collaboration with multiple churches and communities of different nationalities—uniting voices in worship across boundaries.

We are encouraging local writers and translators through mentorship and workshops, partnering with seminaries, missions, and churches to contextualize theological resources, exploring bilingual publishing models and affordable digital platforms, cultivating a reading culture within churches through book clubs, small groups, and accessible materials.

These events reflect our commitment to using creative expressions and strategic collaboration to share the Christian message within the legal and cultural boundaries of the UAE.

As we transition into a new phase with BABC, we aim to build upon this foundation—seeking compliant, innovative ways to develop and distribute Christian literature and equip others to do the same. Our future plans include establishing digital outreach, arts-based ministry engagement,

and publishing services tailored for the region's needs. -Josh John

Donating books in Latin America has been a disaster, leading books to be even less read and valued. So, we work hard together to produce books at an affordable price, but which enable the publishers to work towards being self-sustaining. Letra Viva has worked to stimulate distribution agreements across country borders, to simplify distribution through international dispatch centers, and promote books to distributors and bookstores. - Keila Harris

At SM, a frequent complaint about the UTT series was that the content and literacy level were too advanced for students. To keep the product selling well, it needed revision. Some resources are now provided online. Costs remain a concern. At Oral Roberts University, students pay a flat fee for access to all textbooks; this mitigates the cost of individual textbooks. The accessibility of course materials is one factor considered by instructional designers in textbook selection. Additionally, instructional designers incorporate multimedia content from a variety of sources and seek to equip students in the ethical use of AI. - Kim Pettit

Our primary response to challenges around distribution, cost barriers, and global visibility was the creation of AfricanBooks.com—a digital platform that provides worldwide access to African Christian literature, overcoming physical and cross-border distribution limitations. By focusing on ebooks, we offer a cost-effective alternative for authors, publishers, and readers, as digital books are less expensive to produce and purchase. To foster a stronger reading culture, we are expanding beyond traditional books by introducing alternative digital content formats such as video and audio, ensuring we reach both readers and non-readers alike.

At LEAP Publishers, we uphold strict adherence to international publishing standards for all the books we produce, guaranteeing high quality in editing, design, and production. However, we do face ongoing challenges with the quality of some independently uploaded titles on AfricanBooks.com. In such cases, we provide constructive feedback and guidance to authors for improvement before their work goes live. Despite this, some authors choose to publish substandard work due to financial constraints, thinking that they will make money as soon as their work is online, not realizing that their quality prevents most buyers from choosing their book in the first place. -Lena Pira

Providing publishing grants, investing in locally and contextually relevant resources for theological education, building platforms for authors and scholars - Luke Lewis

We have avoided extremes in political/theological polarization, by shifting to genres not affected by it. We have invested in online marketing (social media, newsletters, etc.); we have selected books that appeal to a broader audience than only to Protestant Evangelicals and thus built relationships with Brazil's largest bookstore chains. - Mark Carpenter

Due to long term relationship and trust building, we partner with local publishers and authorized organization so as to make the resources available legally without compromising in content and biblical teaching. - Matthew Fung

How has your organization attempted to meet the challenge, cont.

On human capital - I run a training module called Market Place Ministries, as a personal initiative for Kingdom Business owners and their staff (an hour per week for three months). At CLC Kenya, we have tried to sell the vision first—before anything else. We have had a bit of success with some staff and volunteers for six years now, but in general, it's just a tough space and conversation for us at CLC Kenya.

On Low Purchasing Power - We have put publishing costs on installment models for a year. The writing class also is paid for in installments, and we now have a library subscription model for borrowing books at <https://mabb.kenyaclc.org/>. And, we do intense public campaigns and advocacy for readership and authorship. The process has been painstakingly slow but there is a bit of movement in the last two years.

On impatience among African authors - We have had to say no to short timelines requested by authors in publishing. While initially it lost us business, in the long run, the quality of our work is now marketing us, and more authors are willing to wait our minimum nine months/maximum 18 months policy to allow us to do quality books.

On cross-border distribution - We have embraced ebooks and other digital formats to get books to other countries. We are becoming good at partnerships and collaboration with printers and publishers in other countries. We have now printed books in Zimbabwe, Ghana, South Africa, and Nigeria without the need to ship them. We are open to printing books in Kenya for East African publishers who need their books in our region. It's Jesus' model of what every joint supplies: i.e., we have to break down the silos we have built to fortify our operations and give to and receive from others. I am an advocate of the philosophy that we are not competitors (even if we do the same work) but co-laborers' in our Master's vineyard. This is so because Jesus said the problem is not the harvest—that's plenty—the challenge is the few laborers. So, there is much work for the few of us and that eliminates competition. – Muthoni Omukhango

I have these observations gleaned from working with publishers in various places:

Influencers. The Africa Leadership Study which concluded in 2016 interviewed 6,000 pastors (English, French, and Portuguese-speaking) about their reading habits. These pastors liked African books, and they liked Christian books, but they did not read African Christian books. Why did they prefer foreign Christian books? These books (a) were part of their training (b) were praised by mentors (c) are part of their church programs (d) are promoted by Christian speakers on TV or radio (e) are easily accessible and/or (f) are affordable because they are subsidized or printed in such large quantities and with advantageous distribution schemes that they can be produced more cheaply. One suggestion is to persuade a big-name Western Christian author to “sponsor” a local Christian author financially and with promotion.

Group use. Books for group training—small groups, Sunday School leaders, field ministry programs, marriage and family classes, etc.—will be read. Ria Augustin of Indonesia wanted to train

writers but realized she first had to cultivate readers. She formed reading clubs among students, who committed to read 20 minutes per day and then comment online. This was successful.

Two-way media. Ria's experience illustrates that people may want to write more than they want to read. People want to comment online. So, a reading program should provide for that. The Bible Society of Egypt does an excellent job of providing activities for Bible readers, including Muslims who first pick up a Bible at the Cairo book fair. There are easy correspondence courses with contests and prizes, which foster a sense of pride in learning and participation in a community of learners.

Short books. Given social media, people have short attention spans. So, consider books of daily prayers. Several Christian Indonesian women wrote, photocopied, and stapled together a booklet with 30 days of prayer for their Muslim maids. Each day's page includes a Bible verse and an attractively-illustrated pen-drawn frame for the page. These books were appreciated, and one maid was drawn to Christ. A Thai professor of systematic theology divided the doctrines into booklets. Christology is 26 pages. This is much less intimidating than a heavy academic tome. Whether in theology or anything else, dividing a big topic into a series of short books makes them more attractive and affordable, and each book promotes the next.

Fits a particular lifestyle. Commuters like audiobooks. Some Japanese novelists make their work available even when it is not finished. Occasionally the listeners can weigh in and change the course of the story. Light romance is desired by women who need to escape from their humdrum routines for a bit. They need a steady stream of these materials. Readers of other fiction genre—detective stories, Westerners, science fiction, fantasy—are similar.

Expanded "ownership." Upon his retirement, an American youth leader wrote a book on youth ministry collaboration. He got twenty youth ministries to "sponsor" the book, with their names and addresses listed prominently and examples from their work scattered throughout the book.

When Alexander Flek was translating the new Czech Bible, he involved people across the nation in several ways: a. Audio recordings were made by top actors, and broadcast as each book of the Bible was translated. Feedback was solicited. b. new passages were made public electronically, with free downloads available. Again, feedback was solicited, including proofreading. This provided free advertising and cultivated a reputation for generosity. It also got people into the Scripture to check it out. Later, when the whole Bible was published, Flek found that audio and internet versions didn't hurt print sales, because in the end people wanted a nice book.

Bible clubs were started, calling for a daily minute of prayer and an automated monthly contribution. These were fostered by a regular E-newsletter. Non-Christians, including atheists, joined the movement. At Easter and Christmas, coordinated public readings of the new text were offered in city public squares. A sequence of readings continued over three days. Occasionally passersby were invited to read a section. This was promoted through posters that were downloadable.

Nevertheless, while books face challenges today, readers retain certain strengths. Readers are better informed and more thoughtful than non-readers. Reading allows people to create and

How has your organization attempted to meet the challenge, cont.

consult complex records, to think sequentially, to connect cause and effect, to compare, to distinguish contradictions. Reading facilitates the development of systematically framed perspectives on issues, and of integrated unified worldviews. Of all media consumers, readers are in the best position to expose the non sequiturs of those raised on sound bites.

I must make three caveats: (1) Some oral sages have more real-life wisdom than most ivory tower readers. (2) As fallen humans, readers don't always want truth. Winston Churchill said, "Men occasionally stumble over the truth, but most pick themselves up and go off as though nothing had happened." (3) Algorithms increasingly skew the selection of information, so that even truth-seeking readers may not get a balanced presentation.

