The Publishing Ministry of the church is founded upon the revelation of God through His prophetic servant, Ellen G. White. After coming out from her vision of November 1844, she told her husband James: "You must begin to print a little paper and send it out to the people. Let it be small at first; but as the people read, they will send you means with which to print, and it will be a success from the first. From this small beginning it was shown to me to be like streams of light that went clear round the world" (Life Sketches, p. 125).

During this quinquennium we have adopted the theme: “Keeping the Vision Alive.” This theme is firmly fixed and clearly reflected within our goals and plans. We echo our mission in the form of a slogan: “Share a Book and Tell the World.”
has identified 10 vital points as now set forth in our strategic plans. In brief, these include:

1. Build up the literature evangelist (LE) force.
2. Expand the student literature evangelism program.
3. Develop effective leadership through enhanced training.
4. Encourage our unions to establish Literature Ministry Seminaries (LMS).
5. Increase literature evangelism awareness through all media ministries.
6. Inspire creative marketing through the Internet.
7. Enlist church members for total involvement in literature circulation.
8. Strengthen our publishing house operations.
9. Maintain high levels of product quality in manufacturing our literature.
10. Provide ample literature for the spiritual nourishment of the church body.

For evangelistic outreach, we center our efforts on the two basic approaches that were outlined through the pen of inspiration at the start of this ministry; namely, to train our believers to engage in both **selling** and **giving** literature to people (Manuscript 126, 1902). This calls for selling through our literature evangelists and Adventist Book Centers and sharing through our church members.

To reinforce the implementation of these goals, the GC Ministries Department called a meeting of the World Literature Ministry Coordinating Board (WLMCB) at mid-quinquennium. In addition to this, the GC publishing leadership initiated Literature Evangelism Awareness councils and seminars worldwide. We started with division presidents and publishing directors, followed by union and local conference administrators, pastors, and local church publishing coordinators and, finally, with church members in local churches.
Evangelism Through Selling

The global nature of the Advent message calls for workers on a global scale. "God calls for workers from every church among us to enter His service as canvasser evangelists" (Colporteur Ministry p. 20). Every church is now the basis for our goal of attaining at least one active literature evangelist in every church. Our world team of leaders and canvassers are united, and it is serious about attaining the new level of 60,000 participating literature evangelists worldwide. To attain this level and maintain the expanding work force, we foster support components such as:

Local Church Publishing Directors: A new system completes the flow of motivational forces from the GC down to the local church. This system is now detailed in the Church Manual, which directs every local church to elect a publishing coordinator/director like any other church officer.

Student LE Club: We are organizing Student Associations of Literature Evangelists in each of our Adventist universities, colleges, and academies worldwide. This is intended to strengthen the student literature evangelism program involving the young people of the church.

In 2008 and 2009 the department has conducted division-wide LE congresses in all but two of our world divisions. Ten of these divisions held this type of LE gathering for the first time in our publishing history. These gatherings really serve to revive the spiritual fervor of literature evangelists and renew commitment to their special calling.

In 2007 the GC Publishing Ministries Department organized the first ever multi-division LE Congress in Thailand. Four world divisions participated, with more than 1,000 delegates.

LE Magazine in New Format: We have updated its physical appearance and adjusted our publishing philosophy with new relevant content for literature evangelists of the world field.

General Conference Publishing Web site: This is the department’s new information line. All are welcome to visit us at www.publishing.gc.adventist.org.

Publishing Leadership Digest: An e-publication started in this quinquennium, published in digital PDF format only, is disseminated globally for publishing leaders and all interested in the publishing work. Visit us at www.publishing.gc.adventist.org to view it, download it, or subscribe to it.

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Delegates to the first ever European LE Congress, 2009

Student literature evangelists from the South American Division
Literature Ministry Seminary Curricula: To maintain proficiency in training publishing leaders and literature evangelists, the department has developed new training curricula and materials now utilized in the LMS training centers worldwide.

Strategies: Numerous methods of sharing are modeled in various parts of the world. In South America church members invite friends to their homes for a meal together on one special Sabbath. Together with these friends, they view an inspiring video presentation, then they extend the gift of a missionary book to their guests before they leave. In Romania they developed a strategy to place the Missionary Book of the Year into every household in the nation. In Poland our members formed an orchestra to play in amusement parks while distributing books.

