

## PROJECT ABSTRACT

Master of Arts in Pastoral Theology

Adventist University of Africa

Theological Seminary

Title: A STRATEGY TO ENHANCE LITERATURE MINISTRY IN YAOUNDE

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This research project entitled ‘A Strategy to Enhance Publishing Ministry in Yaoundé’ comes at a time when Yaoundé team of literature evangelists of 65 active members, has suffered significantly drop to less than 10 licensed literature evangelists. As compared to the past, their work is less felt in the Church and their relationship with Church leadership is growing weaker and weaker.

This project is designed to first of all determine the causes of this decrease in taskforce then implement a contextualized strategy that can enhance the growth of literature evangelism in the city of Yaoundé through the active involvement of more members. The population considered for the study are all the 32 members of the LEs club in Yaounde and the officials from the Bookshop as well as the director of the printing press. The major objective of this project is to find out what factors have led to this situation through questionnaires, interviews and observations and revert the issue. Prominent amongst our findings, the causes of this setback are lack of quality training, of books capital and of policy compliance.

The implementation stage has proposed relevant contextualised solutions among other are the translation of the training resource materials into French, a weekly CFA F 5000 contribution per LE to build book capital, awards and incentives day, and service record reconstitution. A number of pertinent recommendations have been made namely: the printing and sharing to LEs of the translated training materials, the appointment of the assistant publishing director, the bi annual organization of LEs awards and Incentives day and permanent involvement of church's institutions in literature evangelism.

Adventist University of Africa

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A STRATEGY TO ENHANCE LITERATURE  
MINISTRY IN YAOUNDE

A project

presented in partial fulfillment  
of the requirements for the degree  
Master of Arts in Pastoral Theology

by

Stephen Etta

June 2014

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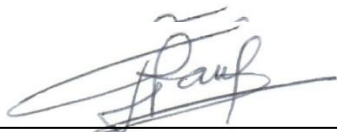
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To my wife and children

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## LIST OF ABBREVIATIONS

ABC	Adventist Book Centre
AID	African Indian Ocean Division
CAUM	Central Africa Union Mission
CFA F	African French Community Franc
ENUM	East Nigeria Union Mission
HHESI	Home Health Education Service International
ICT	Information Communication Technologies
LE	Literature Evangelist
NWNUM	North West Nigeria Union Mission
UNESCO	United Nations Organization for Education Science and Culture
SALE	Student Association for Literature Evangelist
SDA	Seventh-day Adventists

## CHAPTER 1

### INTRODUCTION

Cameroon was the leading field in terms of total sales and number of literature evangelists. For that reason, the Cameroon publishing ministry won three awards<sup>1</sup> from the then Africa India Ocean Division (AID). The publishing ministry in Yaoundé has played a second major role after Douala towards these past successes. The Adventist Church in Yaoundé owes a debt of gratitude to literature evangelists and their leaders. These workers have tirelessly shared their faith on daily basis, baptized thousands of customers, opened companies and Sabbath school branches. In fact, planted churches and sold literature to countless individuals.

In Yaoundé, the team of literature evangelists engaged in the Publishing Ministry was up to 65 active members. Today, the situation has changed adversely; it is difficult to get 10 licensed literature evangelists. This alarming situation has motivated this researcher to embark on a study in this city in order to help the members apprehend the significant role publishing ministry can accomplish in the growth of literature evangelists and in the effective achievement of The Great Commission. E.G. White gives the following statements in this regard, ‘There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications, --- the books, papers and tracts filled with the Bible

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<sup>1</sup>According to the awards found at the office of the CAUM Publishing Director

truths that the people need. Our literature is to be distributed everywhere.”<sup>2</sup> As a result of this wide spread of missionary literature she observes: “More than one thousand will soon be converted in one day most of whom will trace their first convictions from the reading of our publications.”<sup>3</sup>

### **Statement of the Problem**

The Seventh-day Adventist Church in Yaoundé has proven record of a great potential in proclaiming the gospel of Christ within its territory through the printed page<sup>4</sup>. Evangelism through literature attracts less persecution and avoids unnecessary confrontations. It has been demonstrated to be a reliable means for evangelism both directly and indirectly. However, despite the significant increase in the number of recruiting programs in churches and institutions as well as the importance of this work, the number of the literature evangelist keeps decreasing from year to year. This tendency has being observed at the West Africa Division (WAD) level by the incoming publishing ministries director who resumed the office in January 2011. He has affirmed that “ the record show 3 200 literature Evangelists, after an evaluation, the figure dropped to 1 200 members. This is caused by two main reasons: factual figure kept and significant decreased in LE team force in some field.”<sup>5</sup> From the study made on the statistical records kept both at the conference and on the union

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<sup>2</sup> Ellen G. White, *Colporteur Ministry Review and Herald* (Washington DC 2005), 4 .

<sup>3</sup> Ellen G. White, *Colporteur Ministry Review and Herald* (Washington DC 2005), 151 .

<sup>4</sup> *Year Book of the Seven-day Adventist Denomination* (Washington, DC: Review and Herald Publishing Association, 2008), 204

<sup>5</sup> Abraham D. Obaya, Interview held with WAD Publishing Ministry Director at Cosandai University Campus by author on the March 30<sup>th</sup> 2013.

level, the mean reported figure (in twelve years) 131 LE is factual; similarly, the significant drop of full time Literature Evangelist within the same period of time is vividly illustrated in Table 1.

*Table 1. Decrease of Full Time LE in Twelve Years*

	2001 – 2003	2004 - 2006	2007 -- 2009	2010—2012
1 <sup>st</sup> Quarter	22	16	12	08
2 <sup>nd</sup> Quarter	20	16	10	07
3 <sup>rd</sup> Quarter	17	14	09	07
4 <sup>th</sup> Quarter	17	12	08	06
Average	19	15	10	7

Table 1 shows the number of full time literature evangelist of Yaoundé during the twelve previous years. The team force is measured quarterly for publishing policy requires that is only after three consecutive months of non reporting that a literature evangelist statistics must change.<sup>6</sup> When a total figure of each of the three year period is divided by four (number of quarters) the result will illustrate vividly the decrease of LE team force which sequentially is 19, 15, 10 and 7. Despite the numerous interventions of different stakeholders both at local church and conference level, the LE ministry continues to sink as far as taskforce is concerned and it is therefore crucial to identify exactly what is the cause of this decline so as to get the adequate remedy and boost literature evangelism in order to contribute to the advancement of the gospel as stated in the Great Commission.

<sup>6</sup> West Central Africa Division, Working Policy of the West Central Africa Division, 2012-2013 ed. (Osu , Accra: Ghana Advent Press, 2012).

### **Purpose of the Study**

The purpose of this case study is to discover the causes of the drop in the number of LE's team force and the inefficiency of the measure apply to retain LE in this ministry. Also, the study aims at devising a strategy to enhance the growth of the LE in Yaoundé annually. Besides, the study expects building the image of LE among church members and leaders. And finally, the study expects strengthening the bond of mutual support and creates a family atmosphere among them.

### **Significance of the Study**

The mandate from God is to go and witness to all nations, tongues, and people..<sup>7</sup> The contribution of this case study is to identify the main causes of the problem and devise a strategy for the growth of the Literature Evangelism in Yaoundé; informed by the identified main causes. This will enhance the proclamation of the gospel message through literature evangelism, strengthen the finance of our printing houses and improve the efficiency and satisfaction of the literature evangelists. This program will be geared towards invigorating the literature evangelists to their ministry; so that they will experience personal development and attain self realization.

### **Limitations to the Study**

All the results expected from this study will not occur immediately, because the implementation of the strategy will be a continual process. Also, some aspects to work on, the church members' attitude towards literature evangelist, and the leaders'

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<sup>7</sup>As reported in Revelation 14:6,7



readiness to implement the policy need enough time to bear on the expected result. Again, it shall be noted that the findings of this piece of work relate to the issue pertaining in Yaoundé and if any inference is to be made to any other field, peculiar conditions of the field should also be considered.

### **Definitions of Terms**

*Literature Evangelist:* It is a body of self employed members whose ministry consists of sharing and selling to the public denominational literatures on daily basis.

*Literature Ministry Seminary:* the training center for literature evangelists and publishing workers.

*Adventist Book Center:* A channel through which church members obtain books and others materials for spirituals growth.

*Home Health Education Service International:* The source where the literature evangelists receive their books to sell to the public.

*Students Association for Literature Evangelists:* An organized body in a University College or High school campus where students equip themselves for successful summer canvassing.

### **Methodology and Procedures**

This project is the program development study; as such, the study will have multi-faceted methodology described in Adventist University of Africa Standard for writing research<sup>8</sup>. Chapter 1 will highlight general introduction of the study, follow by

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<sup>8</sup>Andrew Mutero and Gheorghe

Razmerita, Adventist University of Africa Standards for Written Work, (Nairobi: Adventist University of Africa, Kenya 2010).

the statement of the problem, the purpose of the study, the significance, the limitation of the study, the definitions of terms and the methodology.

Chapter 2 will use close reading approach to identify biblical principles which will guide the study from Old to the New Testament. From there it will be necessary to do a literature review of the topic starting at first, with the Seventh-day Adventist's authors, followed by what non-Adventist's counterparts have written so that, one can find out the permanent application of this biblical principle through centuries.

Chapter 3 is the general description of the city of Yaoundé and of the Seventh-day Adventist Church. Of course, the Publishing Ministry in Yaoundé will be kept on focus. This research will use a triangulation both at the level of the design and data collection, generally called the mixed method it is a research technique that focuses on collecting and analyzing both quantitative and qualitative data in a single study. This method is gaining interest among researchers in recent time for some couple of reasons. Prominently among other it expands understanding from one method to another, its confirm finding from different data sources to mention but a few. It is important to recognize that many different terms are used for this approach; such as integrating, synthesis; quantitative and qualitative methods, multi method, and multi methodology, but recent writings use the term 'mixed methods.

With this fore knowledge on the method, it will be applied here using, on one hand, quantitative research tools: with self-administered questionnaires. On the other hand, qualitative research tools: interviews, structured records reviews to collect data and financial information, and structured observations. The researcher will conduct surveys from former publishing ministry directors and from retirees LEs in order to understand what was going on in the "glorious days" and what conjunction of events were at the root of the decline of the Literature Ministry so that the different

components of the problem will be adequately addressed. Again, the researcher will conduct a quantitative research where samples of Adventist Book Center operators (ABC), students and professionals LE's will be formed, so that data will be collected in order to have measurable facts for objective presentation of the situation.

In chapter 4 this researcher will design and implement programs adequate to tackle the different components of the problem. At the end of the chapter 4, this researcher will do the SWOT analysis to present an overall view of the publishing ministry at the end of the program in Yaoundé territory.

Also, a mini-structure interview will be conducted after the implementation of the program using the LEs leadership member as sample to find out if the attitude of church members and of the LE's in regard to publishing ministry has positively changed. Furthermore, there will be a necessity to conduct a quantitative research to find out if the number of LE's has significantly increased.

## CHAPTER 2

### THEORETICAL FOUNDATION FOR LITERATURE MINISTRY

In this chapter, the Bible will be explored from the Old to the New Testament in order to establish biblical teachings as regard to Literature Ministry. In the same vein, E.G. White writings will be studied, to seek prophetic insights concerning the study at hand. Then, consideration will be given to Christians and non Christian author's writings as regards to the enhancement of Literature Ministry. The intend of this endeavor is to grasp additional meanings and perspectives which will provide new insights to tackle judiciously the growth of literature ministry in Yaoundé.

#### **Literature Ministry**

Literature Ministry is the combined effort of the divine and human endeavor. God is the initiator; He is both the caller and sender while the missionary is the human or material instrumentality God chooses to use. The mission field is the particular place where the assign, task, and mission will be carried out. And mission is the specific task, goal, work, or assignment entrusted to the hands of any missionary by God. In Mark 16:20, the apostolic church went out with great joy to propagate the gospel of the risen Savior, and God bless their ministry with signs and wonders. Today, in the same way God has chosen the church as a channel to propagate the gospel of salvation to a dying world. And Literature Ministry is considered by the Seventh-day Adventist as a mass communication mean that enhance the mission of the church and commitment of its members to mission<sup>1</sup>

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<sup>1</sup> West-Central Africa Division, Working Policy of the West-Central Africa Division, 2012-2013 ed. ( Accra Ghana: Advent Press, 2013).

In this section, the research will investigate the divine implication in the literature ministry as the following questions are considered: When did it begin? Where did it start? Who started it? Answers will be sought from the Old and New Testaments.

### **Literature Ministry in the Old Testament**

The start of the Literature Ministry in the book of Exodus 31:18 the Scriptures says, ‘‘And when he had made an end of speaking with him on the Mount Sinai, he gave Moses two tablets of the testimony, tables of stone, written with the finger of God.’’ A careful study of this Bible passage suggests two things God did on Mount Sinai, (1) God spoke, and (2) He wrote. These are traditional ways that God used to communicate messages to people. He used the spoken words, in other words He preached and after that he wrote. He published.

In any literature ministry a number of things are needed a message, a writer, material to write upon, a press, a messenger, and customers<sup>2</sup>. To begin a publishing program the first thing needed is the message, the ideas, a theory, and concepts. Second there is a need for an individual who will recognize those concepts and put them down on paper, a writer or an author. If the message is there and the writer is available but there is no material like paper, pen or pencil, or a blackboard then even the most brilliant idea will be a waste. So the third ingredient needed is the material to write on.

The printing press, the machines to process and print books are equally important. When the book is ready there is a need for a messenger who will carry the book to the public for consumption and customers who will read the book and apply the lessons to practical life. Interestingly, at mount Sinai, God was personally and directly involve in the publishing ministry. Therefore, the summary of an analysis of the text Exodus 31: 18 clearly brings out

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<sup>2</sup> Howard F. Faigao, *The Publishing Ministry and the Church A Syllabus for Literature Evangelism Awareness Seminars*, (Publishing Ministries Department General Conference of Seventh-day Adventists: Silver Spring, Maryland, 2004).

all these essential elements<sup>3</sup>: (1) The message----God's love, (2) The writer----God himself, (3) The material---- Tables of stone, (4) The press----Finger of God, (5) The book----God's Testimony (Law), (6) The literature evangelist----Moses, (6) The customer----The people of Israel.

At Mount Sinai, God was involved in the publishing ministry. He produced what is appropriate to call "latter": the Ten Commandments. For it has only four pages.<sup>4</sup> "The tables were written on both their sides; on the one side and on the other were there written." (Exodus 32:15). God was the publishing director and he recruited Moses to be a literature evangelist indicating that the publishing ministry is of divine and biblical origin. "The Lord said to Moses, come up to me on the mountain and stay here, and I will give you the tables of stones, with the law and commands I have written for their instruction" (Exodus 24:12).

The written word forms the foundation for any teaching ministry. God gave all the necessary information to Moses in order for him to teach the people of Israel. Moses was able to instruct his people because he has a written document to guide and direct his teaching. What God wrote formed the teaching manual and instructional notebook.

The literature ministry uses the distributed materials to explain to people the character and the mind of God. Today, publishing houses produce books to be sold or shared by LEs and other church members; just as God delivered the book of the law to Moses.

### **Spiritual Awakening**

A godly king Jehoshaphat took over from his father Asa, in Judah; at that time, king Ahab was on the throne in Israel. To immunize his nation against the virus of idol worship which was plaguing Israel, Jehoshaphat sent out a missionary team made up of prince, Levite

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<sup>3</sup> Howard F. Faigao, *The Publishing Ministry and the Church A Syllabus for Literature Evangelism Awareness Seminarss*, (Publishing Ministries Department General Conference of Seventh-day Adventists:Silver Spring, Maryland USA) .

<sup>4</sup>Exod 31:16

and priest. Their responsibility was to move from one city to another, and to read and explain the Holy Scriptures to the citizen. ‘‘And they taught in Judah, and had the book of the law of the Lord with them, and went about all the cities of Judah, and taught the people.’’<sup>5</sup>

As a result, Judah’s citizens did not follow the northern kingdom in their idols worship. ‘‘And the fear of the Lord fell upon all the kingdoms of the lands that were round about Judah, so they made no war against Jehoshaphat’’<sup>6</sup> Judah was immune not only against the viruses of Israel’s idol worship, also against the frequent attack of the surrounding nations; besides, the king Jehoshaphat was receiving countless gifts from neighboring kingdoms.

One can adequately observe that protection against apostasy; nurture, growth and even material prosperity and fame which were experienced within the long and peaceful reign of King Jehoshaphat were closely related to his wise decision of reading and explaining the Holy Writings to his people. In this regard, the Spirit of Prophecy adequately stated that ‘‘the prosperity of King Jehoshaphat’s reign depended on the teaching of the Scriptures he provided to his nation’’<sup>7</sup>. King Jehoshaphat therefore went further than just making the literature (Bible) available for the hearing of his people but also made sure they were taught its content, thus associating literature ministry with teaching ministry.

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<sup>5</sup> 2 Chron 17: 7-9.

<sup>6</sup> 2 Chron 17: 10.

<sup>7</sup>Ellen G. White, *Connection avec Jesus* (Review and Herald Publishing Association, 2009) , 356

## **Josiah**

According to 2 Kings 2 and 2 Chronicles 34 the children of Israel became spiritually bankrupt. King Josiah, at the age of sixteen, decided to seek the Lord. At the age of twenty, he embarked on a great work of reformation and demolished all the idols. At the age of twenty-six, he began to purify the land and the temple. Hilkiah the high priest, while working in the temple, found a book of the Lord that had been given by God to Moses. Shaphan the Secretary read the book before King Josiah. When the king and the assembly heard the words of the book, the King tore his clothes and wept.

The literature ministry brought about a great and wonderful spiritual revival and reformation to the whole nation of Israel. Ever since, the literature ministry has been a powerful tool in the hand of God to bring about spiritual revival, revolution, revitalization, and restoration.

## **Jeremiah**

There was a great need for a warning message to be given to the people of Israel. God specifically instructed prophet Jeremiah to publish the message in Jerusalem for everybody to see and read because of the impending doom. Jeremiah wrote and circulated the warning message throughout the city of Jerusalem (Jer. 4: 4, 5; 5:20). ‘Declare ye in Judah, and publish in Jerusalem; and say, Blow ye the trumpet in the land: cry gather together, and say, assemble yourselves, and let us go into the defenced cities.’ Also, chapter 36 verse 19, 20 graphically illustrate the lasting power of the literature ministry, as a silent messenger and which influence goes beyond the actual presence of the messenger. Even though, Baruch flew for safety reasons, the literature he left behind effectively accomplished the task by rebuking and warning the leaders of Judah against the impending doom. These are the last days, Christ is coming soon. The Seventh-day Adventist Church has been given a responsibility to warn the world of the impending doom for unbelieving and unrepentant sinners. The literature ministry is a weapon in God’s hands to effectively and fearlessly carry out this assignment.