Still, the passion to read persists. In Indonesia, I have seen the peanut seller reading a newspaper and the elevator operator with his nose buried in a novel. In Myanmar, I have seen the bookseller lay out his volumes on the sidewalk next to the vegetable hawkers. As the day cools, potential customers stroll by, squat on their haunches, and peruse the pages. As Andrew Walls commented, "In Africa, people hold small print up to their eyes under tiny bulbs while radio sets blare, children yell, societies dance, and drunks fight, all within yards of them. People will read anything, provided it is not frivolous, is related to something significant for them, and that they can make intellectual contact with." - Miriam Adeney

Regarding pricing, we have developed a new initiative where some key partners are able to print certain titles locally to reduce the retail prices by up to fifty percent. - Peter Cerra

We try to model integrity and transparency while striving for professionalism. - Sam Ebersole

We equip with the ability to provide for themselves. - Tim Kelly

The PBS projects we have done are a way of getting books into the hands of pastors at a fraction of their normal cost. I would love to equip others to do the same. - Tim Welch

Providing publishing grants, investing in locally and contextually relevant resources for theological education, building platforms for authors/scholars. - Yacouba Sanon

We have made the initial step of gathering data on the industry to better understand the historical context, current dynamics, the profile of the practitioners, and the opportunities. We're currently laying a good foundation to provide support to the interventions that will be proposed by the professionals. - Gathuku Kibunga

Relying increasingly on indigenous voices and those already speaking to our target audience from a place of calling and/or personal passion. For example, instead of simply translating a bestseller from English, we translate mission-minded voices already serving globally. Instead of finding a good book on XYZ to translate, we identify subject matter experts in the Spanish-speak-

ing world, perhaps having regional impact or speaking to a niche, and publish them for a broader audience. - Cris Garrido

Training, consulting, community building/networking since 1985 - Heather Pubols

For working in developing countries, we always try to remind our clients that their economies and costs of living simply aren't at the same level as in the U.S. So we can't expect similar payments coming from those areas. Most clients understand and try to grant those publishers more ministry-type agreements, rather than commercial. For the war in Ukraine, since we have two team members who live there, we have been able to assist with some ministry programs attempting to get children's books distributed to those affected by the war. - Jade Doyel

In the past, we produced literature in the mainstream media in English and although it educated people here and abroad, it did not educate our people. - Asif Aqeel

Our role at MTI has been to provide the training and information new and inexperienced writers, editors, and publishers need in order to provide quality Christian publications that meet the needs of their readers. So, our response to the challenge of inexperienced publishing staff has been to offer onsite conferences and courses, DVD courses, workbooks, and online training. Some of those we have trained have gone on to train others in conferences. Others are using our materials to train their own staff—or even publishers of other publications. People training people is the only thing that will meet the need for training in the future. But they will need up-to-date resources to train others. Keeping training materials current is a constant battle - Sharon Mumper

We do a lot of our own training through World Journalism Institute (WJI), and WJI also provides training for journalists in many other organizations. - Kevin Martin

Connected to and providing quality proof reading editing services and professional designers in order to have quality publications. Collaborations with those who can help to vet to avoid sensitivities (even preparing for future scenarios, yet balancing with not being in fear and telling the truth). - Josephine Yoong

Seminars, publication of regular periodicals, and hosting of exhibitions. - Jong-Tae Park

Innovative models like subscription services, web novel platforms, and collaborations with K-pop and webtoon creators—have injected new life into the market. Government initiatives supporting cultural content exports have further elevated Korean literature and digital storytelling in the global arena, making South Korea a noteworthy player in the international publishing landscape. While facing broader challenges like digital disruption and declining print readership, this niche market maintains relevance through active church networks, online communities, and events like Christian book fairs. Publishers also adapt by releasing multimedia devotionals and integrating faith-based messages into popular genres, helping sustain interest among younger, tech-savvy audiences. - Shin Hee Yim

How would you rate the level of success of those efforts?

In terms of numbers and output, we meet or exceed our goals. Spiritual growth and transformation is hard to measure. - Angela Brandle

Success has been high and failure very low, but it is very time and cost intensive and the number of publishers we can serve is a tiny part of the wider need. - Colin MacPherson

Efforts being made by PJA are very modest, scratching the surface of what is needed to make significant impact. - Greg Burgess

I would rate the level of success of our efforts at 7 out of 10. - Joseph Benjamin

Given the legal and cultural limitations in the UAE, we consider those earlier efforts quite successful in terms of impact, participation, and the doors they opened. Organizing events such as multi-church Christmas choirs, large musical gatherings, and a Christian recognition award ceremony in a highly regulated environment was both a logistical and spiritual accomplishment. Although some initiatives, like the launch of the *Christian Trends* magazine (Middle East edition), could not fully continue due to local restrictions, they sparked valuable conversations, connections, and awareness within the community.

Most importantly, these efforts helped us identify safe and creative ways to operate within the boundaries of the law—through art, music, and recognition of Christian leadership—while building a trusted network across different denominations and nationalities. We see these experiences not just as past events, but as foundational learnings for shaping the future of BABC in a more focused and sustainable way. - Josh Koro

The fact that the publishers are still in existence, despite all the crises they face, show that we are doing something well! There is also clear evidence of better quality in books, related to content, but also design. - Keila Harris

Both are reasonably successful. - Kim Pettit

I would rate the level of success of these efforts as a six out of 10. While we have made significant progress and continue to grow steadily, we recognize there is still considerable work ahead to fully achieve our ambitious goals. We remain committed to ongoing improvement and expansion to better serve African Christian authors and readers worldwide. -Lean Pira

Blessed to be able to continue in our work but it is continuous effort and investment - Luke Lewis

We have seen significant growth as a result of some of these efforts. - Mark Carpenter

Moderate - Matthew Elliott

The external situation, especially the policy, keeps changing and the question is too difficult to

answer. But in last 50 years of serving the region, we witness all by His grace - Matthew Fung

By the grace of God we are farther out than we actually planned for. In 2024, we lived out our 10-year business plan projections in year five of ACABA and MABB and we've had to map new projections this year. There is so much yet to be done, but we are glad we have moved forward faster than we anticipated. - Muthoni Omukhango

Currently I would rate us at a 75%. There is always more that we can do. - Peter Cerra

Unsure, it may be too early to tell. - Sam Ebersole

Effective, however Africa can be unstable and very challenging to work. - Tim Kelly

It has been very successful so far, but there is so much room for growth! - Tim Welch

These efforts are well received by the beneficiaries - Yacouba Sanon

Progressive and growing: We currently have 527 professionals registered on our website and we're increasingly growing as the recognizable convener of everything Christian publishing in Africa - Gathuku Kibunga

We measure success by the number of potential lives impacted. A book placed with a reader is a potential life impacted. In the past 5 years, we've been able to reduce the number of titles published by over 50% while more than duplicating the number of potential lives impacted. This means fewer titles are connecting better with audiences. Or, we're doing a better job of making people aware of those titles. - Cris Garrido

Overall quite successful. - Jade Doyel

So far no such program for the community has been launched that formulate their identity. - Asif Aqeel

Our efforts to meet the challenge of lack of training have been successful, as far as they've gone. In other words, we are a small organization, which limits our reach. People in more than 100 countries have taken advantage of our training ministry. However, many people really need more help. It would be ideal to be able to send people for a protracted period of time to work intensely with some of the more promising publications. We have done it on a few occasions. However, we haven't had the resources to be able to place people in other countries and cover their expenses at home. - Sharon Mumper

We are very happy with how it has gone, but now that we have been doing it for 25+ years, we are hoping to expand the effort in coming years. - Kevin Martin

The results have been modest, but we cannot stop. - Jong-Tae Park

In your ministry, as you seek to encourage and promote Christian publishing, what key obstacles have you encountered in carrying out your mission?

Lack of funding here and for our indigenous partners. Ignorance of the opportunities and needs of the French-speaking world. At around 1%, Francophone Christians in Europe and Canada have difficulty funding their own churches there, not to mention the church in the two-thirds world where most French-speakers live. - Angela Brandle

Manpower, experience, skills and ultimately finance. - Colin MacPherson

Cultural bias and misunderstanding. Short-sighted solutions from well-intentioned and inadvertently competing initiatives. Inadequate and costly distribution systems. The facilitation and elevation of Western content to the detriment of locally created content. - Greg Burgess

On one hand we have to meet the high production costs and on the other we are compelled to sell our publications at a subsidized price. We do this because to us, putting the word of God in the hands of new seekers and believers is more important than financial viability. We also face the problem of warehousing, logistics costs, etc., of the literature we produce. - Joseph Benjamin

A limited writing culture within the Church. While we have many gifted preachers and teachers, few are trained or encouraged to write. Writing is often seen as a luxury or an academic pursuit, rather than a pastoral and missional calling. This has resulted in a shortage of original, indigenous Christian content.

Lack of confidence among emerging writers. Many young leaders and creatives struggle with self-doubt, lack of mentorship, and inadequate training. Even those with strong ideas often hesitate to write due to fear of criticism, poor language skills (especially in English), or the absence of editorial support.

Publishing infrastructure challenges. We've found that Christian publishing houses are few and under-resourced, especially in regional languages. The process from manuscript to printed book can be slow, expensive, and discouraging for first-time authors. In some cases, self-publishing is the only option—but this often lacks quality control and reach.

Financial limitations. Publishing quality content requires investment—in editing, design, printing, and promotion. However, most ministries or churches have limited funds for such initiatives, and Christian literature is rarely seen as a budget priority. This makes it hard to sustain publishing efforts or offer fair compensation to writers and translators.

Limited platforms for distribution and engagement. Even when books or resources are produced, distribution remains a major hurdle. There are few Christian bookstores, weak online infrastructure, and low engagement in rural or semi-urban areas. Without strong networks for sharing content, even good materials often go unused.

Legal and cultural restrictions on openly distributing or promoting Christian literature in public spaces within the UAE and broader Middle East stands is our primary challenge. While churches

are granted designated areas for worship and internal distribution, any outreach beyond those walls is not permitted, and even within churches, all materials must carry a disclaimer indicating they are intended only for Christians. This restriction limits our ability to reach broader audiences or conduct awareness campaigns.

Additionally, there is a lack of accessible Christian publishing platforms within the region, which makes local printing, circulation, and even collaborative publishing projects quite difficult.

Another key challenge is identifying and nurturing local Christian writers and artists, many of whom may hesitate to express their faith creatively due to fear of social or professional repercussions. There's also a noticeable gap in training and mentorship opportunities for Christian communicators and content creators in this region.

