



**VERENIGENDE GEREFORMEERDE KERK IN SUIDER-AFRIKA
UNITING REFORMED CHURCH IN SOUTHERN AFRICA
SUPPORT MINISTRY FOR PUBLICATION, COMMUNICATION AND ARCHIVES**

**REPORT OF THE PUBLICATIONS, COMMUNICATIONS AND ARCHIVES MINISTRY OF
THE UNITING REFORMED CHURCH IN SA - 7TH CAPE REGIONAL SYNOD HELD AT
THE UNIVERSITY OF FORT HARE 24 JUNE 2018 TO 01 JULY 2018.**

Moderator and the executive, Ministers and your spouses, members of the Synod, distinguished guests, brothers and sisters we greet you all in the wonderful name of our Lord and Savior Jesus Christ of Nazareth.

It is indeed a great pleasure to stand here today and present the work that the Publication, Communication & Archives Ministry was entrusted with by the Cape Regional Synod held in Goudini in 2014.

We extended our word of gratitude to the Moderature and the Cape Regional Synod for entrusting us with responsibility of performing the tasks of the Ministry.

FOCUS, VISION AND GOALS OF THIS MINISTRY

Mission of Intent

The Support Ministry for Publication, Communication and Archives (SMPCA) in the Cape Regional Synod,

Commit ourselves **to work** within our budget constraints and with the resources to our

disposal, **With** faith in God, prayerfully and with the support of our congregations Budget-Resources,

To,

- strengthen our communication (internal and external)
- Improve the marketing of our website
- Work well with our partners
- Strengthening our networking with our different stakeholders
- Spread the Good news of our church
- Be more punctual and assertive
- Working closer with our ministers
- Overcome red tape and
- Taking in consideration factors like joblessness and health of our members
- Not giving up or losing faith or hope
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Mission Statement

We, the Support Ministry for Publication, Communication and Archives (SMPCA) of the Cape Regional Synod,

Commit ourselves to:

- **Improve and enhance** the communication of the Synod
- **Promote** publication within URCSA and the archiving of our history

We pledge to:

- **Be assertive**
- **Market-driven, disciplined and efficient**

MEMBERS OF THE PUBLICATION, COMMUNICATION & ARCHIVES MINISTRY

- Reverend XV Swelindawo – Chairperson
- Reverend LL Prins – Scribe
- Reverend L Platjie
- Reverend Dr P Van Niekerk – Retired
- Reverend D Pedro – Resigned
- Reverend H Davids - Resigned
- Reverend Wele – Never attended nor resigned
- Evangelist N Vinqi
- Elder FW Busakwe
- Elder Vers
- Rev W Mackay (co – opt : Electronic news letter

FINANCES AND THE OPERATIONS OF THE MINISTRY

The ministry receive its budget for 2016 after the Synodical Commission approved that the ministry must also received their part of the syndical offerings.

ACHIEVEMENTS, CHALLENGES AND THE REMEDIAL ACTION/S:

A. ACHIEVEMENTS

It is with great joy for the Ministry to announce the following achievements that:

- the Ministry over the period has established partnerships with Bible-Media, Christian Literature Fund and Archives in Stellenbosch
- Noted:*

1. Media platforms: URCSA Cape's website, Facebook and twitter.

WEBSITE: a Website was develop : www.urcsa.cape

FACEBOOK: (<https://www.facebook.com/URCSACAPE/>)

TWITTER: URCSA Cape's Facebook (https://twitter.com/urcsa_cape)

We need people to know about this platform and will invite as many people as possible to partake in this.

Noted:

- the Ministry has launched the Cape Synod Electronically Newsletter – which is circulated monthly to those who have subscribed ± 600 subscribes.

Noted:

- Publishing of the 2014 Church Order –
The Ministry notes errors on the isiXhosa Church Order

Noted:

- Publishing of the 2017 Year Book

Noted:

- **CORPORATE IDENTITY: LETTERHEADS, E-SIGNATURES, BUSINESS CARDS**

The ministry develop with Bybel-media a corporate identity (branding) for the synod. There will be a PowerPoint presentation on Synod corporate identity.

B. CHALLENGES AND REMEDIAL ACTIONS

The following are some of the challenges that the Ministry has experienced:

1. PUBLICATION:

(a) Finances:

The Ministry planned to have a least two writer's workshop one in the Eastern Cape as well as in the Western Cape, where skilled writers were to be empowered with the intention to write Sunday school material. These workshops could not be held due to financial constraints.

A letter to request funding was submitted to the Cape Empowerment Trust and unfortunately there was no feedback and or an answer received from the Trust.