## **Amos**

Amos could see that beneath Israel's external prosperity and power, internally the nation was corrupt to the bone. The people were deeply involved in idolatry, pagan worship, greed, corruption in the leadership, and oppression of the poor. Amos was commanded to use the power of the written word as an instrument to bring about the fear of God in the nation. In Amos 3:9 the Scripture says, "Publish in palaces at Ashdod and in the places in the land of Egypt and in Samaria" It seems that Amos used literature to achieve two objectives namely (1) to bring about transformation among the people of God by the publication to the Israelites, which today is called nurturing, and (2) Egypt, and Samaria for evangelistic purposes. In other words he published to nurture the people of Judah and he published to evangelize the people of Egypt and Samaria.

## **Habakkuk**

Habakkuk was called into the prophetic office at the time of apostasy, bribery, and oppression. He was called by God to warn the people of Judah about the coming judgment. Habakkuk was in Judah while Jeremiah lived in Jerusalem. God simultaneously asked both of them to use the power of the written word to bring about a change of heart and mind in the people. "For the earth shall be filled with the knowledge of the glory of the Lord as the water covers the sea, and the Lord answered me and said, write the vision down and make it plain upon tables, that he may run that reads it" (Hab 2:14; 2:2). God told the prophet to write His message down and circulate it.

## **Daniel**

In chapter 9 of his book, Daniel was ministering under the rule of the Medes and Persians, who had conquered Babylon. In verses 1 and 2 we read: "In the first year of Darius . . . I, Daniel, understood from the Scriptures, according to the word of the Lord given to

Jeremiah the prophet that the desolation of Jerusalem would last seventy years.”Daniel must have had access to various Old Testament scrolls, among which the book of Jeremiah.’<sup>8</sup> These scrolls were the inspired Word of God (Dan 9:2). In verses 11-13 Daniel refers to the “Law of Moses” and “the words spoken against us,” which are the words of God found in Deuteronomy 28 and 29, the blessings and the curses.

Daniel studied these sacred writings diligently and thoughtfully. Daniel understood that Jeremiah’s prophecy was about to be fulfilled and Judah to be restored to the Promised Land. As Daniel studied the Scripture, he knew the will of God, paid attention to what God had said, and relied on the divine prophecies. He realized the signs of his times. He noticed that a setback of the fate of God’s people would take place soon. From this text, one has understood that prophecies from the Holy Scriptures will vividly clarify the prophetic landmarks which will safeguard from the end-time deceptions and heighten one’s commitment and integrity.

### **Isaiah**

While Judah was spiritually destitute, Israel was even more corrupt.<sup>9</sup> After Isaiah prophesied the destruction of Israel by Assyria, which took place shortly thereafter, he turned to Judah. All the instructions and prophecies God gave to Isaiah were written down. The Bible says in Isa 30:8 “Now go, write it before them in a table and note it in a book that it may be for the time to come forever and ever.” By reading materials provided through the literature ministry, people are not just warned but also instructed, built, and prepared to meet the Lord.

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<sup>8</sup> Dan 9:2.

<sup>9</sup> “Theme” *The Seventh-day Adventist Bible Commentary (SDABC)* rev. ed. Francis D. Nichol, (Washington, DC: Review & Herald, 1976-80), 4:89.

## **Literature Ministry in the New Testament**

The Old Testament ended with the prophets of God predicting the coming of the Anointed One. Four hundred years passed before the book of Matthew was written<sup>10</sup>. Matthew the Jew tax collector for the Roman government was called by Jesus to become one of the twelve apostles. He was an eye-witness to all that Christ did. He was led by the Holy Spirit to write down the wonderful message of hope of the saving grace of God through Jesus Christ. Luke, as a missionary companion with the apostle Paul, was also able to present a detailed historical account of Jesus' life (Luke 1:3) While Mark was able to adequately portray Jesus' teachings, healing, and ministering to the needs of others. Mark begins with 'as it is written.' Such is the power of the written word.

### **Philip**

The angel asked Philip to go southward along the road from Jerusalem to Gaza, where he found an Ethiopian eunuch reading the book of Isaiah. This man from Africa understood the love of God through the printed page and after a little further instruction was baptized (Acts 8:26-39).

### **John**

God instructed John the Revelator to write down what he had been shown. "I was in the spirit on the Lord's day and I heard behind me a loud voice as of a trumpet, saying, "I am the Alpha and Omega, the first and the last and what you see write in a book and send it to the seven churches which are in Asia: to Ephesus, to Smyrna, to Pergamum, to Thyatira, to Sardis, to Sardis, to Philadelphia and to Laodicea" (Rev 1: 10-11). God did not instruct John to go and preach or teach in any of those cities in Asia, but to rather send a written message

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<sup>10</sup> "The Period Between the Testaments," *The Seventh-day Adventist Bible Commentary (SDABC)* rev. ed. Francis D. Nichol, (Washington, DC: Review & Herald, 1976-80), 5:17.

(literature) containing instructions from the Lord. God uses both the spoken word and the written word.

The preachers and the silent messengers, in others words, pastors and literature evangelists, are partners in the gospel proclamation. It seems to this researcher that the basis of literature ministry theology is rooted here. The literature ministry is a powerful instrumentality which God has ordained to be combines with the energies of the living preachers to bring the truth before all nations, kindred, tongues, and peoples.

## **Paul**

The apostles Paul depended a lot on the written word throughout his missionary activities. He wrote thirteen epistles (letters) in the New Testament. The book of Romans is the longest of Paul's letters and is both evangelistic and pastoral with an elaborate theological discussion on salvation and doctrine of justification by faith alone. The book of Romans' is a powerful tool for understanding Paul in both his evangelistic and nurturing aspects of his missionary work.

The letter to the church at Corinth was written between A.D 54 - 57<sup>11</sup>. The city of Corinth was located at the Mediterranean Sea and became the commercial and economic city of Greece. This wealthy cosmopolitan (center of about 700 000 people) soon set the standard for immorality and licentiousness.<sup>12</sup> "At Corinth sensuality was deified."<sup>13</sup> It was in this perverted environment that Paul established the church at Corinth.

After Paul's departure many problems threatened the stability and the very existence of the church. Paul turned to the power of written words to systematically answer questions concerning division in the church, immorality, lawsuits, challenges to Paul's apostleship, meat sacrificed to idols, etc. So in this way Paul was also able to edify the church at Corinth

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<sup>11</sup> "1 Corinthians ," *SDABC*, 6:. 103.

<sup>12</sup>Historical setting," *SDABC*, 6:656.

<sup>13</sup> *SDABC.*, 6:656.

by his literature ministry, thus, the book of Corinthians has continued to be a blessing to God's people around the world.

The epistle to the church of Galatia was an evangelistic letter. Towards the end Paul exhorted and reminded the Christians in Galatia that they were heirs of God and God's children. Through his letters Paul made it clear that liberty and salvation were purely by grace and grace alone. It was because of those written letters that non-Jews started coming to Jesus Christ. The Old Jewish Christians insisted that the Gentile believers must submit to circumcision and the Law of Moses in order to be saved.

The book of Galatians is Paul's response to this erroneous teaching, for salvation is a gift of grace. Paul knew he could not be in more than one place at a time; but his literature could, so he was everywhere at the same time through the power of the written word. A close examination of all thirteen epistles written by Paul suggests that he wrote about the evangelism, nurturing, pasturing, and exhortation; all these are preserved for us today through the written word.

### **Tychicus and Onesimus**

These two faithful Gospel workers were sent by Paul from Ephesus with three epistles namely: Colossians, Philemon's and probably miss letter of Laodicea. In the text, Paul describes the first brother as 'faithful minister and fellow-servant in the Lord' and the second, also, as 'faithful and dear brother' (Col 4:7-9). This text is vividly high lighting a quite number of neglecting truths. Literature Evangelists are minister though in different field of the work, they are 'fellow-servant in the Lord', and 'dear brother' therefore they deserve attention and care from both the leadership and the members of the church. In addition, by calling both of them faithful, it seems to this researcher that Paul is underscoring the fact that LE are called to be consecrated, godly and committed. In fact, it is one of the ministries which require the highest spiritual tone.

## Literature Ministry as God Revealed to Ellen G. White

The foundation for the literature ministry has to do with prophetic statements made through the Spirit of Prophecy by Ellen White. The next section will be divided into four subsections: the influence of the publishing ministry, literature ministry as a work second to none, as of equal importance to the gospel ministry, and literature ministry under divine direction.

### The Influence of the Publishing Ministry

“I have been shown that the press is powerful for good or evil. This agency can reach and influence the public mind as no other means can.”<sup>14</sup>

“I have been shown that our publications should be printed in different languages and sent to every civilized country, *at any cost*. What is the value of money at this time, in comparison with the value of souls?”<sup>15</sup> A press is a powerful instrumentality which God has ordained to be combined with the energies of the living preacher to bring the truth before all nations kindred’s, tongues and peoples.

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<sup>14</sup>Ellen G. White, *Colporteur Ministry*, ( Mountain View, CA: Pacific Press Publishing Association 2006) .

<sup>15</sup> White, *Colporteur Ministry*.

## **Work Second to None**

According to the Spirit of prophecy, the literature ministry is a ministry second to none. “The canvassing work, properly conducted, is missionary work of the highest order and it is as good and successful a method as can be employed for placing before the people the important truths for this time.”<sup>16</sup> The Spirit of Prophecy makes it clear and plain that the propagation of the gospel truths through the printed page is a missionary work of the highest order. If done properly, the canvassing work reaches more people than most branches of the work in the church. For example, if an LE visits ten homes a day with an average of five persons in every home, that LE can reach fifty persons a day and more than a thousand persons a month, and an average of fifteen thousand persons a year.<sup>17</sup>

Combining the work of selling books with personal labor for the people, LE’s talents will increase by canvassing people and they will learn many practical lessons which they may not possibly learn in school. “The education obtained in this practical way may properly be termed higher education.”<sup>18</sup>

## **Equal Importance to the Gospel Ministry**

In regards to the importance of the literature ministry, Ellen White said, “The importance of this work is fully equal to that of the ministry. The living preacher and the silent preacher are both required for the accomplishment of the great work before us...”<sup>19</sup> While the Gospel minister and the Literature evangelist occupy the same position each of

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<sup>16</sup> E. G. White, *Messengers of the Hope* (Accra, Ghana, The Advent Press. 2006), 23

<sup>17</sup> F. H. Faigao, ‘Literature Ministry Seminary::Training Manual’ (Silver Spring, Maryland: Publishing Ministry Department General Conference 2004),.7

<sup>18</sup> Faigao Literature Ministry Seminary: Training Manuel, 26

<sup>19</sup> Faigao, Literature Ministry Seminary: training Manuel, 14.

them belongs to different field of ministry. Therefore, those with defiled hearts and questionable characters should not be allowed to do the work.

The ministerial evangelist who engages in the canvassing work is performing a service fully as important as that of the preaching of the gospel before a congregation Sabbath after Sabbath. God looks upon the faithful evangelistic canvassers with as much approval as he looks upon any faithful minister. They both (pastor and literature evangelist) have light to shine in their respective sphere of influence.

### **Under Divine Direction**

From the account of the Bible and that of the Spirit of Prophecy, this researcher can observe accurately that; Bible writers, Jesus Christ, The Spirit of Prophecy have enlightened this researcher to understand that at each phase of the publishing ministry, the Holy Spirit has been permanently at work.

The Holy Spirit inspired Bible's Writers "For no prophecy recorded in Scripture was ever thought up by the prophet himself. It was the Holy Spirit within these godly men who gave them true messages from God" (2 Pet 1:20, 21 - The Living Bible). The Holy Spirit empowered the ministry of Jesus Matt 3:16, also the ministry of prophets according to Isa 61:1. Likewise the Spirit of prophecy has significant quotes on how the Holy Spirit is empowering the publishing ministry in each of its phases: the literature evangelists and the reader's minds. "The Holy Spirit will impress the minds as they read the books. . . just as he impresses the minds of those who listen to the preaching of the word."<sup>20</sup>

The Spirit of Prophecy enlightened the church about the concern and supervision work of the angels at each important step of the publishing ministry namely: editor's office, printing room, literature evangelist and literature at customers' bookshelves.

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<sup>20</sup> White, Testimonies for the Church, 6: 316.



“The same ministry of angels attends the books that contain the truth as attends the work of the minister.”<sup>21</sup>

At this point, this researcher may ask the rhetorical question: what is the publishing ministry then? It is established by God, empowered by the Holy Spirit, supervised by the angels. The Publishing work as it was shown began in the mind of God, is it founded in the Bible, is it reinforced by the Spirit of Prophecy. Now, it will be appropriate to know the history and what Christians’ and non-Christians’ authors have said concerning the publishing ministry.

### **Other Authors’ Writings on Literature Evangelism**

Besides, God, Bibles’ prophets and the Spirit of Prophecy writings, a significant number of Christians’ scholars and other authors across the history have produced thought provoking reflections to fuel the crucial topic of Publishing. One among other Christians’ authors is Martin Luther.

### **Christian Authors**

According to *Martin Luther*, "Printing is God's latest and best work to spread true religion throughout the whole world."<sup>22</sup> History has vividly illustrated the pertinence of this statement in the ministry of the scholar and reformer. In fact, after his historic and heroic apologetics of the reform with Pope Representatives at Worms Diet; and his miraculous deliverance from his enemies, Luther was persuaded by a few faithful friends, for security purpose, to leave in isolation in a forest at the castle of Wartburg. And from the seclusion his pen was so prolific and his written materials

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<sup>21</sup> White, *The Colporteur Ministry*, 23.

<sup>22</sup> Martin Luther, “The power of the Printing Page” [www.tractministry.com/printing\\_page.html](http://www.tractministry.com/printing_page.html) accessed 12th February 2013).

achieved a long lasting influence for the furtherance of the gospel work and reformation.

Yet at the same time he was daily accomplishing more than it seemed possible for one man to do. His pen was never idle. While his enemies flattered themselves that he was silenced, they were astonished and confused by tangible proof that he was still active. A host of tracts, issuing from his pen, circulated throughout Germany. He also performed a most important service for his countrymen by translating the New Testament into the German tongue. From his rocky Patmos he continued for nearly a whole year to proclaim the gospel and rebuke the sins and errors of the time.<sup>23</sup>

One could not over emphasize the permanence, the scope and the effectiveness of Luther publishing ministry. Besides the usefulness of publishing to sustain reformation in Luther's time, another Christian thinker namely J.E Mckee has also observed it efficiency in evangelism.

J.E Mckee has observed in the journal of Christian Philosophy that:

Unquestionably the most economical and effective method of world evangelism is the printed page. Ninety percent of the reported conversions to Christianity in Latin America are the result of sound Gospel literature. One good Gospel tract or Bible study booklet given careful, prayerful, wide distribution may easily reach more people than all the sermons one could preach in a lifetime. And after we are gone, they remain, like

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<sup>23</sup> E. G .White, *Confrontation: The Great Controversy between Christ and Satan*, (Alma Park, Grantham, Lincolnshire, England The Stanborough Press 1978), 169.

Longfellow's 'Footprints on the Sands of Time' streams of blessing that will flow on forever.<sup>24</sup>

The scholar emphatically stresses the efficiency of the Gospel literature above spoken words when they are distributed with earnest prayer. Another scholar Guy Playfield has started pertinently the far-reaching impact of the written words over missionaries in Africa. In the Journal 'Sudan Interior Mission he has observed that: "I believe our Gospel literature is having a greater impact for Christ on Africa than the coming of five thousand new missionaries."<sup>25</sup>

It seems to this researcher that Playfield observation is adequate for the Jehovah Witness Church is using mainly written word as the method of evangelism. And according to the 2012 Yearbook of American & Canadian Churches, which is produced annually by the National Council of Churches and is considered one of the most authoritative sources of church membership. 'Jehovah Witnesses' growth rate in the United States of America is 1.85, while the Seventh-day Adventist Church growth rate is 1.61.'<sup>26</sup>

As one has observed, from these three Christians' thinkers, that, the printing page has being effectively used not only to sustain reformation, also as a mean of rapid church growth, and equally as a significant substitute for missionary. At this point this researcher will consider the contribution of three Adventist scholars.

It is not strange that Philemon Omerenma Amanze has stated on a lecture presented to the Students Association of Literature Evangelist at Babcock University that:

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<sup>24</sup>J. E Mckee, "The power of the Printed Page," [www.tractministry.com/printing\\_page.html](http://www.tractministry.com/printing_page.html) (accessed 12th February 2013).

<sup>25</sup>Guy Playfield, "The power of the Printed Page," [www.tractministry.com/printing\\_page.html](http://www.tractministry.com/printing_page.html) (accessed 12th February 2013).

<sup>26</sup>[http// www.mrm.org/fastest-growing-church](http://www.mrm.org/fastest-growing-church) (accessed November 2012)

After two thousand years of evangelization, over 50 percent of the world's population has never heard the gospel. It is estimated that the average Christian missionary has an outreach to only 5,000 people during his tenure. At that rate, we would need to send a billion more missionaries to the field this year. With the printed page, it is possible.<sup>27</sup>

One can observe that according to Amanze and some quarter of scholars the role of the publishing ministry is crucial in the achievement of the Great Commission of Mark 16: 15, 16. Another Adventist theologian; Samuel Koranteng-Pipim, a season scholar, prolific speaker and writer, has significant quotes concerning the publishing Ministry. He has stated that: "The pen of truth is the most effective weapon against the arrogance and tyranny of power."<sup>28</sup> Those who read are those who lead, and those who write set the leaders right.

These statements judiciously emphasize the two basic components of the publishing ministry that is: (reading and writing) in the development and shaping of the leaders.

Ben Carson's life (a world renowned neurosurgeon), is a vivid illustration of the role of reading in the formation of knowledge, thus of the leading position. He was an F student and D was his best grade in mathematic to be précised. From his mother he received this timely instruction: 'you will go to the library to select books. You will read at least two each

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<sup>27</sup> P. O. Amanze "The Power in Printed Pages"( Lecture presented at Babcock to SALE , on march 23, 2010) .

" If one thousand people would distribute just fifty tracts each week, in one year over 2,600,000 tracts would be distributed. If one person would be saved for everyone thousand tracts, 2,600 souls would be won to Christ in one year. Less than five minutes per day, per person, is required to distribute this many tracts."