Despite these challenges, we remain committed to finding creative, respectful, and legal avenues—such as using art, digital media, private networks, and events within approved spaces—to share Christian values and inspire others through publishing. – Josh John

With few staff committed to book publishing, we are suffering from lack of time, energy, resources. In general, the church in Latin America values pastors above all others, and gives little recognition to other less public ministries. In other words, a lot of capable people have to keep two jobs in order to make a living. So, we have writers teaching, editors translating, designers doing freelance jobs, etc. - Keila Harris

For me personally, the key obstacle in doing more to encourage and promote Christian publishing is the lack of time, energy, and funding to do so. In terms of the ministries I serve, SM does not have an international vision, and ORU's focus is on education, rather than publishing. -Kim Pettit

The difficulty in reaching people and getting them to respond to voicemails and emails (ghosting) - Lamar Keener

In carrying out our mission to encourage and promote Christian publishing, we have encountered several key obstacles: 1. The cost and time required for content and technology development, particularly on the tech front, where building and maintaining robust platforms is resource intensive. 2. Finding and retaining qualified employees who can consistently meet or exceed global publishing standards. 3. The ongoing need to educate and support users and partners to maximize the impact of our platforms and services. 4. Challenges in securing reliable partners for essential operational services—especially in areas like mobile money collections and payouts across Africa, where no unified system exists, complicating efficient transactions. 5. Limited funding for developing and printing our own custom content. Often, we work on projects funded by clients, which means we do not always have full creative freedom over the content and final decisions. 6. Additionally, we face space restrictions for physical offices and bookstores in our headquarters city of Kampala, which limits our ability to expand operations as we envision. -Lena Pira

Lack of perceived value in Christian publications, lack of industry and regional Christian associations. - Luke Lewis

What key obstacles have you encountered in carrying out your mission, cont.

Competition from other media; declining national readership (fewer books sold countrywide than 10 years ago); inflation driving up the prices of books. - Mark Carpenter

Lack of knowledge about publishing, misconceptions around digital, lack of knowledge of Africa, lack of understanding about role of translation vs. contextualization. - Matthew Elliot

Not from the outside, say the policy or authority, but how to effectively equip and build a passionate team to create the needs of readers for publishing materials or products. - Matthew Fung

Human capital: (a) Retaining faithful, long-term laborers in the vision (b) Low purchasing power and limited value for African-authored books (c) Impatience among African authors in the publishing process (d) Cross-border distribution barriers (both on logistics and payment portals options). - Muthoni Omukhango

Many people don't want to buy our books. They don't want to own books because their lifestyle is movable. They don't want to read whole books, because their attention span is too short. In any case, they feel that most books aren't particularly relevant to their real-life issues, and don't have a great deal of helpful application that is specific enough. - Miriam Adeney

I think the main obstacles are two. One is finding more partners who have the same mission and vision, the second is not enough personnel to do what we need to do. - Peter Cerra

The obvious one is resources: time, money, attention. The less obvious obstacle is the content vying for the attention of our audience. - Sam Ebersole

Collaboration. - Tim Kelly

Lack of funding is the number one hurdle, since these projects can be expensive. Cash flow problems are always a hindrance. - Tim Welch

Raising new authors who are capable of writing contextually relevant resources for theological education; lack of interest of some seminary professors; self-publishing. - Yacouba Sanon

We're building everything from scratch with no supportive publishing infrastructure. We are experiencing reluctance by the booksellers to share sales data for fear of tax exposure or competition. Fragmentation of the continent on economies, languages, and literacy is a problem. -Gathuku Kibunga

Too often voices in the global church, out of necessity, are jacks of all trades and master of none. They speak/teach/study across the board on topics, approaches, etc. As a result, although their local congregation (tribe) relies on them for spiritual guidance/teaching, they lack a unique approach/contribution or depth to establish them with a broader audience. Other times, even if there is a specialization or focus, the voices are not ready and one needs to work with them to help

build their platform, improve their skill, deepen their research, etc. The vision the publisher has for them has to align with their passion/calling/vision, etc. - Cris Garrido

Marketing our Clients' products and making sure they get in front of the right people's eyes is always a challenge. There's a lot of material to cover and not enough time to cover it all before new material comes out! - Jade Doyel

Language, lack of education among our people, resistance to understanding our past, as most Christians come from most downtrodden—so-called untouchable—caste. - Asif Aqeel

Lack of staff. And of course, money to pay the staff. If we had more staff, we could offer more onsite conferences and increase the number of online courses we offer. - Sharon Mumper

Obviously there is always a scarcity of resources, both financial and human. But God has been good to provide what we need when we need it, and that has kept us from getting ahead of ourselves. - Kevin Martin

Limited market, so many books; sensitivity to including local testimonies, evangelistic material; funding for local authors, especially pastors; pricing. For example, Sunday school material is locally compiled - Josephine Yoong

As previously mentioned, a decline in readership and the rapid growth of visual media. – Jong-Tae Park

What would help to remove the obstacles to carrying out your mission?

Prayer; Major donors; well-known “champions” - Angela Brandle

A small army of ‘publisher development’ minded servants, suitable envisioned, skilled and resourced. - Colin MacPherson

Continued advocacy and education for the need of long-term systemic and structural development in Christian publishing outside of the West. Attractive publishing career possibilities for non-Western professionals. - Greg Burgess

A regular prayer and financial support, royalty free publishing rights of the literature which has proved its worth by winning thousands of souls in the source language. Technical guidance whenever needed. - Joseph Benjamin

To overcome these obstacles, a few key developments would be helpful:

Raising and mentoring indigenous voices through workshops, fellowships, and encouragement. Strategic Partnerships: Building stronger alliances with churches, mission-minded organizations, and like-hearted creatives within the legal framework would allow us to collaborate, share resources, and support one another in producing and circulating quality Christian content responsibly.

Collaborating with churches and seminaries to develop local publishing ecosystems. Training and equipping: Providing training to aspiring Christian writers, designers, and content creators within the region (especially in private or church-based settings) could empower more people to express their faith through literature and media, even within the current limitations.

Exploring digital formats and grassroots reading circles to grow demand for thoughtful Christian literature. Digital publishing channels: Leveraging online platforms, private podcasts, and social media in subtle and creative ways can allow for wider reach without breaching legal boundaries. This includes coded or art-based communication that carries a Christian message while respecting cultural sensitivities.

Investing in bilingual and regional language resources that meet real ministry needs. Support from the Global Church: Encouragement and support from international Christian publishing networks—whether through mentoring, resource-sharing, or funding—can strengthen our capacity to operate safely and effectively in a restricted environment.

Prayer and discernment: Most importantly, we rely on God’s wisdom and timing. We believe consistent prayer, spiritual discernment, and obedience to local laws are essential in finding doors God may open—even in closed spaces. -Josh John

A greater awareness of the importance of books in the church would be a big step in the right direction. Encouraging gifted Christians to commit themselves to book ministry. Awareness of the needs and opportunities. It would be a great encouragement to writers and publishers if there were more translations of books from Spanish to English! - Keila Harris

For myself, alternate employment and different priorities in my spare time. I cannot speak to what it would take for the ministries I work with to prioritize the encouragement and promotion of Christian publishing worldwide. - Kim Pettit

Overcoming these obstacles would require a combination of targeted support and strategic partnerships. Key enablers include:

Grants and funding support to accelerate both content and technology development, and to allow greater freedom in producing custom, mission-driven content. Technical support and specialized partnerships that can help us scale efficiently while maintaining the heart of our mission and meeting global publishing standards.

Distribution and global marketing support to increase awareness, visibility, and demand for African Christian literature and the unique stories it offers. With the right support, we believe we can grow sustainably and significantly expand the impact of African Christian publishing both on the continent and around the world. - Lena Pira

Better cooperation at regional levels amongst publishing professionals and associations - Luke Lewis

Communication regarding the growing concern among parents and educators about the negative aspects of excess screen time; investing in more physical/tactile/visual appeal of books; developing relationships with influencers who promote books; working to reduce the cost and price of books. -Mark Carpenter

Build the knowledge, share the vision and nurture the team relationship - Matthew Fung

Developing a pool of faithful and skilled Christian laborers - I like what initiatives like Africa Speaks are doing. My team and I have also benefited from MAI USA in the last eight years. These initiatives and others like them should be funded and strengthened to bring the continent together to give and take strengths to each other.

Low consumer purchasing power - Sponsorship for mass-market or national reader campaigns, not just for one publisher, but for all books in general. Invest in market research to understand and grow Christian reading audiences. This can be done through a centralized body like Africa Speaks or others.

Instilling patience and excellence in the publishing process among authors. Author training and empowerment initiatives like ACABA's can be further strengthened. Excellently-produced books can be recognized globally to set an example for those taking shortcuts in editorial excellence and design quality. It's a long-game but worth it where good is encouraged and bad is discouraged and in so doing, guide upcoming writers in our continent.

Overcoming cross-border distribution and payment hurdles - Funding for a logistics study and system design for continental book distribution. Support the development of a multi-currency e-commerce platform for African Christian books. Invest in regional warehousing and courier partnerships to cut delivery costs. But more importantly, Christian publishers should look at

What would help to remove the obstacles to carrying out your mission, cont.

the bigger picture: What God can do through strategic partnerships: “Two are better than one, because they have a good return for their labor” (Ecclesiastes 4:9). This a game changer for the Christian publishing space in Africa. In conclusion, removing these obstacles is not merely a matter of solving publishing problems — it is about unlocking the flow of God’s Word into families, Churches, schools, and nations. With the right partnerships, Africa can scale impact, disciple nations through literature, and raise the next generation of Christian thinkers and storytellers across Africa. – Muthoni Omukhango

Creative thinking...networking...sharing resources. - Sam Ebersole

More openness and less need to be in control. - Tim Kelly

Having more than one organization looking for funding partners. - Tim Welch

Training, workshops; encouraging co-writing. - Yacouba Sanon

Most of the obstacles are systemic and can only be changed at government policy level -Gathuku Kibunga

Global education, raising awareness for specialization, time. - Cris Garrido

Finding other/more efficient ways of marketing. - Jade Doyel

A sustained educational program that keeps explaining them about their history, the sources of their economic and social lowness (which is one of the major causes of their conversion to Islam), and strengthening them in the Christian reasoning that has helped the west develop. - Asif Aqeel

More of a commitment on the part of the organization to fundraising. It seems you either do the work or do the fundraising. It is necessary to find a way to do both. Yes. More staff – Sharon Mumper

Well, more people and more money! - Kevin Martin

Distribution locally and internationally encouraging books to be written by Christians with Christian values suitable for the general audience.