Commitment of Members: Many individual members have donated time and resources for the Lord’s work through this ministry. Out of their love for the Savior and a passion to witness, one member distributed more than 90,000 books in 10 months. Many others shared more than 10,000 books each. In 2009 church members around the world shared more than 15 million books. The South American Division is responsible for distributing close to 8 million copies.

Worldwide Missionary Book Project: We encourage the world church constituency to stand with the divine counsel: “Every believer is called upon to scatter and broadcast tracts, leaflets, and books containing the message for this time” (Review and Herald, November 5, 1914).

In response to this ideal, we have ignited the Worldwide Missionary Book of the Year Project to enable mobilization of church lay members to take an active part in evangelism through the sharing of literature. Again, the catch phrase “Every Member Sharing a Book” describes the theme initiative for this great quinquennium. Missionary books used thus far are: The Ten Commandments used in 2007 and 2008: The Second Coming of Christ for 2009; and in 2010 we are using When God Said Remember.

Evanglism through Sharing
A Book for Jesus: In 2008 the department launched a project called “A Book for Jesus.” This is a Web site, in partnership with Adventist Mission, that purposes to motivate and invite members who have a passion for souls to make donations to print books to be distributed in territories/countries that have little or no Adventist presence. The first country of focus is mainland China.

A Book for Jesus project

Making books available for people who do not have access to Adventist books in their local languages—yet.


Literature Production and Supply

A valuable component in accomplishing the mission of the Publishing Ministry is our literature production and supply centers—publishing houses. Today the Seventh-day Adventist Church has 63 publishing houses around the world, printing in more than 136 languages, with 456 periodicals and thousands of book titles. It can well be said that the sun never sets on the publishing ministry; for somewhere on the planet literature evangelists are knocking on doors and printing presses are ever running; even as the Sabbath hours make their way around the globe. Like streams of light, the Advent message in print continues 24/7 to serve a needy world.

D Vine Blessings

As results of the above initiatives, we see God’s blessings in the following areas:

Increase of 15,000 workers: In 2000, we greeted the new century with around 28,000 literature evangelists in the world field. Today, by the grace of God, the church has more than 46,000 men, women and youth carrying the warmth of Christ’s love to the world. Our now more than 18,000 student LEs are composed of youth from our academies, colleges, and universities. It represents a very tangible growth since the student levels of 4,200 student LEs in 2000.

Increase in sales: During the last five years our literature evangelists sold the equivalent of US$535,000,000 worth of literature. It represents a sales gain of US$171,000,000 over the prior quinquennium.
A quarter of a million souls: Records reveal that close to a quarter of a million people have joined the church in this quinquennium thus far as a result of the penetrating influence of the publishing ministry. For these blessings we praise God!

![Baptisms in Indonesia](image1)

Whole family of a protestant pastor baptized through a prophecy book sold by a literature evangelist

By Howard F. Faigao, Director

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**QUINQUENNIAL COMPARATIVE REPORT**

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<tbody>
<tr>
<td>1. Total Number of all LEs</td>
<td>37,857 (2005)</td>
<td>45,845 (2009)</td>
</tr>
<tr>
<td>2. Number of Student LEs</td>
<td>49,118</td>
<td>80,989</td>
</tr>
<tr>
<td>3. Total Sales</td>
<td>$363,893,000</td>
<td>$534,456,000</td>
</tr>
<tr>
<td>4. Free Literature Distributed</td>
<td>25,636,000</td>
<td>39,054,000</td>
</tr>
<tr>
<td>5. Copies of Books/Magazines Sold</td>
<td>54,194,000</td>
<td>63,148,000</td>
</tr>
<tr>
<td>6. Missionary Book Distributed (approx.)</td>
<td>(no report)</td>
<td>37,000,000</td>
</tr>
<tr>
<td>7. Customers Contacted with Bible Studies</td>
<td>4,968,000</td>
<td>5,519,000</td>
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![GC Publishing Ministries Department Staff](image2)