<sup>28</sup> Samuel K. Pipim, The Pen <http://eaglesonline.org/the-pen/> (accessed February 14 2013).

week. At the end of each week, you will submit a reading report.’’<sup>29</sup> Note<sup>30</sup> As a result of the strict submission to this wise instruction his academic performance changed significantly. The next semester he testified that: by reading continually, his vocabulary improved automatically, likewise his understanding. Again, he had suddenly become the best student in mathematics.<sup>31</sup>

Similarly, all other courses witnessed significant grade increase and he moved from F to A student. Henceforth, he has remained one of the leading students, and later a world leading neurosurgeon. Thus, wide reading of books is crucial for the formation of in-depth knowledge, and consequently for that of the leadership in a given field.

Writing has irrefutable impact on good, as well as, on bad leaders. In this regard, Pipim has observed that: ‘The pen is the best weapon against the arrogance of power.’<sup>32</sup> In the Christian’s ruler ship where only parliament and God’s will are sought, at time, the parliament procedure is ostracized by political guru in leadership position. Then, writing stands to be the only efficient weapon against the arrogance of power. The events in the SDA Church today graphically illustrate the pertinence of this truth. In fact, the SDA Church is plagued with questionable theologies which are blatantly in conflict with many of our fundamental positions.

These new positions have been pushed by some quarters of leadership position in the Church. Against these leaders’ arrogance and political schemes, only a significant number of

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<sup>29</sup>Ben Carson & Cecile Murphey, *Les mains du Miracle : Du Ghetto à la Chirurgie* (Dammarie-Lès-Lys Cedex ; France. Vie et Santé 1998).

<sup>30</sup>Carson “... she kept on saying: ‘Benny, if you know how to read, my boy, you can learn practically all what you want. The doors of the world (The skies are the limits for those) are opened for those who know how to read. ‘ ... when I reflect on it, I am also persuaded the same even today, as my mother was in those days.’”

<sup>31</sup>Carson

<sup>32</sup>Pipim. *The Pen*.

good books written and circulated by Bible believing Christians (from members of Biblical Research Institute Committee and other scholars around the world including Ellen Gould White) have deepened the understanding of the World Church delegates at different General Conference sessions. And hence, the Church has not only been shielded from disintegration, and equally, she has maintained coherent its fundamental tenets. No doubt the pen is really a best weapon against the arrogance of power.

With these sections, this researcher has considered the views of three non- Adventist Christians and of three Adventist scholars on publishing; it seems appropriate to consider the secular thinker views.

### **Non-Christian Authors Writing on Literature Ministry**

*Jean Jacques Servan Schreider* has suggested a valid insight, on how books contribute effectively in the development of knowledge, he states the following:

In fact books remain the indispensable instrument for the formation of intelligence. One has to dialogue with books, notes are taking, and one thinks and stops. Books do not only contain knowledge, there is also an interaction between books and the reader; this is fundamental for the development of knowledge.<sup>33</sup>

According to Schreider, knowledge is significantly formed only as a reader engages in a conversation with the book. And this is crucial for the ultimate goal of books which is ‘the development of knowledge’. In this regard, Ben Carson has this to say:

I underscore here that the learning approach by reading is better than the passive attitude which consists of listening or watching television. When one reads, the

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<sup>33</sup>Pr. Jean Jacques Servan Schreider, “Why is reading Important” <http://www.buzzle.com/articles/why-is-reading-important> (accessed February 12th, 2013)

mind is busy forming words from the letters, these words became by themselves thoughts and then concepts.<sup>34</sup>

Books are not only the reservoir of knowledge, but when a communication is established between a reader and the books, this interplay developed the mind; thus, the knowledge of the conscious reader. Besides the reader, the second component of publishing ministry; writing has a significant impact on the writer, one need to consider at this stage.

In general, students shone writing term papers or other research assignments; writing is a major academic exercise which requires from his agent a variety of skills. It is in this line that a writer has observed that: “writing is an important skill set to master because it can convey ideas in a lasting way.”<sup>35</sup>

The quote from the author conveys a number of significant elements in relation to writing at first, to write one needs a bunch *of skills*, not one skill; second, writing is a vehicle on which thoughts and concepts are transported around the world; and in a lasting time. Considering the needful chain of skill, the proficient writer will develop: first among other, the art of analytical thinking which is crucial for the articulations of ideas; and writing will foster the art of thinking analytically and vice versa. With the analytical thinking one will have several in deep understanding: at first, of the subject at hand, second, of the purpose of writing, third of the audience and ultimately understanding of the appropriate way of effective communication.

In addition to analytical thinking skill, appropriate writing will require and foster planning and organizational skills. Concerning the vehicle of concepts and ideas, writing is one of the best means of communication. Without communication one will live as an island. With writing, one will articulate ideas and concepts exhaustively and communicate with the world audience and expect written feedback. Contrary to the spoken word, written word

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<sup>34</sup>Ben Carson & Cecile Murphey , *Les mains du Miracle : Du Ghetto à la Chirurgie* (Dammarie-Lès-Lys Cedex ; France. Vie et Santé 1998).

<sup>35</sup>The Importance of Writing <http://beyondwrittenword.Blogspot.com/2008/1importanceof...> (accessed February 2013)

endures, thus it has a larger audience far beyond the life span of the author and it is universal in scope; without the limitations of any Information Communication Technology.

Thus, writing will foster ability to think and to clearly and accurately transmit one's thought. And it is the single and most durable way of transmitting thoughts. It is therefore crucial to master well the important skill of writing. Beyond the contribution of books to the development of human mind, there are multifaceted role of books in our society as observed by the following quotes. Books constitute the fundamental highway for values, knowledge, aesthetics and the human imagination; books are the originator of information and education; every culture can impress its essentials traits and read the identity of other through books. Books are windows opening towards other cultures and a fly over which bring different culture together, beyond time and space; it is a source of dialogue; tools of exchange and a source of development. Books contain wisdom there are knowledge and science guardian.<sup>36</sup>

Books are mine of treasure their influence permeates all other fields and disciplines: arts, culture, science and technology, business, humanity, law and security, information and communication technology to mention but a few. It is for the above mentioned reasons that the UNESCO is celebrating, since 1996 on April 23rd the World day of Book and copyright, which each year witnesses the participation of millions of individuals.

However, books are under attack, its enemy: Information Communication and Technology and Internet. Notwithstanding the ongoing crisis, the dead of the book is yet to come; it's still ongoing and people are still reading it. Nothing can replace it. Besides internet, literature must occupy an honorable place in the process of sharing and acquiring of knowledge and wisdom.

From this researcher finding, one has observed that the literature ministry is originated by God for millennium and it is the blood of his communication system. Secular

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<sup>36</sup>Claire L. Dehon, *Le Roman Camerounais d'Expression Française 1954-1986*, (Yaoundé : Editions CLE, 2008).



and Christian authors have emphatically stressed the usefulness and effectiveness of literature which is ‘the reservoir of knowledge’ and the ‘science guardian’.

From the exploration of Old and the New Testament, this research has demonstrated that literature ministry has been efficiently used for evangelism, nurturing, and for revival and reformation. As such, the increase number of committed literature evangelists will reach out to significant number of individuals and homes. Consequently, countless Adventists literatures will be sold to accomplish the above mentioned aims. The writings of E.G. White have affirmed that the Literature Ministry is an essential and effective tool to accomplish The Great Commission; and it is a work of highest order equal to that of the preaching minister though in different field. Hence, angels, and the Holy Spirit watch over each human instrumentality engage at different stages of the ministry. This understanding of the high calling of the Literature Ministry will foster dedication, commitment and integrity from literature evangelists. Also, wider and larger circulation of Christians’ literature will sustain reformation, boost church growth and provides local alternative for the world need of missionary.

This chapter has substantiated the need of increasing the number of Literature Evangelists engages in this special ministry. For this method of evangelism is effective with long lasting effect; reaching a wider scope of individuals and homes and it constitutes an efficient substitute to the increasing world demand for missionaries. One can understand the concern of E.G. White on this particular issue when she observed that: From the light given to me I know that where there is one canvasser in the field, there should be one hundred. In the same vein, the high calling and equating this ministry with that of the gospel minister though in different field of work call to investigate what policy provision the church has in place to judiciously and adequately take care of the career, health, family and social life of these special ministers of the gospel.

## CHAPTER 3

### DESCRIPTION OF THE LOCAL SETTING

#### **The Seventh-day Adventist Church in Yaoundé**

This chapter is built upon the insights derived from the study of the previous chapters. The understanding of the Biblical teachings on Literature Evangelism, the prophetic guidance of E.G. White writings, and the inputs of the Christian and non Christian authors' have served as a basis for exploration of the issues at stake and gaining understanding on the perspective to follow as regard to the growth of literature Ministry in Yaoundé.

This chapter will give adequate attention to the thorough description of the local setting. At first, the external environment of the city of Yaoundé will be considered; follow by the description of the Seventh-day Adventist Church of the city. At the end, the analytical description of the Yaoundé literature Ministry will be kept on focus. Prominently, questionnaires will be use to search the causes of the drop in the number of Literature Evangelists.

#### **External Environment<sup>1</sup>**

Yaoundé is the capital city of the Republic of Cameroon and the second largest city in the country after Douala. It hosts the headquarters of the governmental institutions as well as accredited diplomatic organizations. The town's steadily growing population is

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<sup>1</sup>Ministère des investissements Publics et de l'Aménagement du territoire, République du Cameroun Etudes Socioéconomiques Régionales au Cameroun, Eradication de la Pauvreté Amélioration des données Sociales. Cadrage National. Projet PNUD-OPS CMR/98/005/01/99. Fevrier 2000.

roughly estimated at 1 817 524<sup>2</sup> inhabitants. Its average population density, which increases steadily, is presently estimated at 5,691 inhabitants per km. This noticeable human concentration is strengthened by an annual growth of 6-8% and falls within the larger framework of the national urbanization process. As the town of the Ewondos, Yaoundé is a cosmopolitan junction where many national ethnic groups harmoniously live with a diversity of African, Asian and Western nationals. Because of urbanization and steady expansion of the town, access to land property has become more strenuous.

At the economic level, Yaoundé is a tertiary town where some industries such as breweries, Sawmills and other carpentry workshops are established. Information and communication technologies (ICT) have known a boost for about fifteen years with a wider access to mobile telephone and the internet network. In spite of certain betterment after many years of economic regression, problems of unemployment and economic inflation are becoming more acute, thereby weakening social stability.

Yaoundé religious environment<sup>3</sup> is richly diversified owing to the secularity of the state; this allows for the peaceful co-existence of diverse doctrinal systems such as Animism, Christianity, Islam and numerous cults. Statistically, Catholics are the dominant religious body in the city thereby making it the prime religious authority.

### **Internal Context**

Historically, Central-South Cameroun Conference territory has been the entry point of Adventist Message in Cameroon and in Central Africa Union Mission in 1926, at Nanga-Eboko, through the pioneering work of two American missionaries, William Harrison Anderson and T.M French. However Yaoundé territory wasn't explored until 1939.

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<sup>2</sup>Population Urbaine Caractéristiques Générales [http://www.statistics-cameroon.org/downloads/Rapport de présentation 3 RGPH](http://www.statistics-cameroon.org/downloads/Rapport_de_presentation_3_RGPH) (accessed December 13<sup>th</sup> /2012).

<sup>3</sup>S.Eyezo'o and A. Pokam, *Le Mouvement Adventiste du Septième Jour au Cameroun, 60 ans après*—Album historique 1926-1986. (Yaoundé IMA, 1986), 2.

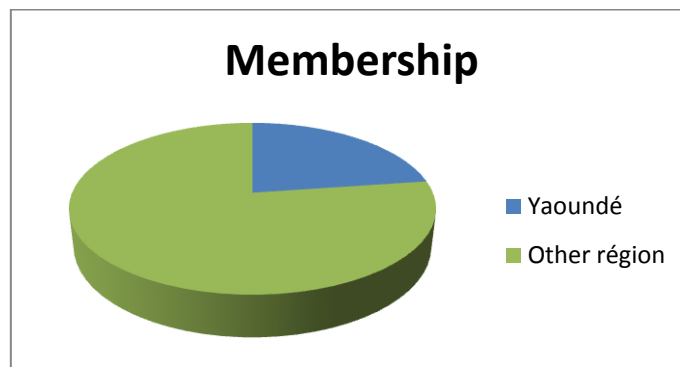
Unfortunately the project to start the church couldn't take off at that time because of the Second World War. Adventist presence will only be felt twenty –eight years after its onset in Cameroon, under the leadership of a missionary named Kurt Scheidegger.

April 16, 1954 marked the inauguration of the Djoungolo II parish and few months later a primary school was opened in the same vicinity. Prior to that time much effort was expended in spreading the gospel around Nanga-Eboko and in the other rural areas. The preference of Nanga-Eboko over Yaoundé during the early years of Adventism in Cameroon has more lasting consequences than people may notice:

- The demographic growth of the church in Yaoundé has been almost stagnant for more than three decades until the mid 80s, and up to date very few Ewondo natives have so far joined the Adventist family.
- Infrastructures to host recent membership outburst have not been built. Over a total of 32 churches and 6 companies, less than 19 of these congregations have decent and accessible worship places. Shortage of quality infrastructures hinders the evangelism- of both natives and affluent groups who are used to cathedrals and comfortable temples.
- For the average Yaoundé resident, Adventist church is mistakenly considered as one of the many Pentecostal revival churches which invaded the city in recent times. People hardly accept that this denomination has been in Cameroon for close to 90 years and this makes them very suspicious.

## Current Situation

Yaoundé is one of the five regions of the Central-South Cameroon Conference having 5,961<sup>4</sup> faithful Adventists; its population represents 22.75 percent of the Conference's total membership as shown in Figure 1.



*Figure 1. Yaoundé Membership Compared to other Regions of the Conference*

Figure 1 shows that the mainstream of Adventist members in Yaoundé is made of “foreigners” namely Yebekolos, Babouté, Yezoum, Bamiléké, Bassas and Kirdis<sup>5</sup>, migrating from others parts of the country for academic, professional or economic reasons. The cultural gap between them and natives is at times significant. This has not allowed the church's integration into the local community even though the city is cosmopolitan and multicultural. Personal evangelism hardly crosses cultural boundaries as prospective converts belong to older members' social groups. Cross-cultural evangelism is therefore one of the main challenges facing Yaoundé Adventism given that the demographic expansion recorded during the last two decades is mainly dependant to non-native influx in the city.

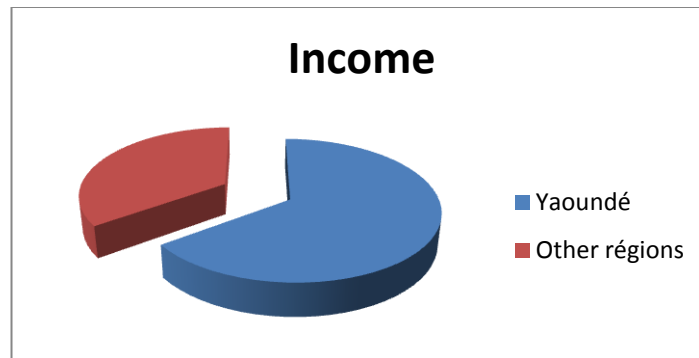
Considering the strategic importance of Yaoundé ecclesiastical territory, its 38 congregations (32 churches and 6 companies) have been partitioned during recent years

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<sup>4</sup>Center South Conference of Seventh day Adventists, Office of Archives and Statistics, End of Term Statistical Reports, ( Avebe: Center South Conference of Seventh-day Adventists, January 31st 2013) .

<sup>5</sup>These are some prominent erthnic groups.

among six districts in order to provide a significant pastoral care to the members. Most of these churches are housed in very precarious locations. Notwithstanding these odds, the financial contribution of the Yaoundé territory is significant up to CFA F 210 638 000 which represent 65 percent of the conference budget.<sup>6</sup> Figure 2 shows Yaunde income as compared to other regions in the conference.



*Figure 2. Yaoundé Income as compared to the other Regions of the Conference*

Yaoundé territory serves as a laboratory for an effective implementation of any new teaching or initiative. When Yaoundé members opposed the teaching of systematic benevolence for examples (ten percent tithes and a reasonable fixed percentage for offerings), their home town churches rejected the teaching as well. On the other hand, in 2011, when in Yaoundé the Great Hope, Revival and Reformation was accepted, elders in Yaoundé call their home churches urging them to accept the principle even before the arrival of any official letter for the promotion coming from the conference's leaders.

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<sup>6</sup>Central South Conference of the Seventh-day Adventist, Office of the Treasurer, Financial Reports Presented at the constituency meetings at Aveba, 30 January to February 3rd 2013).

## Yaoundé Publishing Setting Analysis

The development of publishing ministry in Cameroon is a result of protestant missionaries' strategic plan to evangelize Africans through Educational Institutions and Literature Ministry.<sup>7</sup>

### Literature in Yaoundé

On February 1962, the Protestant faculty of Theology was established in Yaoundé with the purpose of “training African theologians to rethink Christian revelation from its essence, right from the biblical sources and deleting cultural elements which have been added to Christianity over centuries.”<sup>8</sup>

On January 1963, a Centre of Gospel Literature (Centre de Literature Evangélique: les Editions CLE) was established in Yaoundé; financed by German and Holland protestant churches; with the mission of encouraging the publishing of Christians' literature in francophone countries and printing significant Christian books, authored by the Africans in French and in their local tongues<sup>9</sup>. But very soon, the publishing house envisioned publishing other African authors; this has been an opportunity for promotion, preservation and boost of oral and writing literature. As well as an attempt of the publishing house to be relevant in the ever changing books market of Cameroon and African countries, to awake curiosity and to preserve Cameroonian culture. This contributed for the birth of Cameroon and African literatures, leading numbers of African and Cameroonian authors to received international awards.

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<sup>7</sup>Schaaf Ype. *Bible, Mission et Littérature Ecrite : L'Afrique digère à sa façon* (Edition CLE, Yaoundé 2001) .

<sup>8</sup>Ibid.

<sup>9</sup>Ibid.

### **The Problems of Book Selling**

Book selling in Cameroon is facing a variety of problems which can be classified generally as exogenous and endogenous problems. Exogenously, the problems are caused by the direct intervention of the Cameroonian's government (for political reasons) into the relation between authors and the editors. And this does not facilitate books business. In addition, little is made by the government to encourage the precious art of reading by opening public libraries<sup>10</sup> (the university libraries are restricted to professors and their students) or taking other measures. At the end, the number of people who are interested in reading and in buying books is quite a marginal fraction of the literate population.