Work with external international publishers. Find funding for local authors, especially pastors- Ganesh Vandana seat available? Creative ways to fund. Check prices with others in industry. -Josephine Yoong

This seems to be an issue of perception and reality. We’ve thought about it a lot, but there is no clear solution. – Jong-tae Park

What challenges and opportunities do you think your organization will face in accomplishing your mission in the next five years?

Rapidly growing francophone population in Africa with largest youth population anywhere. Focus of North American churches on their “own” programs. - Angela Brandle

Succession planning and the guarantee of continuation. I don’t want this part of Langham’s ministry to cease when I get too old or cease to be able to serve. Financial resources and fundraising will always be a challenge. We could multiply our financial base many fold and it would still only scratch the surface of the need. In terms of opportunities, there are literally hundreds of languages where stronger evangelical publishing is needed and possible—and thousands yet to begin as the Bible becomes available in them. - Colin MacPherson

Challenges: Competition from AI generated content. Costly shipping/distribution/customs costs. Opportunities: Increased equipping of local writers, artists and publishing professionals. Growing African economies, improved infrastructure and increased demand for Christian publications from African authors and artists. - Greg Burgess

We are praying for a government that will give us the freedom to spread the gospel freely and to protect us from religious fanatics attacking our places of worship, houses, and our people. India is presently struggling with various issues of unemployment, inflation, religious discrimination and persecution of minorities, hate speeches, and political turmoil. Due to these disappointing circumstances, an intense desire to search for the real truth and hope among the general non-Christian population has increased exponentially. - Joseph Benjamin

Building Sustainable Structures: One of our greatest challenges in the coming years will be developing long-term organizational capacity. As we move from a grassroots movement into a more structured and scalable entity, we recognize the need for committed full-time staff who can carry forward the vision with focus and stability. Establishing clear governance structures will be essential to ensure transparency, accountability, and strategic direction. We also need to develop robust operational infrastructure that can support our programs across different regions and platforms. Underpinning all of this is the need for consistent and sustainable funding models that will allow us to grow without compromising our mission.

Finding and forming faith-driven artists. There is no shortage of raw talent—but identifying artists who are also spiritually grounded, teachable, and mission-minded takes intentional discipleship. We’ll need to invest in mentoring and spiritual formation, not just skill development.

Cultural sensitivity and resistance. In some settings, merging art with Christian expression may face cultural misunderstandings or resistance—both from within the church (due to suspicion toward the arts) and from the broader society (due to religious or political sensitivities).

Expanding across diverse contexts As we grow into new regions like the UAE and other Middle Eastern nations, we will need to carefully navigate different legal frameworks, spiritual climates,

Challenges and opportunities your organization will face in accomplishing your mission in the next five years, cont.

and cultural dynamics. Cross-cultural sensitivity and partnerships will be essential.

Opportunities include:

Creative evangelism through art: Our approach allows us to use art, literature, and culture as a bridge to share Kingdom values in creative and non-confrontational ways. This opens doors where direct ministry might not be possible.

Strategic networking: Through events like the upcoming symposium and digital platforms, we have the opportunity to connect with global partners, publishing experts, and ministries who can equip and support our work.

Technology & digital platforms: With the rise of social media, podcasting, and online publishing, we can create and distribute content digitally, reaching people where physical limitations exist.

Community growth: As we plan to launch an art hub and open creative spaces for interaction, we anticipate building a strong, safe community where faith and creativity intersect, especially for those in the marketplace.

Rise of a new generation of creatives: We are witnessing a growing hunger among young people to express their faith through music, media, visual art, and storytelling. This is a powerful moment to disciple and equip a new generation of Spirit-led creatives. Ultimately, we trust that if we remain faithful and strategic, God will open the right doors and provide divine opportunities to fulfill our mission in this region and beyond. – Josh John

Technical challenges our publishers face include resolving problems on Amazon, using data, and AI. On the other hand, the opportunities are many, taking advantage of new technologies, such as audio books. Print on demand is an option to consider. - Keila Harris

The challenges of the next five years for SM are the same as those already mentioned. Additionally, the organization may face transition and funding challenges should the current CEO retire. In terms of opportunity, the increasing polarization in U.S. culture has led to an upsurge in funding for apologetics. The organization could broaden its vision to reach audiences beyond the U.S., though some of its positions and products are not well-suited to other markets. In terms of opportunities, ORU has actively worked for growth, and diversity, and invested in its infrastructure. It has focused on digital education and international recruitment, but could continue to grow its philanthropic support and gain more recognition in Christian and academic circles. - Kim Pettit

Persuading organizations and editors of the importance of belonging to an association and collaborating with others which can help them professionally. - Lamar Keener

We anticipate a number of both challenges and opportunities that will shape our mission over the next five years: 1. Artificial Intelligence (AI) presents both a powerful tool and a potential threat. It offers exciting opportunities to streamline operations, reduce costs, and accelerate con-

tent development. However, we must remain vigilant to ensure it does not dilute the authenticity, theological integrity, or originality of our message and content.

Rapidly evolving technology will continue to pose a challenge, as platform users increasingly expect cutting-edge, intuitive, and constantly updated digital experiences. This also presents an opportunity. If we can access the right technical talent and resources, we can stay ahead of the curve and create a truly world-class platform.

Rising data and storage costs will become a growing concern as our digital library expands. The need for scalable, secure, and cost-efficient infrastructure is critical to maintaining quality access for users globally. Overall, with the right support, innovation, and partnerships, we believe these challenges can be transformed into opportunities that strengthen our impact and broaden the reach of African Christian publishing worldwide. - Lena Pira

Possible devaluing of content in an era of AI generated content, but also an opportunity to overcome some perceived barriers through technology. - Luke Lewis

Challenges: more competition from new publishers who are attracted by the perceived low cost of entry into the publishing sector. Opportunities: as the church continues to grow in Brazil, more readers will be seeking Bibles and Christian literature. If we can stay focused on their needs and preferences, we can strengthen our position in the marketplace as we contribute to the transformation of the lives of readers through the Gospel. - Mark Carpenter

The transformation of church and Christian groups can be an opportunity or a challenge as it's all about how eager people are to be discipled with biblical, systematic teaching materials. - Matthew Fung

Anticipated challenges: Proliferation of low-quality Christian content. With the advancement in technology and as more people gain access to self-publishing tools, the Christian literature space in Africa is becoming saturated with doctrinally shallow, hastily written, or un-vetted materials. This dilutes the market and confuses readers. CLC Kenya is positioning itself even more strongly as a trusted guardian of biblical integrity and publishing excellence, setting standards and curating truth.

Digital disruption and evolving reader behavior. While digital publishing brings opportunities, it also introduces rapidly shifting technology, reduced reader attention spans, and a variety of formats (audiobooks, reels, gamified learning, etc.). Many readers, especially youth, are drifting from books to quick-consumption content. CLC Kenya must invest in technological adaptability—integrating digital formats, social media discipleship, and immersive content to stay relevant to emerging generations.

Theological drift in African Christianity. With the rise of consumer-driven faith and prosperity doctrines, the future Church may become more experiential than Scriptural. CLC Kenya is challenged to uphold sound doctrine through literature, even when it is unpopular. This calls for boldness, prayer, and partnerships with biblically grounded ministries. Funding constraints in

Challenges and opportunities your organization will face in accomplishing your mission in the next five years, cont.

a volatile economic climate. Inflation, global financial uncertainty, and donor fatigue may limit available funds, especially for long-term investments like author training, retreat centers, and regional hubs. CLC Kenya is diversifying income streams through sustainable publishing models, corporate partnerships, and local donor cultivation within Africa.

Cross-continental coordination and scalability. As CLC Kenya expands its reach across African nations, coordination becomes complex—different laws, currencies, cultures, and infrastructure require agile, localized systems without diluting the core mission. CLC Kenya is adapting scalable frameworks, trusted local partners, and a regional governance model that protects the mission across borders.

Anticipated opportunities include Africa's growing Christian population. Africa is poised to become the global epicenter of Christianity by 2050 (Pew Research Center's 2015 report, "The Future of World Religions: Population Growth Projections, 2010–2050" and Center for the Study of Global Christianity etc.). This offers a vast audience hungry for biblically faithful, culturally relevant, and Spirit-led literature. CLC Kenya can disciple nations through books by strategically publishing in indigenous languages, training authors across regions, and influencing Christian thought from an African lens. In this regard, ACABA now has four chapters in Kenya, and chapters in Uganda, South Africa, and Botswana/Zimbabwe. We hope to keep positioning chapters led by locals to strengthen our offering in each country.

Rising interest in purpose and discipleship. Young believers in Africa are increasingly searching for identity, purpose, and deeper spiritual formation. Books, devotionals, guided journals, and reading clubs offer life-changing tools. Through programs like Mama Africa Book Box, author podcasts, and discipleship literature, CLC Kenya can shape the next generation of Christian leaders, thinkers, and doers.

Technological leaps in publishing and learning. With mobile-first tools, AI editing, e-learning platforms, and digital libraries, CLC can reach remote areas, reduce printing costs, and mentor authors virtually. CLC Kenya is building a hybrid digital-physical publishing ecosystem, offering African books globally while equipping authors in real time through mobile tools. For two years, we have offered authors empowerment purely on WhatsApp. We are now thinking of launching a mobile app in a year or two. In the meantime, our social media efforts are developing well.

Global demand for African Christian voices. The global Church is becoming more aware of the value of African theology, testimony, and story. We foresee and hope that in the near future, international publishers, ministries, and universities will be seeking to partner with grounded African authors. CLC Kenya, through ACABA, can serve as a continental bridge, exporting Christ-centered African stories while curating theological responses to issues like corruption, suffering, community, and hope.

Strategic Kingdom partnerships. There is growing willingness among churches, NGOs, and

Christian businesses to collaborate for impact—not just events or one-off projects. CLC Kenya is strategically trying to form long-term alliances that fund scholarships, distribute literature, plant author hubs, and strengthen African Christian publishing as a shared Kingdom agenda. In conclusion: We stand on God's Word, "See, I am doing a new thing! Now it springs up; do you not perceive it?" (Isaiah 43:19).