Possible actions:

- the Cape Empowerment Trust to help with the funding
- the Moderature to work together with the Ministry and make these workshops a success

LUS BOOKSHOP SYNOD REPORT

A. Debt collection

1. The Bookshop requested MHI attorney services for the collection of arrears for more than 5/ 10 years.
2. An arrangement of 12 months for installments / payments was implemented to settle the arrears
3. The total collection for the arrears 2016 – 2017: R 128 982 .46

B. New products

1. The Bookshop will provide more URCSA based material as follows :

- Cape synod yearbook
- URCSA black caps
- URCSA black and jackets
- Golf T Shirts (new arrival)
- CYM jacket (new arrival)

C. Debit / swiping Machine and obsolete stock

1. There still much old stock in the Bookshop available. Some of the stock will be written off before the end of the financial year (31 March 2018)
2. To implement this new debit machine, the obsolete stock must be taken out of the inventory system.
3. All new stock entries will have a bar code.

Challenges:

- Congregations and individuals not honoring their obligations by paying their accounts
- Some of the congregations owing the bookshop allege not have received the goods and or have ever bought any goods but its individuals who bought using congregations name of which are Reverends

Noted: all clients whose accounts were not paid for over three months were handed over to the lawyers for collection – this was done after numerous calls were made without any success

2. COMMUNICATIONS:

It is a great pleasure to announce that the Ministry has achieved the following on its commination's arm.

- 1.1. **Name of Newsletter:** (URCSA) Cape Synod News
- 1.2. **Administrator/Project Manager:** (Rev) William McKay
- 1.3. **Contributors:** Church Commissions/Ministries / Online News
- 1.4. **Editions:** We started the end of last year to experiment with the outlay, structure and content of the Newsletter. Currently we compile and send out at least one to two Newsletters per month.
- 1.5. **Content:** At the initial stage we requested articles and photos from church leaders and Scribes/Chairs of Church Ministries/Commissions. This method did not work so well because we did not receive the articles/photos on time and most articles and photos had to be re-edited. We now complement this method by selecting and downloading articles/photos from national and international church websites or Face Book accounts. This way we are not dependent on Churches/church leaders to compile the final content of the Newsletter during the month.
- 1.6. **Language**
The policy of the Commission is to compile and post church news in all three of official languages (namely Afrikaans, English and isiXhosa). We have to admit that it is difficult to find IsiXhosa articles to post. This will however change when we train local churches to design, manage and populate their own websites in any language (*Refer to Point 3 below).
We also approached Rev.L. Plaatjie to assist to translate some of the main articles (e.g. Easter articles) from time to time. The Chairperson (Rev. Swelindawo) is also available to edit specific articles in isiXhosa where and when needed.
- 1.7. **Target Audience:** URCSA congregations, members and ministers (mostly within the Cape Synod Region). Gerrit Fortuin at the LUS Bookshop is currently assisting us to compile email addresses of the congregations and ministering within URCSA. URCSA members and ministers as far as KZN and Namibia are also subscribing to the Newsletter.
- 1.8. **Statistics:** At the initial stage we started with the congregations that are linked with the LUS Bookshop. The initial number was just over 200 Newsletters per month. As more people became aware of the Newsletter and subscribed online, the numbers grew to just over 300 Newsletters per month and we are expanding every month.

Note: According to SPAM restrictions and laws we cannot send Newsletters and Emails to random people that did not subscribe to the service. Spamming could cause that an electronic service (like the Newsletter) be blocked and even scrapped from the Internet. This implies that our members/ministers must personally subscribe to receive the Cape Synod News. Local churches could assist us by announcing and sharing the news with their members and to encourage them to subscribe to the Cape Synod Newsletter.

Communication is key to success of any organisation, and it is our pleasure to report to the Synod that, the Ministry has successfully launched a monthly Cape Synod Electronic News Letter and at the moment is distributed to just more than 500 members.

Challenges:

- Congregations, Ministries, Presbyteries as well as the Moderature do not feed the Ministry with their activities as the intention of Newsletter is to provide a platform to share good stories, experiences to other brothers and sisters.

Remedial action

- Appoint “regional news feeders” – and give them stipends
- All stakeholders to forward their “good stories” to the Ministry every month and or daily

3. ARCHIVES

The Ministry has visited the Archives in Stellenbosch (COMMUTAS) on two occasions over the past 4 years and has discovered the following:

Challenges:

- Presbyteries, Congregations and Ministries do not make use of Archives

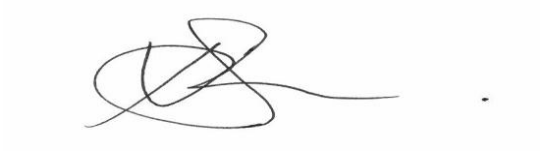
Remedial Action:

- More education on the significance of making use of archives is required.

RECOMMENDATIONS

1. Synod decide to develop a policy for social media
2. **ARCHIVES** The congregations still do not send the archival documents up to the Stellenbosch archives (**ref church order reg 18 & 19**). Synod decides to urge presbyteries
3. Synod decides to implement its communication policy

Yours in the Service of Christ

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal tail extending to the right.

Rev XV Swelindawo – (Chairperson: URCSA Cape Region Publication Commission)

A handwritten signature in black ink, featuring a large circular loop on the left and several smaller, more complex loops on the right.

Rev LL Prins (Scribe)