Endogenously, the high price of books, because they are printed in France or in Cameroon with all finished materials imported from France constitute a hindrance for the growth of the books business. However, Cameroon literature shares leisure teaches and perpetuates moral landmarks and disseminates new concepts.

### **The Adventist Printing Press**

From its onset in 1958 by the missionary, the development of Adventist printing press has witnessed three distinctive phases. At the start, the running of the ministry encountered challenges which were normal to the life of any business. A handful of employees, whose commitment kept producing increasing turnover ran the press from 1958 to 1968. Then, the second phase started from 1969 to 1975 with the impetus of a new missionary by name Bauder the printing press witnessed an outstanding growth which increased the employees to sixty members; the institution suddenly became one of the golden flag of the Seventh-day Adventist Church in Yaoundé. The outstanding quality of printing attracted a significant number of customers among which: diplomatic representatives, Non Governmental

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<sup>10</sup>A response to an informal interview addressed to a publishing house: Afredit.



Organizations, banks and other big businesses. Consequently, the turnover rose thus boosting the capital and accounts.<sup>11</sup>

The predominance of secular printing over the spiritual literature which was at the source for the institution financial strength became the centre of hot debate. The settlement of the argument ushered the printing press into the third phase. With the appointment of a new publishing ministry director, pastor Roy Tereta, “The Dark Ages” started in this institution; he took what one will call “extreme decisions” by cancelling the printing contracts between the Adventist press and secular organizations.

Consequently, the turnover dropped, the financial performance was weakening year after year; consecutive drastic cut of employees that went from six to fifteen workers. As now, the institution has not yet recovered from “the deadly wound” even though it has reopened the service to the public.

### **Types of Adventist Literature**

The literature ministry has two major objectives: spiritual nurturing and evangelism. Today, with the impetus of the current General Conference administration as regard to the massive distribution of the Great Hope, the members have witnessed the emergence of three types of literature in the Adventist Church. They are trade literature, missionary book of the year and subscription literature.<sup>12</sup> The trade literature is made available to the church members for spiritual nurture and inspiration.

The trade literature is designed primarily for the development of the spiritual life of the church members which is the key component of the literature ministry. Ellen G. White has said that “our literature should be for the spiritual growth of the church members by making

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<sup>11</sup>Lambert Kongvoula, Director of Imprimerie Adventiste, interview by author, Imprimerie Adventiste, Yaoundé, March 14th 2013.

<sup>12</sup>West Central Africa Division of the Seventh-day Adventist, *Amended Publishing Ministry Working policy of the West Central Africa Division of Seventh-day Adventists*. (Accra, Ghana: Advent Press, 2012) .

clear, simple and plain the fundamental beliefs and practices.”<sup>13</sup> The trade literature includes among others: Bible, Spirit of prophecy books, Seventh day Adventist hymnals, Church Manual, Sabbath School Study Guide, daily devotional readings, to mention but a few.

On the other hand, the Missionary Book of the Year; as it is being managed now is meant for outreach purpose through church administrators, church institutions, church members and the LEs. Unlike in the trade and subscription literatures where books are sold with a commission, in the missionary Book of the Year, books are sold to the members and institutions at cost price and there are meant for free sharing with the community.

In addition to that, the church has subscription literatures which are meant for outreach purpose through the effort of LEs and church members. Home Health Education Service International (HHESI)<sup>14</sup> is the recognized mean to distribute the subscription literature. The subscription literature gets to the public through only these two methods: selling and sharing. The church members are responsible for the sharing while the LEs are committed for selling. At the beginning of the literature ministry, Ellen G. White has encouraged the church members to give away or sell literature. She further wrote that the subscription literature would go to places where evangelistic meetings could not be held.<sup>15</sup> Nevertheless, the subscription literature can be divided into four categories: (1) spiritual, (2) character building, (3) social life and institution, and (4) health and physical development.<sup>16</sup>

The Literature ministry has five basic elements that are inter-woven (1) sense of mission, (2) publishing policy, (3) leadership, (4) product (5) literature evangelist.<sup>17</sup>

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<sup>13</sup>Ellen G. White, *Colporteur Ministry* (Mountain View, CA: Pacific Press Publishing Association, 2006) .

<sup>14</sup>WAD *Working Policy*.

<sup>15</sup>WAD *Working Policy*.

<sup>16</sup>Howard F. Faigao, General Conference Publishing Ministry Director, Leadership Convention Lecture (Babcock University: February 14th , 2012).

<sup>17</sup>Faigao, Feb. 15th 2012.

*Sense of Mission:* The working policy of the WAD states that “the Publishing Ministry as established by James White before the Seventh-day Adventist church had a name or organization was ordained to play a role in giving the everlasting gospel to the world in preparation for the second coming of Jesus. Therefore the publishing Department of the West–Central Africa Division is committed to this God-given task.”<sup>18</sup> In the same vein, the Central Africa Union Mission and the Central South Conference in Cameroun (umbrella organizations which control Yaoundé) are also respectively “committed to this God-giving task” in their respective territory.

*Working Policy:* The effective operation of a growing literature ministry is closely related to the application of a working policy. This policy guarantees the support of the entire church organization. It ensures the security of LEs and publishing leaders. In this perspective, the president of the Nobel Prize has pertinently observed that “good leadership produces growth and development while policy compliance assures stability to the organizational structure.”<sup>19</sup>

*Leadership:* As it has been observed by the president of the Nobel Prize, without good leadership in place the publishing ministry growth will be impaired. Adversely, it has been observed that the previous Yaoundé publishing ministry leaders have been found wanting in the crucial duty of building “courage to understand, explain and implement the publishing ministry policy”<sup>20</sup>, to the union and conference administrators on one hand, and to the literature evangelists on the other. As current, publishing leadership who are in most case French speaking pastor’s work without the translated copies of, either the recent amended publishing policy or the training manuals.

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<sup>18</sup>WAD’s Working Policy.

<sup>19</sup>Thorbjom Jagland, , Nobel Peace Prize award (December 2012), Nobel Peace Prize, [http://video.foxnews.com/v/1898307480001/european-union-wins-2012-nobelpeaceprize/?playlist\\_id=86857](http://video.foxnews.com/v/1898307480001/european-union-wins-2012-nobelpeaceprize/?playlist_id=86857) (Dec. 26, 2012). (accessed. Jan 15th 2013).

<sup>20</sup>Faigao, Feb 14, 2012.

*Product-Literature:* There are four components of this element which are namely: (1) product quality, (2) product affordability, (3) product diversity, and (4) product availability.<sup>21</sup>

*Product Quality:* The high quality of product is being confirmed not only by the LEs, but also by a great majority of the consumers. Besides, the presentation of the books with the art work and good quality paper and binding, the pertinence and the relevance of the messages are much more appraised by consumers.

*Product Affordability:* a tour of the shelves and price list of the Adventist Bookshop in Yaoundé reveals prices that are the lowest on the whole of the market<sup>22</sup>. When one takes into consideration the high quality binding and art work together with the relevance and pertinence of the message, then, it seems judicious to ascertain that the prices are affordable. Moreover, prices as practiced in Central Africa Union Mission are the lowest as compared to sister unions in the West Central Africa Division<sup>23</sup>.

*Product Diversity:* The diversification of the product in this field is sharply outstanding by the wide scope of the books available namely (1) spiritual: thirty five titles, (2) character building: four, (3) social life and Institutions: seven, and (4) health and physical development: thirty two titles. Besides, there are seven new titles which are less than three years old, this constitutes an asset and also an opportunity for the LEs to pay a visit to former costumers and make additional sales and use the opportunity to witness.

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<sup>21</sup> Faigao, Feb 15, 2012.

<sup>22</sup> Central African Union Mission of Seventh-day Adventists, Adventist Book Center price list. Yaoundé: Central African Union Mission of Seventh-day Adventists, 2012.

<sup>23</sup> North West Nigeria Union Mission of Seventh-day Adventists. Adventist Book Center price list., North West Nigeria Union Mission of Seventh-day Adventists, 2012

<sup>70</sup> East Nigeria Union Mission of Seventh-day Adventists. Adventist Book Center price list. East Nigeria Union Mission of Seventh-day Adventists, Abba, 2012.

*Product Availability:* There is not an issue as detrimental to the LEs mind as the issue of lack of the fast moving books. LEs are not entitled to any salary at the end of the month from any church organization or institution; and they are not supposed to be engaged in any other business besides literature work<sup>24</sup>. Therefore, the issue of availability of product is crucial to their existence as a family leader who has obligation to take care of their household on one hand, and on the other, to stay committed and focus to his high calling; literature ministry.

*Literature Evangelist:* The Spirit of Prophecy in the book Colporteur Ministry has asserted that “God calls for workers from every church among us to enter His service as canvasser evangelists”<sup>25</sup> Around the world an army of soldiers has accepted the call and enter to this ministry.

### **Classification and Categories of Literature Evangelists**

The literature evangelists in the Central Africa Union Mission are classified into three groups: Student Literature Evangelist, these are LEs who are enrolled in a regular course of study and who canvass during school vacation periods or the school terms<sup>26</sup>. This evangelist force of young men and women is organized into Student Association of Literature Evangelist (SALE).

The second group of Literature Evangelists is part-time canvasser. They canvass regularly but earn their living from different sources of income. The last group represents full-time Literature Evangelists, they have dedicated their life for literature ministry and it is their only source of income<sup>27</sup> Three categories of full-time LEs are spelled out by the WAD Working Policy namely: Interns, (2) Licensed, and (3) Credential.

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<sup>24</sup> WAD *Working Policy*.

<sup>25</sup> White, *Colporteur Ministry*.

<sup>26</sup> WAD *Working Policy*.

<sup>27</sup> WAD's, *Working Policy*.

## **Pre-programme Assessment**

A pre-programme assessment was done using two population groups. The first was the LEs in activity in Yaounde. Even though the Conference records show six (6) full time LEs the LE club in Yaounde showed a total membership of 32 from different categories. This is therefore the number considered by the study as population. For them, the study used the census method hereby using all members of the population as sample, this was justified by the small size of the population and to make sure findings could be generalised to the entire field of Yaounde. Out of the 32 questionnaires administered to them, 27 were returned giving a response rate of 84.38%.

The other part of the population was made up of bookshop officials (the manager and the operator) and the head of the Adventist printing press all three purposively chosen for their implication in the activities of LEs. In doing the pre-assessment, the views of bookshop officials as well as that of practicing LEs were collected. The main points that came out of the questionnaires administered to the bookshop administrators (3 in total) revealed that they had received more than one training in their area of expertise. Again, only one of them is aware of the regulations of the publication department concerning management of bookshop.

The main books reported to always fall short of stock were health related books and E. G. Books. Four main methods were used for purchases; payment on credit, cash and through church workers. The most demanded books were also reported to be children books, health books, E. G. White books and other spiritual books including bibles.

It was clear that forbidding sales on credit has dropped the general sales and since the LEs lack funds it is difficult for them to really make it. Again, the bookshop administrators stated that LEs do not have a consistent capital due to poor financial management and poor planning and work organization. The main challenges faced were revealed to be with the inadequacy of the regulations, a brake induced by hierarchy and difficulties in getting supplies.

The field work done reported that the average number of years worked by the LEs was 8 years. Knowing that the LEs have been active in Yaoundé since 1972, it shows that the

old generations have all left the field this could be due to discontinuity in training or lack of interest. Table 2 displays the categories and status of LEs.

Table 2 shows that 63% of them are full time LEs, 33.3% are part time and 3.7% students. On the other hand, 60% of the respondents are licensed, 25% credentialed and 15% interns. The method through which they were recruited is displayed in Table 3.

Table 3 shows that majority of the respondents (58.3%) were recruited through a recruitment campaign. Again, 20.8% of them were recruited by an LE and the remaining 20.8% by other means such as heart call, personal interest of educational needs.

*Table 2. Category and Status of Respondents*

Category of LE			Status as LE		
Category	Frequency	Percent	Status	Frequency	Percent
Full Time	17	63.0	Licensed	12	60.0
Part Time	9	33.3	Credentialed	5	25.0
Student	1	3.7	Intern	3	15.0
Total	27	100	Total	20 <sup>28</sup>	100.0

*Table 3. Methods of Recruitment*

Method	Frequency	Percent
Recruitment Campaign	14	58.3
By an LE	5	20.8
Others	5	20.8
Total	24	100.0

<sup>28</sup>It shall be noted that the total filed questionnaires collected was 27. Totals higher than 27 indicate multiple response questions and those lower indicate cases of non response on some of the questionnaires collected.

Table 4 shows the participation of respondents in theoretical training in Christian sales techniques. A total of 40.7% of the respondents do at times participate in training programmes. 18.5% usually attend and 14.8% have never participated with the same percentage of respondents always participating.

*Table 4. Participation in Theoretical Training in Christian Sales Techniques*

Frequency of participation	Frequency	Percent
At times	11	40.7
Usually	5	18.5
Never	4	14.8
Always	4	14.8
Once	3	11.1
Total	27	100.0

Table 5 shows the frequency of fieldwork undertaken by respondents with experienced LEs. A total of 39.3% of the respondents have gone on fieldwork with an experienced LE just once and up to 28.6% of them have never attended such a practical training.

*Table 5. Field work with an experienced LE*

Frequency of field work	Frequency	Percent
Once	11	39.3
Never	8	28.6
At Times	6	21.4
Regularly	1	3.6
I do not need it	1	3.6
I will like to	1	3.6
Total	28	100.0



Concerning the respondents' work status with the conference, the findings revealed that 78.3% of the respondents are not up to date with the conference against 21.7% who are. A further study sought to find out if the respondents are aware of the different advantages provided to them by the conference; results of this are compiled in Table 6. Table 6 shows that majority of the respondents (59.3%) have never come in touch with the publications department's policy on LE benefits, whilst 18.5% of them have come into contact with it just casually. This suggests that the LEs are not informed of what pertains to their ministry and the provisions made for them. Further probing shows that 20.6 % of the respondents have received these advantages at least once with 79.4% who have never received any of them.

*Table 6. Knowledge of Publication Department's Policy on LE Benefits*

Contact with policy	Frequency	Percent
Never	16	59.3
Casually	5	18.5
Not really	3	11.1
Clearly	3	11.1
Total	27	100.0

The survey went further to seek the types of books generally placed by the respondents; results are summarized in Table 7. Table 7 shows that the type of books sold mostly by respondents revealed that 26.5% mostly sold health and health related books followed by educational, other books (such as hymnals, devotionals and manuals) and Bibles that had 15.7% each, books for children and E. G. White books with 12%. It shall be noted that the total is 83 under frequency rubric on table 6, here far more than the total for the

sample due to the fact that this question had multiple response possibility. By this a respondent could select more than one answer.

*Table 7. Types of books sold*

Types	Frequency	Percent
Health Books	22	26.5%
Educational Books	13	15.7%
Other Books (Hymnals, Devotionals, Manuals)	13	15.7%
Bibles	13	15.7%
Children Books	10	12.0%
E. G. White Books	10	12.0%
Missionary Books of the Year	2	2.4%
Total	83	100.0

The data further revealed that most respondents paid for their sales in cash (63%) while very few paid on credit (22.2%) or through the help of a church worker (14.8%). This should normally cause a barrier for LEs that are not having a consistent capital enough to make outright purchases. The frequency of recruitment and training was also assessed and results are grouped in Table 8.

*Table 8. Frequency of Recruitment Campaigns and Training*

Frequency of recruitment	Frequency	Percent
Frequent	9	36%
Regular	7	28%
Rare	6	24%
Occasional	2	8%
Never	1	4%
Total	25	100.0%

Table 8 clearly shows that 36% of the respondents think recruitment and training are frequently organized whilst 24% think they are rarely organized. A further probing showed that a mean number of 27 prospective students LE attend the training and recruitment session but just 12.5% of them on average really become LE. This should mean that only an average of three (3) LEs is recruited for every training session. Table 9 shows the possible causes of abandonment by prospective LEs.

*Table 9. Causes for Withdrawals*

Causes	Frequency	Percent
Lack of funds	20	33.9%
Lack of motivation	17	28.8%
Lack of follow up	9	15.3%
Requirements of the profession	8	13.6%
Inadequate training	5	8.4%
Total	59	100.0

Table 9 shows that up to 33.9% of respondents think abandonment could be due to lack of funds or operating capital, 28.8% rather denoted a possible lack of motivation or lack of follow up from trainers (15.3%) or the stringent requirements of the profession (13.6%). From this, the sources of the difficulties met during the Literature Evangelism were investigated and results reported in Table 10.

*Table 10: Sources of difficulties met during canvassing work*

Sources	Frequency	Percent
Instability of stocks	13	32.5
Personal Reasons	9	22.5
Les	7	17.5
Book Shop Staff	4	10.0
Conference officers	4	10.0
Union Publishing leaders	3	7.5
Total	40	100.0

Table 10 shows that the instability of stock (32.5%) goes ahead as a source of difficulty followed by personal reasons (22.5%), LEs themselves (17.5%) and bookshop staff of even conference officers (10% each). Informal interview conducted with some of the respondents as a probe revealed that most praised books are generally absent from the shelves causing a break in the supply also leading to a reduction in the level of motivation of LEs.

Since the canvassing at the base is a missionary activity, the respondents were asked about the kinds of activities they engaged in whilst on the field. Results for this section are compiled in Table 11.

Table 11. Missionary Activity Done (%)

Activity	Free Literature	Bible study course	Bible Studies	Invite for worship	Prayers
Regularly	19.0	6.3	20.0	31.6	13.6
At times	57.1	18.8	30.0	31.6	40.9
Rarely	9.5	31.3	40.0	15.8	22.7
Never	14.3	43.8	10.0	21.1	22.7
Total	100.0	100.0	100.0	100.0	100.0

Table 11 shows that 57.1% of the LEs do at times share free literature, 19% regularly do it whilst 14.3% never do it. On the other hand up to 43.8% of the respondents have never enrolled prospects into bible study courses. It shall be noted that most at times these courses are called distant courses and done at the pace of the students who are just given material, read through answer attached questions and return them to the assessor for marking.

Again, 40% of the respondents rarely engage in bible studies/ discussions with their prospects and 30% at times do it with 20% regularly having bible studies with their prospects. Table 10 further shows that 63.2% of respondent have at least once invited their prospects for worship services either in their small groups or at a main church service. Finally 40.9% at times do offer prayers and 13.6% regularly pray with their prospects.

Since the respondents mentioned shortages as part of the challenges they face, these were investigated and results reported in Table 12.