CLC Kenya's future is rich with promise—but not without cost. It will take wisdom, faith, innovation, and strategic partnership to remain at the forefront of Christian publishing in Africa. The challenges will refine the mission, and so will the opportunities—if embraced in obedience—multiply the harvest. – Muthoni Omukhango

Other participants will have many good suggestions here, so just to balance out the picture I will offer a remote-case alternative view. There is a possibility that world systems could collapse. A lot of world thinkers believe this. Natural disasters, AI, pandemics, and nuclear war, combined with human selfishness, are real threats. That's one reason why Elon Musk wants to be ready to head to Mars. An editorial in *Economist* magazine July 15, 2023, observes, "nuclear weapons... abound. At some point a geopolitical rupture will see them used, possibly one exacerbated by the environmental catastrophes caused by human excess. What remains of civilization would fall back to a level where its technology no longer rivaled the volcanoes and ocean currents. Perhaps in time civilization would grow back up, perhaps not."

Patrick Johnstone has said the only things that we can be sure will continue are the Church and the Internet. If collapse should happen, are we publishers tough enough and smart enough to keep going? Are we prepared to distribute messages when we only have bikes and local community blackboards? Because the Church will endure. The Lord Jesus Christ will build his Church, and the gates of hell will not prevail against it. - Miriam Adeney

Finding key partners in our key growth areas who will work with us to expand the reach and impact of our titles. -Peter Cerra

The way people receive their news and discover new works of literature is changing very rapidly. This is an opportunity to bring about greater change but presents challenges as well. -Stacy Varghese

Our biggest hurdle can be funding. - Tim Kelly

We need to have personnel dedicated to overseeing PBS projects, as they are too time-consuming to simply do in addition to other ministry activities. Publishers and mission agencies/churches need to collaborate and agree on publishing strategies. If so, the opportunities are incredible, especially as internet access arrives in "closed" countries and books can be downloaded via apps. -Tim Welch

AI is both an opportunity and a threat; it can help our industry or damage it. - Yacouba Sanon

Maintaining a balance between the projects you publish because they "sell" and they support

Challenges and opportunities your organization will face in accomplishing your mission in the next five years, cont.

everything you do, and the things you publish because they matter; because they are our reason for being. An imbalance in either direction would be harmful to the vision. - Cris Garrido

Adapting to new technology, fundraising amongst new audiences, - Heather Pubols

We feel there is still room for us to grow, but the challenge of that is trying to cover more material with limited time, to get those materials in front of the right international acquisitions people. - Jade Doyel

Pakistan has strict blasphemy laws and in recent years the government has clamped down on political reformists. It is a common tradition, since the country was created in 1947, to label people as “unloyal” or “blasphemers” who oppose general views about politics, religion and social norms. However, being a journalist for over two decades, I understand how to cover sensitive topics. - Asif Aqeel

The primary obstacle facing the online training portion of MTI, which has been assumed by EPA, will be fundraising. In order to gain new donors it will be necessary to find creative ways to communicate the impact of online training and the importance of funding one of the only professional training programs for Christians in magazine publishing. As to opportunity, the field is wide open, simply because there are few cost-effective training programs specifically for Christian magazine staff. - Sharon Mumper

New challenges always seem to be unexpected, and in many ways the opportunities are also. We hope our student news program grows significantly in the next few years, and that represents tremendous opportunity. - Kevin Martin

A challenge we may face is possible push back to Christians in publishing for fear of evangelism-training readership - Josephine Yoong

We plan to strengthen the position of the Christian publishing sector at the International Book Fair and implement internal measures within our association as a means of self-reliance. – Jong-tae Park

Have you collaborated or partnered with another organization in the last 10 years?

Yes - Angela Brandle, Colin MacPherson, Greg Burgess, Joseph Benjamin, Josh John, Keila Harris, Luke Lewis, Matthew Elliot, Stacy Varghese Tim Kelly, Tim Welch, Yacouba Sanon, Gathuku Kibunga, Cris Garrido, Heather Pubols, Jade Doyel, Sharon Mumper, Josephine Yoong, Jong-tae Park

Yes, primarily MTI. - Lamar Keener

Yes, we have actively collaborated with a number of organizations over the past 10 years in pursuit of our mission. - Lena Pira

Yes, we have partnered with a secular publisher to release a Catholic edition of one of our Bibles; we have licensed low-cost editions of a Bible to a printer/publisher who was able to offer very low prices. - Mark Carpenter

We are now building ministry platforms to share vision, resources and network so as to better serve the audience with all rounded products & services - Matthew Fung

Yes. Our strength and great impact has been purely due to partnerships (by the grace of God). Partnerships have been the backbone of what we do. - Muthoni Omukhango

From my experience with various publishers, here are some suggestions for collaboration:

First, collaborate with movements or churches that are growing and seeing big results. Find out what books they would like to use and promote. Adapt to them. Sell across denominational lines. In manuscripts it is important for Methodists to feature Presbyterian examples, Baptists to feature Pentecostals, InterVarsity to feature Cru, etc., and of course to promote and sell each other's books in order to achieve dynamic economies of scale.

Help those church movements to collaborate with student ministries, because that is where they will find the next generation of leaders. Foster joint programs for writing and selling books.

Persuade established churches and movements to collaborate as funders and distributors of publications. Wawasan Penabur in Malaysia has done this. Beginning about 15 years ago, this indigenous publisher committed itself to producing materials in Malay language, a ticklish political challenge. After careful research, they focused on biblical materials for children and families, Bible study aids for Bible school students and pastors, and a series of Christian life guides for young adults. More than 100 publications have resulted, mostly translated, but also including some original materials. Churches have been recruited as partners for specific volumes or series, especially Bible commentaries. Sales are made directly to users, and volunteer colporteurs carry commentaries to jungle Bible schools. A strong online section complements print materials.

Collaborate in choosing priority topics. To select a topic ought not to be merely the whim of an individual, nor the marketing decision of a publisher, but the prayerful choice of a body of people

Have you partnered with another organization in the last 10 years, cont.

who live in that context and care for it. Lanka Bible College is not a wealthy school, nor full of Ph.D.'s Yet for 25 years Lanka Bible College carefully chose the topics for a stream of contextualized books, usually published simultaneously in Tamil and Sinhala. The faculty would discuss what topics were needed by the church and country. These ranged from Bible book commentaries to histories to books on contemporary issues and Christian life dilemmas. Having identified a needed topic, they would reach out to a possible author, sometimes a member of the faculty, and offer various types of support resources.

Collaborate across media. The strongest communication occurs when there is collaboration between online media, print media, and dramas, songs, and church activities.

Collaborate on translations. Digital translation will become progressively easier. However, besides checking for accuracy, recipient publishers should insist on making cultural adaptations, both in examples and also in the very values and themes that are emphasized in a book. Original owners should give permission for these adaptations. Guidelines to safeguard the original intent of the work/author should be developed.

Collaborate with non-Christian publishers. You share a common passion and common problems with all local publishers, even moderate Buddhist and Muslim ones. Friendly professional collaboration could result in more streamlined solutions. - Miriam Adeney

We partner with many all the time. We couldn't do what we do without partnerships. These could be distributors, licensing partners, etc. - Peter Cerra

Yes, we've partnered with quite a few actually. Our media affiliates are partners, as are the various ministries that have requested training from GNA: Beyond, Joshua Nation, CRU, etc. - Sam Ebersole

There hasn't been a chance to work with any Christian organization so far, which is why no such purely Christian project could be conducted. However, the CLJ is working with international organizations and bringing up our issues. Thankfully, Amnesty International, after years advocacy, has agreed to publish our research on Christian sanitation workers, which is going to be launched in a few days. - Asif Aqeel

On a small, unofficial level. I personally like partnerships, but we are careful to maintain journalistic independence, and sometimes that limits our ability to fully partner. I am always looking for ways to do it better. - Kevin Martin

In what ways did you collaborate?

Launching print-on-demand by combining needed areas of expertise; sharing information and resources; assisting like-minded ministries by sending teams/intern/missionary workers; providing services to further mutual goals. - Angela Brandle

We have collaborated at a significant level with 30+ Majority World publishers over the last 10 years, by supporting them in their ministries, raising funds, connection with training, strategic planning, mentoring, encouragement and prayer. We have also collaborated with two other ministries which aim to serve Majority World publishers and writers in a similar way to Langham through information sharing and provision of differing skills. - Colin MacPherson

By giving counsel, by contributing work to their projects, and by collaborating and co-publishing projects. By providing training. By soliciting aid from benefactors and donors. - Greg Burgess

We are working in close co-operation with all the church denominations and the Christian missionary Organizations of India and they are partnering with us by using the literature we publish in the church services, youth fellowships, as supplementary reading material in their seminaries, etc. They give us their platform to promote all the literature we publish. We work with foundations who believe in us and encourage us through their generous financial grants. -Joseph Benjamin

Over the past decade, we have had the privilege of collaborating with several significant organizations in the Christian publishing and ministry space. We also collaborated with individual artists—mentoring them, curating their work, and providing platforms for them to express their faith through creative means.

We partnered with ODP Publications and contributed our design services to the South Asian Bible Commentary in Hindi, Tamil, and Malayalam. We also played a key role in the visual concept and design strategy for the launch of the first English edition of the South Asian Bible Commentary, which was officially released by the Vice President of India during a prestigious event in Delhi. Currently, we are working alongside ODP again on the design of the South Asian Study Bible (English edition). We have also provided design contributions to Interserve India, assisting with various publishing and communication needs.

Additionally, we are ministry partners with the Kochi Transformation Network (KTN), which is part of the global Movement Day initiative focused on city transformation. More recently, we have been offering our design services to Alpha Ministries, USA, supporting their global outreach initiatives.

We also collaborated with individual artists—mentoring them, curating their work, and providing platforms for them to express their faith through creative means. These partnerships reflect our ongoing commitment to supporting ministries with creative and professional communication tools that uphold Kingdom values and serve diverse communities. -Josh John

In what ways did you collaborate, cont.