Table 12. Perception on Stock Shortages

Perception	Frequency	Percent
Shortages affect the success of the LE	11	39.3
Shortages are selective	6	21.4
Shortages are scarce	5	17.9
Shortages are frequent	5	17.9
Shortages have no effect	1	3.6
Total	28	100.0

Table 12 shows that shortages affect the success of the LEs (39.3%), but most at times, these shortages are selective (21.9%) this affects some books more than others. There was no real clear cut between respondents who think shortages are scarce and those who think they are frequent (17.9% each).

Whatever be the case, there was a clear consensus that, when well done, canvassing has a positive effect in terms on empowerment and sustainability on the life of the LE (96.2% said Yes). The various achievements done through the help of canvassing were then investigated and results reported in Table 13.

*Table 13. Achievements Through Canvassing*

Achievements	Frequency	Percent
Fulfil my responsibilities as parent	18	48.6%
Payment of school fees	9	24.3%
Build a house	2	5.4%
Organise my wedding	2	5.4%
Others	3	8.1%
Total	37	100.0

Table 13 shows how helpful canvassing has been in the daily life of the respondents. Besides, achieving their responsibilities as parents (48.6%), or payment of school fees for themselves or family members (24.3%), some of the respondents have been able to acquire a plot of land or build a house (13.5%) or other things (8.1%) such as supporting church projects, helping their family as a whole or the society.

However, majority of the respondents (91%) have still not been able to build up a consistent and sustainable capital. The reasons thereof were investigated and results compiled in Table 14.

*Table 14. Reasons for not Building a Capital*

Reasons	Frequency	Percent
Huge family responsibilities	9	34.6%
Poor planning and organization of work	8	30.8%
More than one activity	5	19.2%
Poor financial management	2	7.7%
Others	2	7.7%
Total	37	100.0

Table 14 shows the major reasons respondents couldn't build up a capital according to data collected were that; for 34.6% of them they had huge family responsibilities, 30.8% had a poor planning and organization of work. To these followed the fact that they engaged in more than one activity (19.2%) or poor financial management and other reasons (7.7% each).

From the fore going analysis done above, it can be concluded that the main challenges faced by the ministry are: lack of adequate training material, weak relationship with Church and bookshop administrators, no clear information about policy in place by the WAD, lack of book capital, sense of non application of reward schemes provided by the WAD and even poor support by local church and members.



## CHAPTER 4

### PROGRAMME DESIGN, IMPLIMENTATION, AND EVALUATION

The previous chapters dealt with various aspects of publishing ministry (PM) in the city of Yaoundé. The understanding of the political, historical, economical and socio-religious context of the city serves as a solid foundation for better addressing the challenges facing the publishing ministry in Yaoundé. In designing a strategy to enhance the growth of the publishing ministry, considerations must be given to equipping publishing leaders, translating into French of the training manual and the recently amended publishing policy. In addition, LEs retreats and outreach programs realized, full time LEs service record reconstituted, their benefits given according to policy, a contribution to build books capital organised, a grand ceremony of Awards and Incentives organized,.

#### **Description of the Mission Strategy**

This section provides a narrative summary of what the project intends to achieve and how. It describes the means by which desired ends are to be achieved. The Seventh-day Adventist Church recognizes many methods of evangelism, however, the church in the Central Africa Union Mission puts emphasis on education, medical, and pastoral evangelism paying minimal attention to the literature ministry. This project therefore focuses on the use of literature as an effective means of evangelism. This project is designed to implement a contextualized strategy that can enhance the growth of literature evangelism in the city of Yaoundé.

This approach will enable church members and literature evangelists to effectively use literature as a tool for soul-winning and church planting. This chapter is closely related to

the previous chapter by developing a strategy based on the socio-political, religious, economic, and historical context. As well, it will seek to solve the problems revealed in the pre-study as reported in Chapter 3.

The literature ministry on its own cannot effectively fulfil the mission of the church. Other methods of gospel propagation are equally needed to accomplish The Great Commission Christ gave to the church.

#### Overall Goal

The overall goal to which this project contributes is the proclamation of the gospel message through literature evangelism within the city of Yaoundé. Since a literature ministry plays a vital role in reaching the unreached and gives all members the opportunity to share their faith, this strategy is designed to involve more members in the mission of the church through literature evangelism. Though the project will concentrate on using literature evangelists as a means of proclaiming the gospel message; the lessons learned will be used in supporting other methods of evangelism by church members in Yaoundé.

#### Project Purpose

The purpose of this project is to improve the efficiency and effectiveness of literature evangelists. A renewed vision and strategy with clearly defined implementation plans are needed in order to fully realize this purpose within the period of this project and beyond. Literature evangelists and members are expected to be motivated, trained, and involved in literature ministry. This statement of purpose refers to what the project is intended to achieve in terms of sustainable development outcomes throughout the process of implementing the strategy.

#### Outputs

The specific intended results of the project activities at various stages during the life of the project are referred to as outputs. The project activities that are to be implemented as a means of achieving these results will be described in this section. The measurable outputs of the strategy are specified by seven major results which this project seeks to achieve through the planned activities as follows Translation into French of resource materials.

- Organization of retreats and evangelistic outreaches.
- Recruitment and training of literature Evangelists.
- Enhancement of policy compliance with respect to LEs' service record and LEs benefits.
- Contribution to build LEs books capital.
- Organization of ceremony of Awards and Incentives.
- Raising of funds to erect a descent worship centre by LEs.

### **Translation of Resources Materials**

The leaders and the literature evangelists of Yaoundé are mostly francophone. It is therefore crucial that the recently amended Division policy, the teacher's training manual and literature evangelist's handbook are translated in French; for accurate understanding, effective application and empowerment of Literature Evangelists. Also, the recent amended LE's service record has to be translated in French for the same reasons as well as the recent guidelines on the role of the Local Church in the publishing ministry.

#### **Outreach Effort and Church Planting.**

According to the WAD's Working Policy, one responsibility of the LE's is to organize and hold meeting with costumers in the area with the intent of opening a branch Sabbath school or a company<sup>1</sup>. As such, this researcher will program LE's spiritual retreat in the targeted (Koumou I) village close to Yaoundé.

After the retreat, outreach activities will be held couple with the sharing of religious literatures and magazines. Then, within two consecutive week-ends of field preparation, a committee will be set up to draw a budget, and the LEs' Club members will be organized into an evangelistic team with selected topics using the small group model. The fruit of the effort will start a branch Sabbath school in the house of a resident LE.

### **Building of a Worship Centre**

Due to the expected growth of number of new converts and the relocation of active church's members in Koumou I, and in the other hand, the precarious condition of the home expected to host the branch Sabbath School, the researcher took another initiative, with the help of Church authorities, to build a modest worship centre in a neutral site.

This spacious worship centre outside a home of a member will be an adequate tool for effective evangelism, member's retention, nurture and growth. The building of the worship centre will follow six major stages: the conclusion of the land issue, the drawing of plans by an architect, the estimate cost of the project evaluated in material resources and finance, the sources of funds, the realization of the project, and the control of building standards and norms.

A Second Site has been Chosen in Leka Village.

This church has been closed for a year; because of lack of adequate pastoral visitation and spiritual apathy of the members. The researcher took it as a challenge to revive this dormant community with a team of LEs. To begin, two LEs would be sent to the village as pathfinders, two consecutive week-ends and a team of LEs will go out from door to door witnessing for Christ. This will be done; coupled with the sharing of the book 'The Great Hope' and other related literatures. Then ten days of evangelistic effort will be held using the small groups model. At the end, baptism, Holy Communion service and a potluck will be organized under the leadership of the district pastor.

Literature Evangelists Recruitment and Training

It has been observed that sale agent is one of the sectors which offer a significant number of job opportunity today. However, due to the strenuous effort it places upon the agent who appeals to another person reason and emotions, leading that person to accept his or her ideas, or product. Thus, selling in any area call for high degree of ability; therefore, training is one of the most important aspects of Literature Ministry.

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<sup>1</sup>WAD's Working Policy.

Undoubtedly, it is the vital factor for individual success of Literature Evangelists. As such, literature evangelists need to be better trained and more professional<sup>2</sup> to face the ever changing market environment.

Since the close of “World War II, continuing education has been the fastest growing segment of education. Knowledge is expending so rapidly that standing still quickly leaves one behind. Lawyers, accountants, dentists, physicians, nurses, and other professionals strive to continue their education through various professional courses.”<sup>3</sup> This demand calls for training manuals for both the leaders’ and the literature evangelists.

In order to enhance the efficiency and the effectiveness of literature evangelists the translated training handbook should be used with contextualized applications. The training will involve five major areas: philosophy of the literature ministry, publishing policy I, Christian ethics I, salesmanship I, and field laboratory. The recruitment and training will offer equal level of professionalism regardless of the category of literature evangelist namely students, part time and full time. In the process of training and recruitment, the marketing director of Editorial Safeliz in Africa will be invited to be one of the facilitators.

#### Policies Compliance

The results of the pre-analysis revealed that 22 out of the 27 LEs who returned their questionnaires stated that they did not have service record updated at the conference level. However, an informal interview with the conference publication leader revealed that none of them is registered with the conference.

Further, the research found that none could be said to be credentialed since the conference administrators are reluctant to comply to the policy in place. Only two of the LEs have ever received a marginal LE’s benefits. This situation alone is very damaging to the LEs commitment, enthusiasm and zeal.

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<sup>2</sup>Faigao ‘Training Manual for Literature Evangelists Seminar.’

<sup>3</sup>Faigao. « Rationale for continuing Education» Literature Evangelist.

In order to correct this blatant disregard to publishing policy; four major areas should be considered: each literature evangelist will receive a WAD copy of LE's duties and rights, a training session will be held to explain the content, awareness and consultation meetings be held with the Central Africa Union Mission and the Central South Conference Administrators, a sample of LEs service records distributed to each LE for service records reconstitution preliminary, in accordance with conference publishing director.

The researcher must meet to finalize the reconstitution of all the LEs' service record. The file will thus be submitted to the office of the conference general secretary which in future will be an item on the agenda of the conference executive committee. Consequently, the committee will be expected to take an action to empower the conference's General Secretary to sign each LE's service record. At the end, each LEs entitled to benefits will be paid in harmony with West Central Africa Division publishing policy.

#### Books Capital

Prominent among the LEs problem is the lack of books capital. A weekly contribution of CFA F 5 000 from each participant LE will be organized. As such, each committed participant is expected to receive CFA F 60 000 (12 members) worth of books weekly.

#### Awards and Incentives

According to Publishing Ministry policy awards and Incentives<sup>4</sup> should be regularly given to LEs who have realized outstanding achievement. In this regard, we have identified the first and the second performance in sale, the first and the second performance in soul winning, the best LEs' club and a LE who has demonstrated outstanding leadership ability. In the program, the presence of union and conference administrators will be highly sought in order to enhance their perception about the LEs and thus boost future relationship.

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<sup>4</sup>WAD *Working Policy*.

### **Implementation of the Strategy**

A great African leader, Doctor Kwame Krumah is quoted to have said: “knowledge without practice is empty and practice without knowledge is blind.” Jesus’ himself emphasizes the necessity of practice: “If ye know these things, happy are ye if ye do them;”<sup>5</sup> “It is not those who call me Lord, Lord who will enter into the kingdom of my father, but he that does the will of my Father.”<sup>6</sup> These few quotations stress the need of given adequate consideration to implementation at every stage of planning and strategizing.

### **Translation of Resource Materials**

It has been observed that for significant number of members, publishing ministry department is not for the local church, rather it is for the organizational set up: General Conference, Division, Union, and conference or Mission. Moreover, it is just recently (2005) that this department has been added into the Church Manual<sup>7</sup> with few details concerning the director’s responsibility and the church.

The leaders of this department in churches and districts therefore need a more detailed working tool to function with. The researcher has translated the guidelines: The Role of the Local Church in Publishing Ministry. This manual provides instructions on: (1) the involvement of the local church in literature evangelism, (2) the establishment of the publishing ministries department in the local church, (3) the appointment of the publishing ministries council, (4) revival and evangelism through lending libraries, (5) development of plans for free literature circulation, (6) supporting the literature ministry program, (7) and engaging in literature evangelism through selling.

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<sup>5</sup>John 13 :17.

<sup>6</sup>Math. 7 :21.

<sup>7</sup>General Conference of Seventh-day Adventists, *Seventh-day Adventist Church Manual* (Silver Spring, MD: General Conference of the Seventh-day Adventists, 2005).

Besides the translation of the guidelines, the researcher went a step further by organizing two seminars. One, on February 17<sup>th</sup> 2013, on behalf of the local church publishing directors' of the six districts of Yaoundé city. Five out of six districts were present and a translated copy of the guidelines was distributed. The second, with the Yaoundé LE club where thirty copies were shared to literature evangelists who attended the seminar. The intend of this researcher is to train and empower local publishing directors and the church at its grass root to embark fully into the publishing ministry.

### **Teacher Handbook and Literature Evangelists Training Manual**

The publishing directors of the French speaking countries in WAD territory lack the translated copy of teacher's training handbook and the literature evangelists training manual<sup>8</sup>. There is an obvious need for well-informed publishing leaders, who can cope with the increasing demands of the changing world, business technical know-how, in addition to their submission to God's will and acknowledgement of His divine power<sup>9</sup>. This is one of the significant goals of this project because the absence of Training Manual is one of the major reasons for lack of commitment and focus on behalf of the publishing leaders and in a significant number of drop outs literature Evangelists.

### **Translation of the WAD's recently Amended Publishing Policy and of the LEs Service Record's Form**

The noble prize president observes that 'Policy assures stability to the organizational structure'. It is therefore mandatory to translate and apply the same policy principle in the entire Division. This researcher has translated and complied with certain requirements of the

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<sup>8</sup>The WAD's publishing director in an informal discussion has expressed his concerns about this issue and he has charged this researcher (who happened to be CAUM publishing director) to achieve this goal for WAD's French speaking countries.



policy when the LEs are entitled to. For example the end year bonus has been increased to 3% of the total sale and the minimum annual sale for a credential LE has dropped from CFA F 3 600 000 to CFA F 3 330 000 just to mention but a few.

At the Division leadership’s publishing council held at Babcock University in February 2012, Elder Faigao shared with the participants the current LE’s Service Record. This recent form calls for a French translation useful in Conferences and Missions in francophone territories.

In this vein, French and English speaking territories have access to the same resource documents necessary to boost efficiency and professionalism among the literature evangelists. Table 15 below is a graphical illustration of the necessary documents which have been translated into French during the implementation of the programme so as to facilitate their reading and understanding by LEs and other stakeholders.

*Table 15. Documents Translated and Action Taken*

	Title of the Documents	Usefulness	Target Audience	Actions Taken
1	The Role of the Publishing Ministry in Local Church	Mobilize Church members’ Literature Evangelism	PM L, local church PML & LEs	Councils Held copies Distributed to all LEs, & to Yaoundé’s local church PML
2	LEs Training Manual & PM leaders’ Handbook	Efficiency & professionalism In LM work.	& PML & LE	

<sup>85</sup> Faigao “Rationale for Continuing Education: Literature Evangelist”.

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3	WAD's Recent Amended Publishing Ministry Policy	Educate strengthen work	& Church Adm. PM PM leaders' & LEs	<p>1. Vote to recommend for adoption to Union Executive Committee was taken at the publishing committee.</p> <p>2. Seminar held to Educate LEs concerning the amended points</p> <p>3. A copy of the translated policy given to each LE &amp; to the Conf. PMD &amp; administrators</p>
4	Service record form	LEs retirement Record	PML, Field's administrators & LEs	<p>A copy given to each LE &amp; to the conf. Leaders</p>

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### **Retreat Outreach and Church Planting**

Literature Evangelism is a highly challenging ministry. For it exerts supplementary physical, mental, financial and spiritual burdens on the LE. On a daily basis, he is often time alone at the forefront of evangelism and spiritual battle. Most often than not, he faces: rejection, discouragement and disappointment from some customers. Consequently, being an independent employee, its budget depends on God providence. And this exerts also additional pressure. As a sale representative, he moves at the four corners of the town at the daily basis. Thus, the nature of the job requires that professionals in this field are expected have in a regular a forum suitable to present common challenges, share experiences, and renew vision and commitment through studies and prayers.

As a component of the strategy, this researcher organised together with the Literature Evangelists a retreat and church planting programs with a double aim; namely, federating the LE effort to achieve a common goal and changing positively the perception and the attitude of both the LEs and the leaders towards literature evangelist ministry. Paul had a vision: ‘...There stood a man of Macedonia, and praying him, saying, Come over into Macedonia, and help us’<sup>10</sup>

The identification of the venue was an appeal of a native chief through an LE on duty: “When will you come to evangelize the village of Koumou I?” This report impacted the decision on the question of venue. The LE retreat was organized in the village coupled with door to door evangelism and the intensive sharing of gospel literatures. Two weeks of outreach effort were planned and held in the venue using the small group’s model. Four houses served as venues with at least two literatures Evangelists per venue. At the end of the effort which lasted for two weeks, twenty six souls (26) accepted The Three Angels Message and were baptized.

At the close of the ceremony, four pastors were present: the conference

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<sup>10</sup>Acts.16:9

publishing director with his colleague in charge of evangelism, two district's pastors and a choir from Yaoundé church were present to testify the reaping of the souls into the Adventist faith. With this number, a branch Sabbath school was planted in the house of the resident Literature Evangelist.

The achievement brought forth into light the crucial issue of nurturing the new baptized members'. With the help of the district pastor, a duty roster was designed by which on a weekly basis, two LEs are scheduled to visit and teach the new converts. Three months later, the first Holy Communion service was planned, organized and celebrated. The entire week was dedicated for spiritual emphasis in two venues following the small group's model. At the Holy Communion day, nine new persons accepted the Adventist faith and joined the church through baptism. When the reports were sent to the WAD publishing ministry director, his office granted CFA F 250 000 as incentives to Yaoundé literature evangelists club for outstanding achievement in outreach and church planting.<sup>11</sup>

Moreover, a second call, at this moment different from the first is to revive a dying Church. A district pastor addressed this demand to LE to attempt reviving one dying church in a village called Leka. Two Literature Evangelists were sent as pathfinders to explore and identify families which will accommodate the LE's missionary team.

As the club members listen to the pathfinders report: it was observed that the few members were not praying together for a year, consequently the church premises and building have been invaded by animals and wild grass. Planning and organization steps followed: the period was set, four homes were identified which will serve as venues for revival and reformation series; studies were to be held each evening using the small group model.

The team members and the topics were chosen. The budget amounted at CFA F 105 000, contribution from the LEs CFA F 80 000 and solicitation of funds from selected church members CFA F 25 000. At the end of the eight days of revival meetings , coupled with daily

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<sup>11</sup> Abraham D. Obaya, Publishing Director of the West Central Africa Division of the Seventh-day Adventist to the CAUM treasurer Bone Jean Jean (September 2012).

door to door visitation and prayers in different homes; and the sharing of gospel literatures; noticeably The Great Hope, the Adventist World and Signs of Hope.

The Lord blessed the effort and eight new souls joined the Church through baptism and four prominent families of the church experienced renewal of commitment to the Lord and to the Adventist Faith. At the end of the program, two ordinances were celebrated: baptism and the communion service<sup>12</sup> presided by two districts pastors assisted by the researcher. It is beyond doubt that this strategy has revived the church and financial reports are sent at the end of each month to the district pastor. Besides, the retreat and church planting components have contributed effectively in building LE image among church members, pastors and administrators. (Formerly they were viewed just as books' seller; today, the result of combine effort in missionary activities is lasting). Also, from the mini structure interview conducted with a sample population of eleven LE leaders; some testify that these components of the strategy has strengthened a spiritual bond between them; and revive their zeal and commitment to their calling.

### **Recruitment and Training**

The identification of venues and the setting of time are the first steps in the process of conducting training. A permission was sought and granted from the administration of the College Adventist de Yaoundé (a church high school located in the centre of the city) to use a class room as a venue, and the time of four to six thirty each Sabbath afternoon was set for the training during two months. The course description is presented Table 16.

For the quality training with international perspectives, the marketing director of Editorial Safeliz in charge of Africa was invited as a facilitator to share his wide expertise<sup>13</sup>.

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<sup>12</sup>The LE's donated to Leka church materials for communion service: towels 10, basins 5, napkins 4, plates 2, Glasses 24, and a bowl.

<sup>13</sup>Central Africa Union Mission of the Seventh-day Adventists (Yaoundé Cameroon), Minutes of the Meetings of the Publishing Ministries Committee, 6 February 2013.

Prominent among other requesting trainings subject, is the crucial topic of product Knowledge: a lecture on thorough knowledge of each Editorial Safeliz product (book) was presented extensively. Product knowledge weighs 90% for successful sales to be realized and applying the knowledge weighs only 10%.<sup>14</sup>

*Table 16. LEs Training Course Description*

Course Title	Course Description	Hours Required
1. Philosophy of the LM I	Nature and Objectives of the LM	4
2. Publishing Policy	Working Policy for LE	4
3. Christian Ethics I	Personality Development and Ethics	4
4. Salesmanship I	Introductory Christian Salesmanship	8
5. Field Laboratory	Supervised Field Training	16

The second equally important topic is the course on prospecting: finding people who are potential customers. A significant indicator that the LEs are not prospecting is their request for new titles. With new titles, selling to former customers' is easy. The course description is to train and alert the LEs on the necessity, the opportunity and the technical know-how of prospecting.

Other important courses which were on the schedule are: goal setting, keys to successful sales and the power of positive thinking. The two days of training provided high quality professionalism, renew vision and sustainable motivation on the thirty two participants. This is vividly demonstrated on the sale increase achieved at the end of the month which the training was held (March 2013). The increase recorded by the ABC operator between March 2013 and February is 13 percent; between march 2013 and march 2012 (the

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<sup>14</sup>Isaac Nyabola, 'Literature Evangelist Training Lecture' PowerPoint (Yaoundé : Cameroun 24-25 March 2013).

previous year) is 12 percent. While the increase between march 2013 and April 2013 is 113 percent, and between April 2013 and April 2012 is 162.89 percent.. (From table 16 in chapter four: a summary of the sales within the project lifespan).Thus, it seems to this researcher that the training has provided quality professionalism, renew vision and sustainable motivation.

### **Policy Compliance**

The recent amended WAD's policy grants 11.5% of benefits to full time Literature evangelists<sup>15</sup> who have met the union's goals. While the former policy grants 8.5% of benefits to full-time literature evangelists<sup>16</sup>. The application of this recent policy dispositions have been followed by the researcher. Literature evangelists bonus of 3% has been given to qualified LEs which amounted to CFA F 495 340.

The 3% medical allowance and 2% of education assistance were not given because the LEs entitled to, did not submit any report as regard to the item. A major compliance is the reconstitution of the LEs service record which is on process; the temporal delay is due to the appointment of a new conference publishing Director at the January constituency meeting. And on the other hand, the church board committees which are to recommend the LE application form are yet to take an action.

At this stage, the LEs of Yaoundé are witnessing a new era in the ministry, For three main reasons, the honest and thorough education received on the policy matter on one hand, and on the other, the effective implementation of the policy requirement have gone a long way to convince LEs that they are church workers and the organisation is committed to provide for their welfare according to policy. Lastly, the fact that the union administrators have officially declare that the Seventh-day Adventist church in Cameroon is ready to comply with the requirement of the LE policy.

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<sup>15</sup>WAD *Working Policy* amended Nov. 2012.

<sup>16</sup>Ibid.

## **Book Capital**

Prominent among the problems the LEs are facing today, is the ability to raise a sustainable amount of money to increase book capital. According to WAD's policy LEs can only buy books at the HHES on cash basis.<sup>17</sup> The compliance of this policy has reduced the heavy debt of the LEs<sup>18</sup> and has secured the publishing funds on the one hand, but on the other hand, the literature evangelists without capital cannot achieve much sale.

This hindrance affects both the recent recruits and the former LEs. The situation calls for innovative solutions. The programme designed sought the involvement of each LE to participate in a weekly contribution of five thousand francs (\$ 10.00). Each Monday morning a benefitting member receives a capital of books worth CFA 60 000 (\$ 120.00)<sup>19</sup> LE's price representing the contribution of the twelve members who have committed themselves to support one another. To make sure there is no asymmetry in the use of these funds, the ABC operator is the one to receive the cash and issues a corresponding value of books desired by the beneficiary. With this contribution, participants have found a substantial means to boost the book capital and increase sales.

## **Awards and Incentives**

The strategic Plan of the General Conference publishing Ministry during this quinquennium recommends that at different leadership levels initiative must be taken to build Literature Evangelists image<sup>20</sup>. This component of the strategy intends to effectively project a

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<sup>17</sup>WAD *Working Policy*.

<sup>18</sup>Paul B. Ahanda, Regine E. Yango, & James Kouedi, *Rapport de la Commission de Verification des ibrairies de l'umac, Union des Missions en Afrique Centrale*, (Yaoundé, le 8 Mai 2008).

<sup>19</sup>Registered contract binding the members to the weekly contribution of 5 000 F CFA.

<sup>20</sup>Quinquennuin strategic Plan  
[http://publishing.gc.adventist.org/files/pdf/7% 20Quinquennial%20Initiatives](http://publishing.gc.adventist.org/files/pdf/7%20Quinquennial%20Initiatives).  
(accessed 8 May 2013).



positive image of the Literature Evangelists. The union's publishing ministry committee took and action empowering the union publishing Director to organize an Awards and Incentives program on April 27<sup>th</sup> 2013 with a budget of CFA F 200 000<sup>21</sup>. After planning and organizing the program, with the involvements of Yaoundé LE members' at different commissions. The Program was held as scheduled chaired by the union president's assisted by the union Executive Secretary and the Centre South Conference president.

The president speech laid emphasis on the philosophy of publishing ministry, while the union General secretary lectures the audience on the responsibility and rights of the Literature Evangelists. At the end, the administration expressed its determination to comply with the rules of this policy. Three Literature Evangelists testimonies were shared <sup>22</sup> and seven awards for outstanding accomplishment in sale, souls winning and leadership were presented by the union and conference administrators to the awardees.

The program witnessed the participation of two choirs who offered a mini choir carols at the commencement. At the end, the program achieved its expected goal: recruitment of new LE (15 in number), honour and recognition due by the church leadership and members to the Literature Evangelists were granted.

### **The Building of a Worship Centre**

The precarious condition of the literature Evangelist home at Koumou I, on one hand, and on the other hand, the numerical growth of the branch Sabbath school brought to this researcher a concern of integrating a building of a spacious modest worship centre for a sustainable church growth. The generosity of members illustrates vividly the necessity of the

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<sup>21</sup>Central Africa Union Missions of the Seventh-day Adventists (Yaoundé, Cameroun), Minutes of the Meetings of the Union Publishing Ministry Committee, 6 April 2013.

<sup>22</sup>The président of the Yaoundé 's LE club reported on the outreach activities : the implantation of the Sabbath School branch at Koumou I with 35 baptisms, and the CFA F 250 000 of incentives received from the WAD's publishing director; the revival of the Leka's Church with 8 baptisms and the plan of building a modest worship center at Koumou I.

project. A donation of a piece of land was secured on a neutral and accessible place. The CFA F 250 000<sup>23</sup> received as incentives was unanimously decided to serve as first investment; some members donated trees which timber will be used to provide the necessary wood useful for the building, the service of an engine saw was offered by another believer.

With these offers from the branch Sabbath school members; there is a clear evidence of God leadership. Thus, the services of an architect LE were sought to prepare the essential professional documents in the domain.<sup>24</sup> As regard to fund raising, application for funds solicitation have been sent to church administrations (union and conference), institutions (High schools), local church communities and to a few church members. As at now the union publishing committee has voted to donate CFA F 100 000 (\$ 200.00), as participation towards this building project. While doing follow up of the various applications of the funds, Jesus the cornerstone is kept on focus with prayers; because without Him ‘nothing can be done.

On the 30<sup>th</sup> April, a ground breaking program was launched for the new worship centre with the participation of the branch Sabbath school members, the Literature Evangelists, and the district church pastor as the officiating minister.

The intend of this researcher with this project is to keep alive a lofty and tangible goal around which church leaders, institutions and members together with the literature evangelists will federate their means and effort to accomplish the gospel commission.

This section has dealt with different components of the project which were implemented simultaneously: the translation of resources materials, the compliance of policy as regard to LE benefits and record service, the achievement of retreat and outreach programs, the building of LE force through recruitments and trainings, the building of LE capital through a weekly contribution of 5 000 f cfa; The foundation work to the building of a modest

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<sup>23</sup>Abraham D. Obaya, Nov.8th 2012.

<sup>24</sup>In appendice is enclosed the necessary documents related to the building project.

worship centre at Koumou I, and the building of LE image through the organization of the 2013 Awards and Incentives day.

At this developmental stage, the situation calls to analyze the strength, weakness, opportunities and threat (SWOT) of Yaoundé publishing ministry to serve as general evaluation of the project. Beside this, a semi structured interview will be conducted with the leaders of the Yaoundé LE club to find out their perception about improvement in sector.

### **Programme Evaluation**

This section provides an evaluation of the programme as implemented on the field. It seeks to find out if there have been improvements in the literature evangelism ministry as direct consequences of the implementation. It would be done as stated earlier through a SWOT analysis and a semi structured interviews.

#### **SWOT Analysis**

**Strengths.** Yaoundé publishing ministry environment has three major strengths; the significant quantity and variety of relevant books, the committed leaders of the LE club and the standard management of the ABC/HHESI finance.

Concerning the first strength, it has been observed that Yaoundé publishing ministry has a significant quantity of fast moving books. This indeed is an asset for LEs have products at their disposal to canvass. It is worthy to remind that LEs are not receiving any salary from the church organization rather; they earn a living with the commission on books sold. Consequently, the issue of having a variety of pertinent and relevant stock of books is fundamental to their ministry.

The second strength of Yaoundé publishing Ministry is the LE's club leadership. A significant number of components implemented in this project are tributary to the sacrifice and perseverance support the club leadership committed both themselves and the members. Group activities such as: retreats and outreach programs, the organization of the awards and

Incentives day, the fund raising planning for the building project, to mention but a few, were achieved with the total support of the club members.

The third strength of the Yaoundé publishing ministry is the standard management of ABC/HHES finance. In this regard, the Union last auditing report has given Yaoundé ABC/HHES clear opinion<sup>25</sup>. The monthly financial statement issued out by the union ABC/HHESI accountant is majorly dependent on the financial data of Yaoundé publishing ministry.

**Weaknesses.** Alongside the little strength, Yaoundé publishing ministry has a significant number of weaknesses. Prominent among them is the lack of sustainable capital to buy books. The different components of this project have equipped mentally and professionally the Yaoundé LE force. However, the lack of capital to acquire books is a sufficient hindrance to affect the LEs moral; and thus, threaten their success and ministry. Therefore adequate attention should be given to this issue.

The second weakness is the few number of LE force. According to GC publishing ministry strategic plan, the goal is to have in each local community one LE<sup>26</sup>. Statistical reports from the Centre South Conference Secretary number Yaoundé with 38 churches and companies<sup>27</sup>. The current statistics from the Yaoundé ABC/HHES mention 33<sup>28</sup> active members. This figure falls short with 5 members which represent 9.21 percent. This situation calls for vigorous effort geared towards intensive recruitment and quality professional training programs.

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<sup>25</sup>Ahanda & CO., auditing report.

<sup>26</sup>Quinquennial  
<http://publishing.gc.adventist.org/files/pdf/Department%20Strategic%20Plans%202011-2015>. (accessed 8 May 2013).

Strategic  
Plan

<sup>27</sup>Center South Conference Statistical Reports 2013.

<sup>28</sup>The mean number obtained as average after the calculation of four months reports: January to April 2013.

The third weakness is the absence of a building hosting the Literature Ministry Seminary. There is an urgent need of having an institute adequately equipped (with accommodation and didactic materials) to provide continuous professional training to publishing ministry leaders and the LEs. In fact, this is also a quinquennium goal<sup>29</sup> of the GC publishing ministry director, that each union will have a Literature Ministry Seminary. This ministry is one of the specialized one. As such, a descent facility for quality training is crucial if the members intend to equip themselves professionally in order to face the ever changing market environment.

The fourth weakness is the fact that the conference publishing director is resident three hundred and forty kilometres away from Yaoundé. The influence of his leadership on the LEs is wanting.

**Opportunities.** The identification of major opportunities is the task at hand in this section. Paramount among others is the French translation of the training manual, the positive attitude of the church leadership in favour of LE, institutions participation in literature evangelism through sharing, and the positive perception of the books by the market. To start with, the French translation of the training manual provides publishing leaders and LE with the resources materials adequate for quality training and professionalism in the exercise of the ministry. The impact of the translated resource materials has far reaching influence. Besides, boosting the sale, the impact of the translated training manual carries alongside confidence, self-realization and keep LEs on focus.

The next opportunity is the positive change of the church leadership attitude in favour of the LE. In fact, the report of the LEs presented at the 2013 Awards and Incentives day has been an eye opener to significant number of church leaders and members to see graphically the concrete and crucial contribution of the LEs in souls winning, church planting and nurture. It seems to this researcher that the leaders have understood why they should comply by the publishing policy as regard to LEs benefits and rights.

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<sup>29</sup>Quinquennium Strategic Plan (accessed 8 May 2013).

Thirdly, the church in Yaoundé has seven institutions: schools and health centres. As it has been observed in The Great Hope project; where each institution used major part of his evangelism budget to buy and share the missionary book of the year to students, parents and guardians, or to patients and their care takers. Thus, each year these institutions can build in the cost price of selected religious books into the registration fees or use the major portion of the evangelism budget to share literatures. In this vein, education and health ministry will combine literature ministry in their strategy to effectively reach out to a significant number of people.

The last opportunity on the list is also the positive perception the market has as a whole towards the relevance and the pertinence of the HHES product. The various resource materials sold by the Home Health Education Service International are recognized to be of outstanding quality and pertinent to actual life issues. Consequently, these materials are favoured by a significant number of customers. Thus, a professional presentation will frequently lead to sales.

**Threats.** Today the world is globalized. As such, one shares the positive and the negative consequences of these trends. At first, the economic environment is unstable and the forecasting are loaded with uncertainty. Consequently, the economic upheaval is a threat to the publishing ministry. Secondly, the growing number of young graduates unemployed and the rampant poverty is a source of threat.

In fact, this social phenomenon when corrective measures are not taken on time will definitely lead to social unrest. The third threat is the continuous atomization of the religious sector. This common religious phenomenon tends to lead to religious communitarianism (hermite), in these condition only books approved by the leader or written by the community members can be bought or read.

### **The Mini-Structured Interviews**

The second section of evaluation in this research, the mini-structured interview has been solicited to investigate the effect of this implementation on LEs, church administrators and on

members. A sample population of eleven LEs have been used most of whom are the leaders of the Yaoundé LEs club. From their answers the contribution to build LE capital has a significant influence to raise LE capital. In this regard a number of LE is requesting to join at the second term. Church leaders attitude and perception of the LEs has positively change. There is a manifestation of real courtesy and mutual respect by the leadership.

The identification of a second dying church to be revived has been presented informally to LE by one of the conference administrator. The example of the resident LE in the Koumou I who donated a piece of land to build a church, has emulated also another committed LE. It is reasonable to observe that the components of this strategy have positively changed the attitude and the perception of church leaders and members, but also, of the LEs themselves.

Besides the mini-structured interview, it seems judicious as part of the evaluation to take into account the evolution of the LEs sale within the six month of the project (from November 2012 to April 2013) as compare to what happened the previous year; this is to appraise the efficiency of the training received. These are summarised in Table 17.

*Table 17. Sale in Six Months*

Year	2012	2013	Change
November	2 847 090	4 959 250	2 112 160
December	2 570 150	960 100	-1 610 050
January	2 436 520	2 008 100	-428 420
February	2 042 150	1 831 950	-210 200
March	1 992 440	2 397 550	405 110
April	1 998 250	3 255 050	1 256 800
<b>TOTAL</b>	<b>13 886 600</b>	<b>15 412 000</b>	<b>1 525 400</b>

Table17 indicates that at the comparative period of six months, the LEs sales have had a total increase of CFA F 1 525 400 which represents 10.98%. Similarly, the comparison of the minutes of the LE club secretary, five weeks before the start of the project with the same minutes five weeks closer to the end from April 1<sup>st</sup> to 30<sup>th</sup> indicates that the LE force has had an increase of six members. This figure represents 12.22% increase.

The understanding of the political, historical, economical and religious lives of the Yaoundé citizenry serves as a foundation to develop and implement a contextualized strategy to enhance the literature ministry. In this chapter, a number of prominent considerations have been given in (1) translation of resource materials into French: publishing ministry training manuals, the role of the local church in publishing ministry, the recent amended WAD's publishing policy and the LE service record form; (2) policies compliance (3) retreat, outreach and church planting (4) LEs recruitment and training (5) books capital (6) awards and incentives (7) and the building of a worship centre. The evaluations using the SWOT analyse and the mini-structured interviews have been the last section of this chapter.