We have participated in MAI LittWorld and other events, and often provided workshop leaders. Likewise, MAI has provided facilitators for our Consulta's and other events - Keila Harris

EPA sponsored MTI's virtual training, promoted their program, provided speakers, etc. - Lamar Keener

For the initial development of our platform, we partnered with a Uganda-based tech firm to build our first minimum viable product (MVP). While we have since moved away from that partnership for various reasons, it was a foundational step in our journey. Most notably, we've partnered with other publishers seeking to distribute their books through AfricanBooks.com without the need to invest in their own digital infrastructure. These collaborations have allowed us to broaden our content offering and increase visibility for a range of African Christian voices.

We've also partnered with Africa Speaks, a pan-African network that promotes Christian publishing, and have an ongoing collaboration with a local printing firm in Uganda to provide affordable, high-quality print solutions for authors and ministries requiring physical copies of their books.

Currently, we are in discussion with a refugee and educational center in Uganda to explore a partnership focused on reading and writing education initiatives. This aligns with our long-term vision of cultivating a strong reading and writing culture from a young age—particularly in under-served and vulnerable communities. These partnerships—past, present, and developing—have been instrumental in extending our reach, improving our service delivery, and advancing our mission to make African Christian literature more accessible, impactful, and globally recognized. - Lena Pira

We regularly partner with the theological accreditation movements in regions to develop series and pertinent resources. - Luke Lewis

We have partnered with a secular publisher to release a Catholic edition of one of our Bibles; we have licensed low-cost editions of a Bible to a printer/publisher who was able to offer very low prices. - Mark Carpenter

Many kinds - Matthew Elliot

We are now building ministry platforms to share vision, resources and network so as to better serve the audience with all rounded products & services - Matthew Fung

Over the years, we have formed partnerships that have significantly expanded our reach and deepened our mission to provide quality Christian literature across Africa.

Our key partnerships include: Oasis International Ltd for 10 years (2009-2019). We have also partnered with: (a) Leadership Development Partnership, UK (2009 to date) to avail books for their annual discipleship missions and from 2024, for 240 libraries they have established with Nairobi

Pentecostal Bible College NPBC. We have partnered with NPBC for a location for our bookshop within their Bible college and in exchange, we train their faculty in writing and publishing of books. We will then scale it up to over 6,000 of their students in various centers across the country and situated in the nation-wide Deliverance Church premises.

Dr. John Stanko of Urban Press, USA, where we provide his books for his annual conferences in Kenya through our POD. Rights purchase partners make their books available to our Kenyan and Ugandan markets. This includes CLC USA, CLC International, Baker Publishing USA, Good Will Rights Management USA representing Lehigh Ministries, Inspire Books, Pure Life Ministries, Darren Martin, Reformation Heritage Books

International Publishers who provide books for our Mama Africa Book Box initiative for the Family Unit - Dernier Publishing UK, Focus Publications Scotland, Tyndale House Publishers USA, CLC Colombia, Publishing in Colour authors/publishers.

SIL International through our POD make their books available to their customers in Africa. Forge Speakers - we support their missions in Kenya through our POD and also availing their books for Africa. Andrew Wommack Ministries - we support their new ministry in Kenya through POD.

For ACABA, we partner with local leaders in each of the countries we operate in as mentioned earlier. We also have The Writers Association of Uganda. For MABB, we are in partnership with Chariots for Hope children's homes in Kenya, Kabubbu Development Project in Uganda for their Primary and High schools, Scripture Union of Kenya and Scripture Union of Uganda, Lugha Is-hara Foundation for Deaf Families. Upcoming partnerships include The Writers Blog with Vickie Amoah, Ghana, to have an exchange program for our children's clubs.

Swahili translation partners include Josh McDowell, RCenter South Korea. Steve Pidd, Australia, to distribute his healing books and programs in Kenya and Uganda. We've also had two major funding organizations, a foundation and a trust, both from the USA, support our work at different times since 2019. – Muthoni Omukhango

Being creative in our approach to reaching the market. Looking for true win-win agreements.
-Peter Cerra

We provided training, media content, and consultation. - Sam Ebersole

We allow other news organizations to re-publish and share any of our articles on Religion Un-plugged as long as the writer and our website is cited. - Stacy Varghese

Many. From funding to Installing systems. - Tim Kelly

PBS projects are all about collaborating with publishers. For the current PBS project in French, I worked with 14 different publishers to obtain the 36 books used in the book set. - Tim Welch

We regularly partner with the theological accreditation movements in regions to develop series and pertinent resources. In Francophone Africa, we partner through a consortium of regional

In what ways did you collaborate, cont.

publishing houses: CPE (Abidjan); CLE (Yaoundé); and with CITAF, which is a network of more than 150 Bible Schools and Seminaries. - Yacouba Sanon

Providing training and vision casting for growth/impact in their organization. Networking; connecting a need with a solution/resource. Publishing their content/authors for a bigger audience distributing the benefits. - Cris Garrido

We helped a ministry get connected to grassroots distribution networks for a children's story Bible to be made available to kids affected by the war in Ukraine. - Jade Doyel

Over the years, MTI has worked together with local publishers to organize onsite conferences. This effort at collaboration has been largely successful. MTI and EPA have collaborated over the years informally with the Crisis Publishing Institutes and more formally with the online training program, which they have now assumed. It has not been a true partnership in terms of carrying equal responsibility for the programs, but it has been a successful collaboration. - Sharon Mumper

Sharing of editorial resources, cross promotion of products - Kevin Martin

Our city's Georgetown literary festival- book launch at city level (a number are Christians writing general books especially children's books based on kingdom/ Christian principles). We collaborated with schools for book readings, retail, and book launches. We have sponsored venues for author and ladies talk, as well as pastors gatherings to host authors. Writers club members- connections with service providers e.g. editors, designers etc. We have partnered with NGOs for book launch es (for example, a book by a Christian autistic young man) -Josephine Yoong

Each year, we host an event where we invite international Christian publishers to promote and sell publishing rights. – Jong-tae Park

What were keys to the success or failure of the collaboration?

Prayer, trust, respect, working as peers across cultures. What we would we do differently? Very careful selection of partners and workers. Self-interest erodes good collaboration. Make it clear what we do and don't do. Some have tried to "use" us to further their project without first asking whether it fits what we are about. - Angela Brandle

Success is more likely with deeper involvement/relationships and longer-term involvement. We have found the greatest impacts to come through long term trusting relationships, where loyalty, persistence, consistency and encouragement are guaranteed. If we had to do anything differently it would be to attempt to provide even deeper inputs of time, expertise, and finance. -Colin MacPherson

An attitude of trust and respect toward partners and clear, culturally sensitive communication with oral and written parameters contribute to the success of collaborations. Generosity as a working principle contributes to the success of collaborations. - Greg Burgess

So far we haven't faced any failure. - Joseph Benjamin

Our collaborations have been largely successful, and several key factors have contributed to this: Shared vision and purpose: Each partnership was rooted in a common goal—to communicate the message of Christ with clarity and creativity. This alignment made collaboration smooth and meaningful.

Strong communication: Regular and transparent communication with partner organizations helped us understand their needs clearly and deliver on time, even across different languages and cultural contexts. Creative expertise: Our strength in design, publishing, and branding added significant value to the collaborations, allowing our partners to present their message professionally and powerfully. Cultural sensitivity: Our experience working with South Asian and Middle Eastern contexts helped us tailor designs that were not only visually appealing but also culturally respectful and relevant. Mutual trust and respect: Trust developed over time through consistent delivery and ethical working relationships played a vital role in sustaining long-term partnerships.

What would we do differently next time? While there were no major failures, one thing we continuously strive to improve is early-stage strategic planning. Investing more time upfront in aligning timelines, expectations, and scope can further streamline the process and avoid last-minute adjustments—especially with large-scale publishing projects. -Josh John

Mutual respect and understanding have been key to a very happy relationship with MAI. -Keila Harris

Some of our less successful collaborations, particularly in the area of technology development, were hindered by limitations in our partners' expertise and capacity. In several cases, the solutions developed were too small in scale and not built with long-term growth or scalability in mind.

What were keys to the success or failure of the collaboration, cont.

Quality, consistency, and commitment were also key challenges, especially when partners lacked the technical rigor or follow-through necessary for sustainable collaboration.

Another critical factor was alignment of vision. In a number of cases, we discovered that while partners were enthusiastic, their primary motivation was financial gain rather than a shared commitment to the ministry aspect of our work. This disconnect made it difficult to build trust and maintain a shared sense of purpose.

In the future, we would place greater emphasis on values alignment and mission clarity from the outset. We would also implement more rigorous vetting processes, clearer expectations, and performance benchmarks to ensure that partnerships are structured for long-term success. Ultimately, we've learned that partnering with like-minded individuals and organizations—who view this as a ministry first and a business second—is key to building enduring and effective collaborations.

- Lena Pira

Understanding the role of a publisher alongside an educational organization and ensuring expectations are met by both parties - Luke Lewis

The key is to keep licensing fees low so that profits are fairly divided. In order to increase the success rates, in the future we plan to be more transparent, generous, and closely engaged with ensuring the success of these partner licensees, which in turn improves our own success. - Mark Carpenter

Territorial reactions, good of organization prioritized over the partnership- Matthew Elliot

Keys to success - openness, trust, vision driven, Kingdom mindset instead of brand building - Matthew Fung

In my 1.5 decades of initially working and then leading CLC Kenya, the following are my partnerships/collaborations lessons. Success contributors:

Shared kingdom vision - Success is most sustainable when all partners are aligned around a clear, Christ-centered purpose, rather than self-interest or branding. A shared burden for discipleship, publishing excellence, and Gospel expansion creates cohesion and trust. “Can two walk together, unless they are agreed?” (Amos 3:3)

Mutual benefit and complementarity - When both parties bring complementary strengths to the table—such as one offering content and the other offering distribution, or one providing space while the other offers training—collaborations flourish. Healthy partnerships are not one-sided; they are mutually empowering.

Clear communication and defined expectations - Unambiguous roles, deliverables, timelines, and decision-making protocols avoid confusion and resentment. Successful collaborations often start with clear MOUs or partnership agreements outlining both vision and execution details.

Relational trust and spiritual integrity - Beyond formal agreements, strong partnerships are built

on trust, honor, and consistent integrity. When partners pray together, address conflict graciously, and value spiritual accountability, the relationship endures even through tough seasons.

Cultural and contextual sensitivity - Cross-cultural collaborations—especially between African and Western organizations—require humility, listening, and contextual understanding. Success comes when global partners respect local rhythms, timelines, and community dynamics as the locals also remain open to ideas and suggestions of the global partners. (

Sustainability thinking - Collaborations that thrive long-term are built with sustainability in mind—equipping local partners, avoiding dependency, and fostering innovation that outlives initial funding or support cycles. This has been a tough ask for us where we constantly ask, “Would we remain open without funding?” And thus, one, we skip funding every other year and have introduced near-market rate pricing for our products. We do the same with the new countries we are working with, exploring ways they also remain sustainable without Kenya’s funding.

Failure contributors include vision drift or unequal alignment. When partners subtly pursue different agendas—some aiming for commercial success, others for ministry impact—conflict and confusion are inevitable. Lack of a unifying “why” weakens trust.

Poor or infrequent communication - Silence, assumptions, or lack of transparency can lead to misunderstandings, duplication of efforts, or missed opportunities. Regular, honest updates are vital. Communication is an African cultural challenge and we are trying our best to keep all partners updated as we scale the challenge. It has cost us some very good partners in the past and we have been committed to frequent updates.

Power imbalances and control issues - When one partner tries to dominate, micromanage, or ignore the other party’s input, collaboration becomes strained. Especially in North–South relationships, mutual respect and co-ownership must be protected. (

Lack of follow-through - Great ideas often falter at the implementation stage. When one side consistently misses deadlines, fails to deliver agreed content, or shifts priorities mid-stream, trust erodes. Short term mindset. Partnerships built only around short projects or emergency needs often die off. Lack of long-term vision, commitment, or strategy weakens the depth and impact of collaboration.

In conclusion: The true test of collaboration is not just how it begins but how it grows, adapts, and honors Christ over time. At CLC Kenya, the strongest partnerships have been those that: Honor both the mission and the relationship, allow for flexibility without losing focus, and maintain integrity, humility, and mutual generosity. – Muthoni Omukhango

We always need to be open to new ideas and approaches because the world has new needs all the time. - Peter Cerra

Having a generous posture has always served our collaborations well. - Stacy Varghese

Communication is key. Trying to over communicate would be a focus. - Tim Kelly

Since most of the publishers had heard of or participated in a PBS project in the past, it was not

What were keys to the success or failure of the collaboration, cont.

too hard to convince them to join us. Still, some were resistant. Better communication about expectations needs to happen. Collaboration in funding would really speed up the time it takes to do a PBS project in a given language. - Tim Welch

Acknowledging the specificity of each party; agreeing - Yacouba Sanon

Difference in focus/vision/priorities limits the effectiveness of any collaboration. Also, I think of one example where we learned of a struggling publisher in the global south who had modest success in their market with a devotional. Instead of offering them a royalty, which would condition any benefits on the book succeeding elsewhere, I offered to buy the international rights to the book for a lump sum. The book was a huge success (still is.) In hindsight they would have benefited better from an ongoing royalty, but that was an unknown at the time. Also, and in contrast, all contributors to that devotional have benefited from multiple international book deals since then, thanks in great part, to the success of the original book. - Cris Garrido

Keys were having people in country that spoke the language, knew the culture, and knew people in the right places. - Jade Doyel

A key to success would be a clear understanding of roles. It should involve more than a written contract. It should involve actual conversations about the project and discussion of roles. It would be ideal to have specific agreed-upon times for follow-up to discuss progress and problems. Frequent communication is important. If one party does not respond to communication efforts, the partnership is almost guaranteed to fail. - Sharon Mumper

Many times, our partnerships have involved our providing resources while hoping to gain promotional value from our partners. The failures mostly have come when the promotional value is not sufficient to justify the expenditure of tangible resources. - Kevin Martin

We have had good collaborations overall with various partners that have helped us with penetrating the books to a wider community. We tend to have such only when invited. We probably need to be more proactive to promote or search out such partners. We have hosted a number of book talks by well-known authors at our bookshop. When we have such we also promote some of our publications and that has been successful - Josephine Yoong

The success of the previously mentioned event lies in fulfilling our mission of literature ministry through the proclamation

What Kind of Partnership would be beneficial?

Collaboration in serving MW publishers - information sharing, provision of differing skills sets, training and finance. All with a view to equip and empower. - Colin MacPherson

Any kind of partnership like prayer support, financial support, suggesting helpful literature which we should publish and helping us to get permissions from their source language. In short, we want to partner in every way which helps us to reach each and every person speaking and reading Gujarati language to fulfill our mission and vision. - Joseph Benjamin

We believe meaningful partnerships can significantly enhance the impact of our ministry. We are particularly interested in collaborations that can help us strengthen Christian publishing efforts. We welcome partnerships with organizations involved in writing, editing, translating, or distributing Christian literature—especially those working within restricted regions like the Middle East.

As a creative ministry with strong design and publishing capabilities, we are open to partnering with ministries that need branding, book and magazine layout, video production, or digital storytelling.

Engage the business and creative communities: We aim to host events such as business awards, leadership recognitions, and creative forums. Partnering with ministries or Christian networks can help us extend our reach and influence. Building resource-sharing networks; collaborating with organizations that share similar values and mission goals would allow us to mutually support each other through knowledge, technical services, and prayer support.

Launching our creative community center: We are seeking prayer, partnership, and support to establish a hub where faith, creativity, and community can flourish—offering workshops, performances, and spiritual formation through the arts. We believe that when ministries work together with unity and purpose, the impact can be multiplied for God's Kingdom. - Josh John

It is important not to impose, but to understand. Our members have decades of experience dealing with complex issues. Being realistic, our finances are fragile, so help with costs is important. - Keila Harris

One that provides added value for our members and where we can support and provide value and exposure to them. - Lamar Keener

The types of partnerships we find most beneficial include: 1. Technology partnerships to support the development and scaling of our digital platforms with innovative, user-friendly, tech expertise, and sustainable solutions. 2. Grant and funding partnerships to help us expand our reach, develop original content, and strengthen infrastructure while maintaining the heart of our mission. 3. Distribution and logistics collaborations to increase global access to African Christian literature, both in digital and print formats. 4. Marketing and promotional partnerships to grow awareness and readership of African Christian content across diverse global markets. 5. Publishing

What Kind of Partnership would be beneficial, cont.

and author partnerships for those seeking to use our platform, AfricanBooks.com, as a tool for wider distribution and impact without needing to invest in their own infrastructure. 6. Content development partnerships with those who are looking to support the production of African Christian content. - Lena Pira

Content/publishing collaborations - Luke Lewis

Licensing and adaptation of our books for TV and cinema; offering access to the Brazilian book-selling network (physical, online, secular, religious). - Mark Carpenter

All kinds possible, editorial, distribution, marketing - Matthew Elliot

At this stage in its vision journey, CLC Kenya is intentionally seeking Kingdom-aligned partnerships—not just for resourcing or reach, but for meaningful collaboration that advances the shared goal of discipling Africa through Christian literature. We are especially focused on partnerships that align with our core objectives: authorship, readership, and the family unit. Our heart beats most loudly for ministries that serve children, teenagers, young adults, marriages, and parents—because when families are disciplined, nations are disciplined.

So, we seek collaboration with organizations developing Christian authorship and readership in Africa - We are eager to partner with ministries, NGOs, publishers, and institutions who are invested in nurturing African writers—not just to tell stories, but to tell truth, to teach, to disciple, and to influence culture Biblically. Ideal partners may include Christian writing academies and theological seminaries with a publishing arm. International publishing ministries willing to mentor, train, or co-publish with African author as well as provide relevant (family unit) books rights for the African markets. Literacy programs seeking to embed Christian worldview into their reading initiatives.

How it helps CLC Kenya: Strengthens our author development tracks and writing boot camps. Increases the volume and quality of indigenous Christian content. Expands our reader base through shared networks and co-hosted programs.

We seek collaboration with organizations with a strategic focus on the family unit - In this season, families are our front line focus. We believe that if the father, mother, teenager, and child are disciplined together, generational transformation becomes not only possible—but likely. We are therefore especially drawn to partners whose vision touches the family holistically.

High-priority partnership areas: Children's ministries and publishers who create age-appropriate, biblical content. Youth and teen-focused programs that address identity, purpose, and godly living. Marriage and parenting ministries rooted in sound doctrine and practical Biblical wisdom. Schools, home schools, and discipleship curriculum seeking faith-aligned resources. Examples of synergy: Co-developing devotional plans for parents and children. Distributing Christian books through school networks and family outreach programs. Hosting family literacy and discipleship

festivals in Churches, schools, or community centers. Providing publishing support to Christian family counselors, therapists, and mentors. This includes partners who support literature distribution and access, content and intellectual property partners, and mutual growth and impact partners. – Muthoni Omukhango

I'm not sure but I am open to discuss. - Peter Cerra

Any ministry that has a journalistic story to tell and any media enterprise that has an audience that would benefit from hearing those stories could be potential beneficial partners. - Sam Ebersole

Partnering in specific locations and focusing on distribution. Financial would be a plus. - Tim Kelly

I would love to train other people in how to oversee a PBS project. - Tim Welch

Content/publishing collaborations; training. - Yacouba Sanon

Partnerships that contribute to the long-term systemic and structural health of Christian publishing in French-speaking Africa. - Greg Burgess

Flexible and mutually respectful - Matthew Fung

We'd like more partners in other countries as we train journalists on accurate reporting on religion in public life. - Stacy Varghese

Alignment with Christian values and commitment to contextual literature and willingness to invest in Africa-led solutions. Experience in publishing, distribution, and professional training -Gathuku Kibunga

We are always looking for partners to help our community in training and consulting in writing, editing, and publishing. We are also looking for groups that would benefit from our training who want to share about what we do with their community. - Heather Pubols

Content creation/acquisition for distribution. - Cris Garrido

Since we have local people in other countries with a lot of experience and connections throughout the industry, we like to connect people - Jade Doyel

Support from Christian organization with expertise in social media. If possible, financial support can be very helpful. - Asif Aqeel

We're open to anything, but I do think content production/sharing is a likely area of partnership. - Kevin Martin

Schools or organizations which may like to promote/sponsor our books to their communities. - Josephine Yoong

What would you have to offer a potential partner?