With the knowledge gained in chapter four, which was built on the foundation laid in chapter three, this project looks forward to chapter five which will present the project summary, conclusions and recommendations.



## CHAPTER 5

### SUMMARY CONCLUSION AND RECOMMENDATIONS

#### **Summary**

The alarming decrease both in workforce and in results and impact in the domain of literature evangelism has called for the design of a programme to boost that sector dear to the SDA Church. The major activities contributing to the achievement of this purpose have almost all been conducted, although the LEs service record reconstitution and the funds raising for the building of Koumou I church are still on process.

Concerning the translation of resource materials, the first stage of the strategy implementation concerned five resource materials, namely the role of the local church in publishing ministry, the publishing leaders training manual and LEs training handbook; the Division recently amended publishing policy and the new LEs service record form that had to be rendered into the French language. The three first on the list are geared towards motivating, invigorating and mobilizing both LEs force and the church members to achieve with dexterity and high professionalism the mission of sharing the gospel commission through literature evangelism. While the two last are intended to stabilize the publishing ministry structure and assure a future to the LEs ministry.

Concerning the relationship between LEs and Church administrators, even though church administrators manifested a resistance in this matter; it has been observed that consultations in different administrative levels have contributed

speedily for the harmonization of opinions around the publishing policy stand. In this regard, agreement has been reached to apply publishing policy in CAUM in general and in Yaoundé in particular.

Concerning retreats and outreach effort, the implementations of the outreach programs have strengthened fellowship and team work among Yaoundé LEs. It has widened the scope of LEs ministry far beyond books selling. In this vein, three outreach efforts have been conducted which 43 baptisms, a planting of a branch Sabbath school and the revival of a dying church. Alongside with these outreach activities, two communion services have been organized in favour of the new community's members.

Concerning books capital, one of the key issues which is paralyzing both the new and the old LEs is the lack of books capital. A component of this strategy has provided a partial contextualized solution which organized twelve LEs to enter a weekly contribution of CFA F 5 000 each to be given to a beneficiary among one of them. Every Monday Yaoundé ABC operator coordinates the operation and give selected books to the beneficiary.

Concerning recruitments and trainings: One of the prominent issues in this ministry is the quality of the training provided to LEs. In this regards, the recent resource materials (translated as stated in the first point) from General Conference publishing department were used, and outside facilitator from Editorial Safeliz was invited on the 24<sup>th</sup> and 25<sup>th</sup> March 2013 to share in two days his expertise with the LEs.

Concerning awards and incentives, this component of the strategy has to do with the building of LEs image. After the union publishing committee has taken an action which provide CFA F 200 000 (\$ 400.00) to plan and organize the program; the

event took place on April 27<sup>th</sup> under the leadership of the union president, the union secretary and the conference president. Thirty four LEs were present and fifteen new ones were recruited. The program climaxed with six LEs who were awarded prizes for outstanding achievements in sales, evangelism and leadership.

Concerning the building of worship Centre, the growing number of members and the precarious condition of the home hosting the church on one hand, and on the other, the generosity of the members led to embark on a long lasting component of this strategy which is the building of a modest worship centre. As at now, financially an amount of CFA F 435 000 has been received (250 000 from WAD Publishing Department, 100 000 from CAUM Publishing Department and 85 000 from LEs contribution); materially: a plot of land has been donated, different size of wood are on ground. Letters send to churches' institutions, local communities and individuals are 25 in number.

### **Conclusions**

The threefold study of the biblical foundation, the Spirit of Prophecy counsels and the other authors views on publishing ministry have jointly contributed to share light on understanding of the publishing ministry. The historical, economical and socio-religious context of Yaoundé, on one hand, and on the other the analytical description of the Yaoundé Adventist publishing Ministry has revealed relevant issues. It can be concluded that the main challenges faced by the ministry are: lack of adequate training material, weak relationship with Church and bookshop administrators, no clear information about policy in place by the WAD, lack of book capital, sense of non application of reward schemes provided by the WAD and even poor support by local church, members and the leaders.

This project strategy has envisioned to attempt with contextualized solutions for the vigorous enhancement of Yaoundé Publishing Ministry growth. Some of which were, the translation of training manuals and other documents pertaining to literature evangelism, initiation of bi annual award and incentive ceremony, education on and implementation of publishing policies and enhancement of the general image of LEs. Again there was the setting of a system to facilitate the acquisition and increase of book capital. This will ultimately uplift and dignify people through better living--physically, socially, and spiritually--thus preparing them for the world to come. Also, it will encourage and equip everyone to share the good news of Jesus and His second coming. And finally, to strengthen personal faith through the spiritual nurturing that comes from sharing the light with others'<sup>1</sup>

### **Recommendations**

While the reflection on this project has not ended, one will like to make a number of recommendations based on the insights gained from the implementations of this project.

- The training manuals should be printed and share among French speaking literature Evangelists of Yaoundé, of the CAUM and of the entire Division. In this vein, this will enhance quality training and professionalism in the LEs ministry.
- Action should be taken in different levels of church's administration (Division, Union, Conference /mission) to ensure that at a yearly basis church institutions must either make use of a significant amount of its evangelism budget to subscribe and share religious literature or build in at cost price in the registration fees. Thus, these

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<sup>1</sup> Quinquennium Strategic Plan (accessed 8 May 2013).

institutions will reach out to students, parents, guardians and care takers with the gospel more effectively and in a wider scope.

- Literature Evangelists in each ABC/HHES centre should organize a weekly contribution of CFA F 5 000; and those who cannot afford that much should pair up in twos and register for a name. At the date of reckoning, the books value of each LE share will be proportionally given. On the other hand, the publishing ministry policy provision which requires the appointment of a LE as an Assistant Publishing Director; whose duty is to collect books from ABC and canvass with LEs and for them. He is responsible of the books LEs are given out; he assures that the LEs will clear the debt. In a nutshell, he stands as a guarantor and mentor between ABC/HHES and the LEs.
- When LEs notice cases of possible religious uncommunicativeness, they should first canvass health, education and family related products until the customer has developed confidence and trust in them, then religious resource materials will be introduced. In this vein, religious prejudice would be adequately taken care off.
- Each of the book products should be designed and marketed in different size and quality in view of targeting different segment of the population so as to reach even those with very modest income. Because literature ministry seek to reach out with a crucial message to all people a significant number of which are unemployed and poor.
- In a yearly basis, LEs club members should identify an unreached community and endeavour to open a branch Sabbath school. This outstanding accomplishment will consolidate LEs image and keep the vision alive.
- Conference/Mission administrators should give equal attention and support to all church ministries including the Literature Ministry. By signing also, at a yearly basis LE service record.

- The guidelines on the role of the local church in publishing ministry should be shared to each minister and church elder; and awareness seminars held. Thus, total involvement in publishing ministry programs from the church grassroots be sought and literature Evangelists may received proper understanding, as well as moral and spiritual support.
- Every two years, awards and incentives program should be organized. Thus, the church will publicly honour and recognize the services and sacrifices of these silent messengers.
- Three times a year a class room from one of the institution be sought to conduct a highly professional training. These of course taking into account the required number of hours of fieldwork. These training sessions should be compulsory to new recruits and old LEs. And according to the availability of funds in a near future, build an LE training centre.

APPENDIX A  
QUESTIONNAIRE

1. How long have you been working as a Literature Evangelist? \_\_\_\_\_
2. What category of LE are you?
  - a. full time [ ]
  - b. part time [ ]
  - c. student [ ]
3. What is your statute as a LE?
  - a. intern [ ]
  - b. authorized [ ]
  - c. licensed [ ]
4. Through what method have you been recruited as a Literature Evangelist?
  - a. Recruitment campaign [ ]
  - b. by an LE [ ]
  - c. others [ ]
5. Have you ever participated in the theoretical training at the LMS?
  - a. Never [ ]
  - b. once [ ]
  - c. at time [ ]
  - d. usually [ ]
  - e. always [ ]

6. Have you ever had a field training with an experienced LE?
  - a. never [ ]
  - b. once [ ]
  - c. at times [ ]
  - d. regularly [ ]
  - e. I will like to [ ]
  - f. I do not need it [ ]
7. Do you know the policy of the publishing department concerning the LE benefits?
  - a. never [ ]
  - b. not clearly [ ]
  - c. once by the way [ ]
  - d. clearly [ ]
8. What types of books do you usually sell?
  - a. heath books [ ]
  - b. educational books [ ]
  - c. others books (hymnals, Devotionals, Manuals) [ ]
  - d. Bibles [ ]
  - e. children books [ ]
  - f. E G. White books [ ]
  - g. missionary books of the year [ ]
9. How do you estimate the frequency of recruitment and training campaign?
  - a. never [ ]
  - b. rare [ ]
  - c. occasional [ ]
  - d. frequent [ ]



e. regular [ ]

10. What will be the causes of the withdrawals of the new recruit?

a. lack of fund [ ]

b. lack of motivation [ ]

c. lack of follow up [ ]

d. requirements of the profession [ ]

e. inadequate training [ ]

11. What are the sources of difficulties met during the practices of the ministry are:

a. instability of stocks [ ]

b. personals reasons [ ]

c. ABC operators [ ]

d. conference officers [ ]

e. union publishing leaders [ ]

12. What are the missionary activities you do while on duty?

a. free Literature: At time [ ] Regularly [ ] Never [ ] Rarely [ ]

b. Bible Study Course: At times [ ] Regularly [ ] Never [ ] Rarely [ ]

c. Bible Study At times [ ] Regularly [ ] Never [ ] Rarely [ ]

d. Invitation to attend worship: At times [ ] Regularly [ ] Never [ ] Rarely [ ]

e. Prayer with prospects At times [ ] Regularly [ ] Never [ ] Rarely [ ]

13. What is your perception about the stock shortage?

a. shortage affect the success of the LE [ ]

b. shortage are selective [ ]

c. shortage are scarce [ ]

d. shortage are frequent [ ]

e. shortage have no effect [ ]

14. What are the achievements you realized through the canvassing work?

a. fulfils my responsibilities as parent [ ]

b. payment of school fees [ ]

c. build a house [ ]

d. others [ ]

e. Organized my wedding [ ]

15. What hinder LE to build a capital?

a. huge family responsibility [ ]

b. poor planning and organization of work [ ]

c. more than one activity [ ]

d. poor financial management [ ]

e. others [ ]

## APPENDIX B

### SEMI-STRUCTURED INTERVIEWS

1. Are you in the opinion that the weekly contribution of 5000 FCFA among the LE should continue because it has boosted significantly the book capital?
2. Do you think that the awards and Incentives organized on behalf of the LE has significantly yielded the expected result: that is changing the perception of church leaders and members concerning LE ministry?
3. Do you think that the different outreach and church planting projects have contributed to build your self image and self esteem as LE.
4. Beloved leaders haven't listen to the reports of the LEs concerning their contribution towards the achievement of the mission do you think that they deserve a greater consideration?
5. Do you think that the conference leaders should diligently regularise the service record of all the full time LEs in accordance with the WAD's publishing policy?

APPENDIX C  
CORRESPONDENCE



SEVEN-DAY ADVENTIST CHURCH  
CENTRAL SOUTH CONFERENCE  
DJOUNGONO II CHURCH  
P. O. 401  
Yaoundé

Yaoundé, April 17th, 2013.

Pastor. Stéphen ETTA  
CAUM Publishing director  
Yaoundé  
Cameroun

Object : Permission Letter

Dear pastor good day,

We have received your letter requesting for a permission to host on April 27<sup>th</sup> 2013 in Djoungolo church a program of Awards and Incentives on behalf of Yaoundé literature evangelists.

Doungolo II church board members in an informal consultation have empowered the first church elder to express the church approval to host this special event in our local community on the above mention date.

We wish you a happy program under the control of our Lord Jesus-Christ.

Best Regards.



Elder Zomo André

Djoungolo II 1<sup>st</sup> Elder.



SEVEN-DAY ADVENTIST CHURCH

CENTRAL SOUTH CONFERENCE

PHILADELPHIA CHURCH

P. O. 401

Yaoundé

Yaoundé, February 13<sup>th</sup>, 2013.

Pastor. Stephen ETTA

CAUM Publishing director

Yaoundé

Cameroun

Object : Permission Letter

Dear pastor good day,

We have received your letter requesting for a permission to host on February 17<sup>th</sup> 2013 in Philadelphia church an awareness seminar on behalf of Yaoundé local church publishing directors.

Philadelphia church board members in an informal consultation have empowered the first church elder to express the church approval to host this special event in our local community at the date mention above.

We wish you a happy program under the control of our Lord Jesus-Christ.

Best Regards.

Elder Mark Tchibouzo

Philadelphia church 1<sup>st</sup> Elder





SEVEN-DAY ADVENTIST CHURCH  
CENTRAL SOUTH CONFERENCE  
PHILADELPHIA CHURCH  
P. O. 401  
Yaoundé

Yaoundé, February 13<sup>th</sup>, 2013.

Pastor. Stephen ETTA  
CAUM Publishing director  
Yaoundé  
Cameroun

Object : Permission Letter

Dear pastor good day,

We have received your letter requesting for a permission to host on February 17<sup>th</sup> 2013 in Philadelphia church an awareness seminar on behalf of Yaoundé local church publishing directors.

Philadelphia church board members in an informal consultation have empowered the first church elder to express the church approval to host this special event in our local community at the date mention above.

We wish you a happy program under the control of our Lord Jesus-Christ.

Best Regards,

Elder Mark Tchibouzor

Philadelphia church 1<sup>st</sup> Elder.





SEVEN-DAY ADVENTIST CHURCH  
CENTRAL SOUTH CONFERENCE  
PHILADELPHIA CHURCH  
P. O. 401  
Yaoundé

Yaoundé, February 13<sup>th</sup>, 2013.

Pastor. Stephen ETTA  
CAUM Publishing director  
Yaoundé  
Cameroun

Object : Permission Letter

Dear pastor good day,

We have received your letter requesting for a permission to host on February 17<sup>th</sup> 2013 in Philadelphia church an awareness seminar on behalf of Yaoundé local church publishing directors.

Philadelphia church board members in an informal consultation have empowered the first church elder to express the church approval to host this special event in our local community at the date mention above.

We wish you a happy program under the control of our Lord Jesus-Christ.

Best Regards,

Elder Mark Tchibouzor

  
Philadelphia church 1<sup>st</sup> Elder.





SEVEN-DAY ADVENTIST CHURCH  
CENTRAL SOUTH CONFERENCE  
CENTRAL CHURCH  
P. O. 401  
Yaoundé

Yaoundé, April 17th, 2013.

Pastor. Stéphen ETTA  
CAUM Publishing director  
Yaoundé  
Cameroun

Object : Permission Letter

Dear pastor good day,

We have received your letter requesting for permission to host on March 24 and 25<sup>th</sup> 2013 in Central church a program of professional training on behalf of Yaoundé literature evangelists.

Central church pastor in an informal consultation with the elders is expressing to you church approval to host this special event in our local community in the above mention date.

We wish you a happy program under the control of our Lord Jesus-Christ.

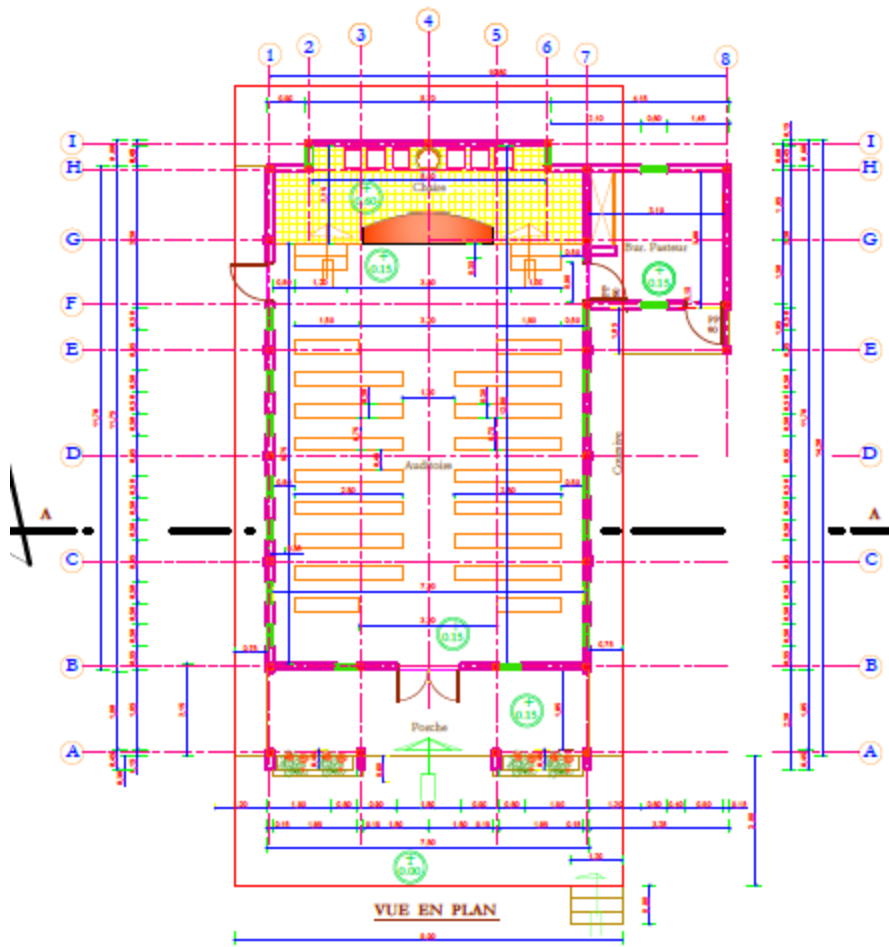
Best Regards.





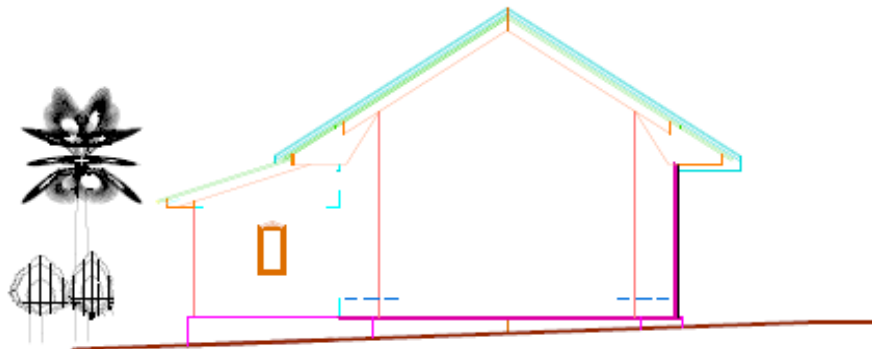
APPENDIX D

BUILDING PLANS OF THE CHURCH AT KOUMOU

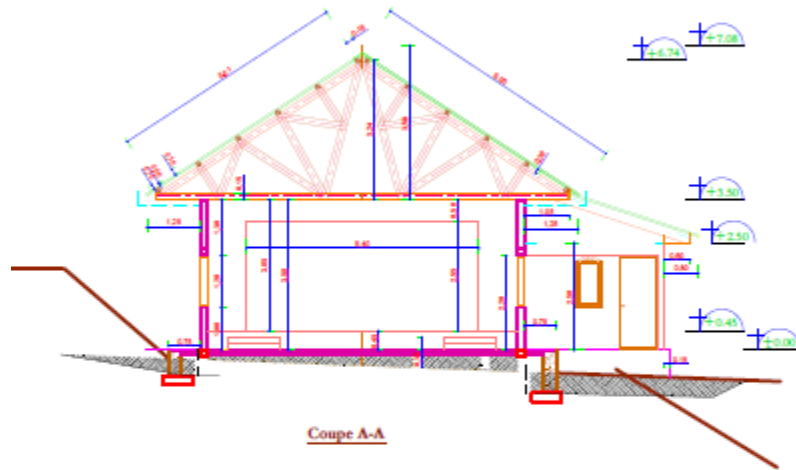




Façade Principale



Façade arrière



APPENDIX E  
PHOTOGRAPHS



Picture of LEs in Front of Koumou Church



Koumou Church

## APPENDIX F

### TRANSLATED WAD LEs AMENDED WORKING POLICY

#### DIVISION DE L'AFRIQUE DE L'OUEST ET DU CENTRE

#### REGLEMENT DU TRAVAIL DES REPRESENTANTS EVANGELISTES

#### AMENDE EN 2012

#### **DEFINITION D'UN REPRESENTANT EVANGELISTE** *Un représentant*

Évangéliste sera reconnu comme un évangéliste indépendant qui est autorisé actuellement par Comité des ministères des Publications de la Fédération / Mission pour vendre la littérature de souscription à travers le Service de l'éducation de la Santé de la Maison (Service International Vie et Santé) de la part de l'église adventiste du Septième Jour. Pour que les représentants évangéliste maintiennent leur statut et autorisation pour fonctionner, ils seront tenus de se conformer fidèlement aux dispositions incombant aux Représentants Évangélistes.

Responsabilités des Représentants Évangélistes (FP 75 10) Les Représentants Évangélistes travailleront conformément aux règlements du Département des ministères des Publications et en coopération avec des directeurs dûment attitrés. Ils porteront haut les étendards de l'église à tous moment : dans leur habillement et comportement et ainsi donc vivre conformément à ses principes dans l'accomplissement de leurs devoirs qui incluront les responsabilités suivantes :

1. Mémoriser et bien effectuer la présentation des ventes et maîtriser effectivement l'art de démontrer ce que disent les prospectus et la littérature de chacun des ouvrages à

vendre y compris une constante et exacte connaissance des informations faisant l'objet de chaque livre à vendre.

2. Obtenir un reçu pour chaque achat fait dans les librairies de l'ABC et Vie et Santé au moment de l'achat et vérifiez sa conformité.

- 3 Vendre au public strictement selon la liste des prix en vigueur auprès de l'édition Vie et Santé en y ajoutant seulement les frais autorisés pour la collection et en accompagnant chaque vente d'un ouvrage contenant un Message Adventiste intégral.

- 4 Concluez le marché sur la base d'un paiement strictement comptant, et ne consentez aucun crédit aux clients. Ne délivrer aux clients le reçu officiel Vie et Santé que pour les montants payés tout en lui remettant l'ouvrage équivalent à l'avance donnée.

- 5 Distribuez gratuitement la littérature spécialement à ceux qui n'achètent pas et inscrivez au tant que possible plusieurs individus pour des études bibliques ou des cours sur la santé, par correspondance.

- 6 Solliciter de Prier régulièrement avec les prospects ou avec les clients réguliers ; et faisant le nécessaire pour que les personnes spirituellement intéressés suivent des études bibliques et qu'elles Soient entourés de plus par l'assistance des laïcs locaux, des évangélistes ou des Pasteurs.

- 7 De façon personnelle faites le suivi de certains clients qui ont manifesté un intérêt spirituel pour le message adventiste, par des études bibliques et des visites à l'église autant que possible aussi longtemps que le temps investi ne va pas gêner sur notre temps de Colportage par lequel nous gagnons un salaire raisonnable.

8 Organisez et participez aux réunions publiques, écoles de sabbat, une réunion de suivie des Clients dans un quartier ou le suivie de plusieurs clients résident avec pour objectif d'y implanter un groupe ou une église.

9 Ayez un dossier des âmes à gagner où figureront les noms des refroidis, de ceux qui manifestent un intérêt pour l'évangile, des malades et des nécessiteux. De telles informations seront mises à la disposition du pasteur chef de district ou de l'ancien de l'église du territoire ou travaille le RE. Ces adresses seront notifiées quotidiennement sur un fichier Spécialement conçu à cet effet.

10 S'Efforcez à satisfaire aux exigences nécessaires afin de bénéficier aux avantages des RE conformément à sa catégorie.

## FP 80 LES REPRESENTANTS EVANGELISTES

### FP 80 05 CLASSIFICATION DES REPRESENTANTS EVANGELISTES

On reconnaît les représentants évangélistes dans la DAO par la façon dont ils répondent aux exigences particulières établies pour les différentes classifications suivantes :

1. Les Représentants Evangélistes Etudiants : un Représentant Evangéliste Etudiant est celui qui est inscrit pour suivre normalement des cours pour des études spécifiques et qui fait le porte à porte pour vendre les livres pendant la période des vacances scolaires ou pendant les trimestres scolaires indépendamment du fait qu'il soit inscrit ou non sur le plan de bourse des représentants Evangélistes Etudiants.
2. Les Représentants Evangélistes à temps partiel : les Représentants Evangélistes à temps partiels sont ceux qui font le porte à porte pour vendre les livres régulièrement sans garantir les avantages dus aux Représentants Evangélistes réguliers à plein temps. Pour qu'un individu conserve son statut comme Représentant Evangéliste, il est tenu de soumettre des rapports hebdomadaires réguliers, faire le porte à porte pour

vendre au moins 40 heures par mois et satisfaire aux exigences de souscription minimum d'achats établi par l'Union. Si, pendant une période de trois mois, un RE manque de satisfaire à ces exigences minimales, sa carte d'identité deviendra invalide et il sera autorisé à fonctionner comme un membre du club des colporteurs.

3. Les Représentants Evangélistes à plein temps. Les Représentants Evangélistes Régulier consacreront sa vie à plein temps aux Ministères des Publications comme une occupation et profession en travaillant au moins 30 heures par semaine ou 120 heures par mois. Il ou elle n'a aucun autre emploi générateur de revenu en dehors de son ministère.

Trois catégories de Représentants Evangélistes travaillant à plein temps sont reconnues par la DAO et dans l'application des exigences on mettra un accent particulier sur le Représentant Evangéliste régulier à plein temps, le seul sera éligible pour percevoir les avantages et les allocations de fonds et bénéficier de la retraite Planifiée.

#### FP 80 10 CATEGORIES DES REPRESENTANTS EVANGELISTES

Il y a trois catégories de RE : Stagiaires, Autorisés et Accrédités.

1. Stagiaires – Le stagiaire est un Représentant Evangéliste qui est approuvé par le comité des publications de la fédération /Mission par sa formation et qui développe ses aptitudes dans la Représentation Evangéliste au moyen du témoignage personnel et de la distribution d'ouvrages sur la Santé, l'Education et sur l'Evangile.
2. L'Autorisé. Un Représentant Evangéliste autorisé a complété avec succès sa formation en tant que Stagiaire.

Il a démontré des compétences dans l'évangélisation personnelle et dans la distribution d'ouvrage sur la santé et sur l'évangile. Ses compétences ont été reconnues ainsi par la Fédération/Mission.



- a. Réussite avec succès aux cours de la formation dispensés pendant la formation.
- b. Compétence démontrée dans le témoignage personnel et dans l'art chrétien de la vente.
- c. Compréhension effective des règlements des Publications et bonne disposition pour s'y conformer.
- d. Les Représentants Evangélistes autorisés doivent être approuvés par le comité de la Fédération/Mission.

Les Représentants Evangélistes autorisés sont classés dans deux catégories :  
Autorisation initiale et Autorisation Renouvelée.

#### FP 80 15 EXIGENCES DE L'AURORISATION INITIALE.

- a. Travailler pendant trois mois consécutifs
- b. Soumettre au moins 12 rapports hebdomadaires
- c. Travailler pendant au moins 420 heures
- d. Montant de la vente pendant trois mois : Formule (100% du Salaire niveau 3 multiplié par 60% moins 45% X 3

#### FP 80 20 AUTORISATION RENOUELEE

Quand un Représentant Evangéliste n'est pas qualifié pour recevoir les lettres de créances après une année, la Fédération/Mission peut lui accorder le renouvellement de son autorisation quand les exigences suivantes sont satisfaites :

#### FP 80 25. – LES EXIGENCES

- 1. Une bonne performance au cours de l'année précédente.
- 2. Ayant travaillé au moins pendant 1 440 heures au cours de l'année précédente et soumis au moins 40 rapports hebdomadaires.
- 3. Ayant atteint l'objectif minimum de ventes fixé par l'union.

4. La formule pour établir l'objectif de vente minimum en vue du renouvellement de l'autorisation est :  $100\% \text{ du salaire niveau trois} \times 50\% \times 2 / 45\% \times 12$
5. Aura travaillé selon les règlements.

#### FP 80 30 REPRESENTANT EVANGELISTE AVEC LETTRES DE CREANCES

Le comité de Fédération/Mission accordera des lettres de créances aux Représentants Evangélistes sur accomplissement des exigences suivantes :

1. Exigences
  - a. Avoir travaillé un minimum de 1680 heures et avoir soumis au moins 44 rapports hebdomadaires.
  - b. Avoir atteint l'objectif minimum de ventes de l'Union calculé selon la formule suivante :  
 $100\% \text{ du salaire niveau trois} \times 70\% \times 2 / 45\% \times 12$
  - c. Avoir suivi le règlement du Département des Publication.

2 Les Représentants Evangélistes avec lettres de créances seront classés dans deux catégories :

- a. Lettre de créances l'initiale ! (Première année de l'obtention des lettres de créances.)
- b. Renouvellement des lettres de créance : (A partir de la deuxième année jusqu'à la fin.)

#### FP 85 LES DROITS DES REPRESENTANTS EVANGELISTES.

##### FP 85 05 LES STAGIAIRES

A participer au séminaire de formation des représentants évangélistes.

##### FP 85 10 LES REPRESENTANTS EVANGELISTES AUTORISES

- 1- Ayant suivi une formation au séminaire des publications.
- 2- Ayant participé aux conventions des Représentants Evangélistes.

- 3- Ayant bénéficié d'une assistance allant jusqu'à 50% du total des frais médicaux avec un maximum d'allocation annuelle équivalant à 50% du taux salarial mensuel de l'union.

FP 85 15 LES REPRESENTANTS EVANGELISTS AVEC LETTRES DE CREANCES.

- a. A suivi une formation au séminaire des publications.
- b. A participé aux conventions des Représentants Evangélistes.
- c. Bénéficie d'une allocation médicale régulière avec un plafond d'allocation annuelle équivalant à 150% du taux salarial mensuel de l'union.
- d. Bénéficiera d'une allocation de loyer de 2% des ventes au détail qui seront versés au représentant évangélistes à la fin de chaque trimestre.
- e. Bénéficie d'une Prime d'indemnité de 3 % des ventes au détail qui sera versé au représentant évangélistes à la fin de l'année.

FP 90 LE FONDS DU DEPARTEMENT DES PUBLICATIONS

FP 90 05 LES FONDS AUX BENEFICES DU REPRESENTANT EVANGELISTE

- 1. But : Au profit des représentants évangélistes exclusivement.
- 2. Sources :

Décomposition du pourcentage des ventes	6.00 %
Fédération ou Mission locale	4.50 %
Union	0.50 %
Division	0.50 %
	—————
	11.50 %

Affectation Budgétaire Modèle

Convention annuelle des représentants évangélistes	2.00 %
Assistance médicale	3.00 %
Allocation de loyer	2.00 %
Prime d'indemnités (Bonus RE)	3.00 %
Assistance scolaire des enfants RE	1.00 %
Fonds de développement des publications	0.50 %
	—————
	11.50

3. Gestion – Le Comité du Département des Publications de l'union

4. Lieu de gestion et d'audit – Les librairies de l'union, la contribution de la division, de l'union, et de la mission ou fédération locale, se fera sur la base des ventes au détail (public) de l'année précédente.

**FP 140 PLAN DE RETRAITE POUR REPRESENTANTS EVANGELISTES.**

FP 140 05 DROITS. Seuls les représentants évangélistes à plein temps seront éligibles pour jouir des droits du plan de retraite. Il ou elle doit avoir travaillé pour un minimum de 15 ans comme un représentant évangéliste à plein temps. Le Représentant Evangéliste à plein temps sera reconnu à ce titre par le fait qu'il a atteint les exigences minimum du RE autorisé ou accréditer en heures, rapports, ventes et n'ayant aucun autre emploi. Les droits de la retraite seront calculés sur la base du pourcentage du salaire maximal d'un pasteur consacré du niveau 3 ; Comme stipulé par le Règlement de travail de la DAO Y 10 05 3 C 2. Le représentant sera rémunéré conformément aux directives énoncées dans le plan de retraite de la section Z 40 05 --  
-Z 55 01



APPENDIX G

TRANSLATED LE'S SERVICE RECORD

**DIVISION DE L'AFRIQUE DE L'OUEST ET DU CENTRE**  
**ETAT DE SERVICE POUR REPRESENTANTS-EVANGELISTES**  
**RENSEIGNEMENTS EN VUE DE LA RETRAITE**

Nom \_\_\_\_\_ du \_\_\_\_\_ RE

Date de Naissance \_\_\_\_\_ Lieu de Naissance \_\_\_\_\_

Nationalité \_\_\_\_\_ A débuté la Représentation évangélique en date du \_\_\_\_\_

Nom du Père \_\_\_\_\_ Nom de la Mère \_\_\_\_\_

Date de Mariage(s) 1<sup>st</sup> \_\_\_\_\_ Avec Qui \_\_\_\_\_ Lieu de Naissance du (de la) conjoint(e) \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_ Avec Qui \_\_\_\_\_

Date \_\_\_\_\_

Enfants:

Noms	Date de Naissance	année ayant atteint 18 ans
------	-------------------	----------------------------

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Cursus scolaire**

	Diplome/ certificat obtenu	Etablissements fréquentés	Année de Sortie
Ecole Primaire	_____	_____	_____
Ecole Secondaire	_____	_____	_____
Etudes Univ.( Licence)	_____	_____	_____
Etudes Super. (Masters)	_____	_____	_____
Etudes Super. (Dotorat)	_____	_____	_____

**INSTRUCTIONS**

**PROCEDURES**

1. Responsabilité de l'Organisation. Chaque organisation sera responsable de l'établissement et de la sécularisation de l'état de service de tout Représentant Evangéliste œuvrant dans sa juridiction. Cet Etat de Service doit être mis à jour à la fin de chaque année et à tout moment ou le RE a été transféré dans un autre territoire ou qu'il a embrassé une carrière autre. Les types organisations et les responsables chargés de la tenue des Etats de Service des représentant évangélistes:

- a. Division. ( personnel Div.& personnel inter-div. ) - Secrétaire
- b. Union ou Fédération/ Mission - Secrétaire
- c. Les Ecoles des Eglises - Secrétaire de la Féd/ Miss.
- d. College (Academy) - Principal
- e. Universités - Le Recteur
- f. Institutions de la santé - Le Directeur
- g. Maisons Editions et Imprimeries - Le Directeur
- h. Autres Institutions - Administ. Principal

2. Affectation entre les institutions et Champs de l'Eglise. - Lorsque le Représentant Evangéliste est affecté dans un autre champs ou institution, la dernière organisation lui fera une copie de son état de service et gardera l'original jusqu'à ce qu'il soit demandé par écrit par le nouveau employeur. Le dernier employeur doit faire une copie pour ses archives et envoyer l'original au nouvel employeur.

3. Discontinuité dans le travail de RE. - Ouand le Représentant Evangéliste cesse de travailler

5. Demande des Etats de Service – Seulement une demande official par une autorité compétente devra être honorée. Si la nécessité s'impose d'obtenir un état de service d'un champ d'une autre union la demande devra être envoyé au Secrétariat de la Division d'Afrique de l'Ouest et du Centre.

6. Les Recherches Concernant l'application du règlement de l'Etat de Service – Les recherches concernant l'application du règlement de l'état de service doivent être adressées au Secrétaire de la Division.

7. La Copie du RE. – La copie originale de l'Etat de service ne doit en aucun cas être remis au RE Mais une copie doit lui être remis à sa demande. Il devrait recevoir une copie de la dernière organisation l'ayant employé chaque fois qu'il est affecté d'un champ à l'autre et quand il cesse de travailler avec l'église.

8. Catégories et obligations des RE.- **A. Stagiaire**– Doit être vote par le comité des publications de la Féd/ Miss. **B. Nouveau Autorisé** – Doit travailler pendant trios mois consécutifs, ayant soumis au mois 12 rapports hebdomadaires, ayant travaillé pendant au moins 420 heures et ayant atteint les objectifs de vente fixé par son l'union. **C. Autorisation Renouvelée** – Doit avoir travaillé au-moins 12 mois, ayant soumis au-moins 40 rapports hebdomadaires, travaillé pour 1 440 heures et atteint l'objectif de vente de son union.

**D. Accrédité** – Doit avoir travaillé pour au-moins 12 mois, remis 44 rapports hebdomadaires, effectué le travail pendant 1 680 heures, et atteint l'objectif de vente de son union.

REEMPLIR L'ETAT DE SERVICE (Il se remplit annuellement. au moment d'une affectation ou

FEDERATION/MISSION

ADDRESS






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Married to miss Catherine Ngo Um, with one child.

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- A. District pastor, Franceville - Gabon: November 1998 to May 2008.
- B. Gabon Mission Departmental Director:
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  - 2. Ministerial Secretary: January 2005 – May 2008
- C. CAUM Departmental Director
  - 1. Publishing Ministries Director & Spirit of Prophecy Coordinator 2008
  - 2. Stewardship 2013