A certain amount of experience in MW publishing start-ups and early stage MW publisher development projects. Connections and relationship with various MW publishers. - Colin MacPherson

We can offer utmost integrity, transparency, faithfulness to God and to our partner, promise of our commitment to hard work and our dedication to glorify God in all that we do for Him. - Joseph Benjamin

We bring to the table a unique combination of creativity, ministry experience, and professional design expertise. Our key offerings to potential partners include creative design and publishing services. We operate a full-fledged design studio in the UAE with extensive experience in international-standard book and magazine publishing.

We have event planning and outreach experience. Through our events arm, FOG Events, we've successfully conducted musical concerts, multicultural Christmas choirs, and Christian recognition award ceremonies in partnership with churches and ministries. These experiences equip us to organize impactful gatherings while navigating local restrictions.

As founders of BABC (Bring Art Back to City), we are building networks of Christian professionals, artists, and leaders in the Middle East. We aim to connect and support creative believers across various fields and denominations. We are not just service providers; we are mission-minded collaborators. We seek to partner with like-minded ministries to advance the Gospel creatively and strategically, especially in restricted regions. We are prayerfully seeking partners who can walk with us in vision, prayer, resources, or opportunities to co-create and serve God's purposes in this generation. - Josh John

Latin American warmth and vitality! - Keila Harris

Mainly, my understanding of the industry and my editing and instructional design skills. - Kim Pettit

Training resources, speakers, discounts to our own programs - Lamar Keener

A robust digital platform (AfricanBooks.com) that provides global visibility and access to African-authored Christian content, enabling partners to reach new and diverse audiences without building their own infrastructure. 2. Publishing expertise through LEAP Publishers and a commitment to high-quality editing, design, and content development services aligned with international standards. 3. A growing network of African Christian writers, readers, and publishers, offering opportunities for collaboration, content sharing, and ministry impact. 4. A mission-driven partnership, rooted in Christian values and committed to making African Christian literature accessible, affordable, and transformative. 5. Insight into local African markets and reader behavior across the continent, including experience with mobile-first users, pricing sensitivities, and the realities

of both oral and emerging reading cultures. 6. Flexibility and innovation, particularly in developing scalable, tech-based solutions to overcome publishing and distribution barriers in under-resourced settings. - Lena Pira

Technical experience, Marketing and representation platform - Luke Lewis

Knowledge and expertise related to successful publishing in Brazil; a large and diverse catalog of Brazilian authors; a talented and experienced staff; a nondenominational viewpoint. - Mark Carpenter

Anything that makes discipleship more effective, we will talk about anything - Matthew Elliot

Established Infrastructure in Christian publishing and distribution - Over 15 years of experience in editing, design, print-on-demand, and hybrid publishing models tailored for the African context. A growing catalogue of African Christian authors, both adult and children's categories. Ability to print and distribute locally in Kenya, Uganda, Tanzania and other neighboring countries, reducing costs and enhancing regional access.

What this means for a partner: You gain access to a trusted, operational publishing and distribution engine for content contextualized for African readers. This includes: deep access to Christian network across Africa through ACABA and MABB, content development and author coaching expertise, missional programs with measurable impact, missional programs with measurable impact, cross-cultural integrity and localized execution, and shared Kingdom vision and mutual accountability. CLC Kenya, and its subsidiaries, ACABA and MABB invite potential partners into a strategic, Spirit-led, and enduring collaboration to disciple nations through Christian literature. Whether your interest is in publishing, education, missions, or children's ministry, there is room to co-labor for lasting impact. – Muthoni Omukhango

What we can offer will depend on the partnership. - Peter Cerra

GNA can provide news content to content providers, and we can provide training and consultation to individuals or ministries that desire to tell stories about what God is doing. - Sam Ebersole

Access to our cloud and our micro-print on demand. - Tim Kelly

They would have an opportunity to provide good Christian literature, including reference books, study Bibles, etc., to their pastors and church leaders. - Tim Welch

Technical experience, Marketing and representation platform - Yacouba Sanon

A desire to see the long-term systemic and structural health of Christian publishing in French-speaking Africa and relationships with publishing professionals and content creators in Africa. -Greg Burgess

We have access to high-quality journalists around the world who can be wonderful trainers and coaches for special events for Christian journalists. - Stacy Varghese

What would you have to offer a potential partner, cont.

Africa Speaks warmly invites international publishers, donors, distributors, and Christian institutions to join us in shaping the next chapter of African Christian publishing. We are not just building an industry—we are cultivating a movement of spiritual formation, cultural affirmation, and professional excellence. Partnership opportunities for fulfillment companies: Access to a growing community of professionals who need technical solutions for their trade. For international publishers: A promising growing market and access to publishing rights of great African authors. For donors: Opportunity to invest in the next frontier for the spiritual maturity of the African church - Gathuku Kibunga

Connection to our global community of writers, editors and publishers, and opportunities to engage in our training - Heather Pubols

Strong distribution in US/LatAm - Cris Garrido

Apart from our regular business of translation licensing, we enjoy seeing ministries being connected to the right people for spreading Christian literature in individual heart languages in a global context. - Jade Doyel

I am not sure. It depends on the needs of the partner. - Asif Aqeel

The ability to help train, some financial resources, a lot of administrative resources. - Kevin Martin

Printing services as our country has one of the lowest printing cost, access to Asian authors and speakers - Josephine Yoong

We would be glad to introduce the projects led by our association and share our know-how. – Jong-tae Park

What would you look for in a potential partner?

Complementary expertise and resources. A servant attitude which highly esteems national colleagues and is willing to serve them and their ministries without obligation or expectation in return. - Colin MacPherson

Someone who is on the same page with us in sharing our burden to reach out to each and every Gujarati person on the planet and someone who would not require intense reporting on our operations. We are okay with annual reporting though. - Joseph Benjamin

We are seeking partners who share our heart for Kingdom impact through creativity, discipleship, and strategic outreach. Specifically, we look for partners who are aligned with our mission to glorify God through creative ministry—especially in regions where open Christian activity is restricted. A shared biblical worldview and a heart for the unreached are essential. Trust is the backbone of any lasting partnership. We value honesty, openness, and a spirit of collaboration where both sides contribute with integrity and commitment.

We welcome partnerships where each party brings unique gifts—whether in publishing, ministry, training, funding, technology, or media—that together create a stronger impact than either could alone. We seek to build ongoing, meaningful relationships—not just project-based collaborations. A partner who is willing to walk the journey with us, through seasons of growth and challenge, would be ideal.

Given the cultural and legal sensitivities in the Middle East, we value partners who are willing to work within local frameworks and adapt creatively without compromising the message of the Gospel. Ultimately, we are looking for Kingdom-minded individuals or organizations who are committed to equipping believers, engaging communities, and empowering creativity in service of the Gospel – Josh John

Openness, patience, respect. - Keila Harris

A good reputation and a clear understanding of what the partnership would entail for each party and for how long. - Kim Pettit

Shared mission and similar audiences. - Lamar Keener

Shared Christian foundation and values, like-mindedness in vision and mission, particularly a passion for advancing African Christian literature with purpose and impact, a commitment to excellence, integrity and transparency in all dealings, aligned goals and a collaborative spirit, with a willingness to work toward mutual benefit and kingdom impact, and lastly, a strong reputation and credible track record. - Lena Pira

Eagerness to develop contextual resources for the local/regional church - Luke Lewis

What would you look for in a potential partner, cont.

Alignment with our mission and corporate structure; capital for investment in significant market opportunities. - Mark Carpenter

Integrity, shared vision, shared values, putting the mission before personal concerns or organization. - Matthew Elliot

At CLC Kenya, we seek Spirit-led partnerships rooted in a shared commitment to Christ, mutual value, and a passion for discipling Africa through literature. We value partners who uphold integrity, honor cultural context, and bring complementary strengths—particularly in developing Christian authorship, readership, and family discipleship. In this season, we prioritize collaborations that serve children, youth, marriages, and parenting. Most importantly, we desire partners who prayerfully seek God's direction, trusting that lasting impact flows not from strategy alone, but from alignment with His will. - Muthoni Omukhango

An alignment of mission and focus. - Peter Cerra

A shared commitment to fulfilling the Great Commission. - Sam Eversole

Committed and trustworthy - Tim Kelly

Integrity, good people skills, love for books, willingness to work hard. - Tim Welch
Eagerness to develop contextual resources for the local/regional church; particularly for Francophone Africa. - Yacouba Sanon

Partners interested in collaborating with local authors, artists and publishing professionals and structures. - Greg Burgess

An organization who can host training events for journalists and help us convene local journalists to support them as they work. Many journalists face many hardships, especially those who are Christian or are from a religious minority, and we need help to identify the next generation of journalists so we can be a greater support to them and their work. - Stacy Varghese

Spiritual maturity, humility and a willingness to learn from and share knowledge, experience, and relationships with our community. - Heather Pubols

As with any author, the content proprietor needs to have clarity on the felt-need the content meets and the path towards discoverability and re-marketing throughout the book's lifecycle. -Cris Garrido

Just building more connections! - Jade Doyel

Whatever the type of support, it should be looking for building something over years and turning it into an institution that can last for coming generations. - Asif Aqeel

People on the ground, robust Biblical perspective, service orientation. - Kevin Martin

International markets for book distribution, translations to other languages. - Josephine Yoong

We would like to receive information on programs and events that can broaden the horizons and bring commercial benefits to our member publishers and the association. - Jong-tae Park