Until next year

The year is just about up. But before you exit your email and shut down your computer for the summer break, we at RECORD would like to say a big thank you to all our readers, contributors and website visitors. May you have a blessed Christmas and a happy start to the new year.

By the way, this is not just another innocuous Christmas greeting—it's an innocuous Christmas greeting with scintillatingly irrelevant facts! Here we humbly present to you our year by the numbers.

741,000 — RECORDs printed and delivered in 2012
312,000 — Adventist Worlds with RECORD advertising and noticeboard
1,053,000 — total of the two magazines printed and distributed by Signs Publishing in 2012
445,000 — the number of hits on websites with InFocus video imbedded in them around the world
201,586 — page views on the RECORD website <record.net.au>
97,491 — visitors to the RECORD website in 2012, so far—can we break 100,000 for the year? We have put it on our wish list to Santa!
38,800 — plays of InFocus videos online on Vimeo this year—this is in addition to viewers who watch globally on
Hope Channel and its associated stations, and across Australia on the Australian Christian Channel (FoxTel)

10,335 — increase in the number of people accessing the RECORD website in 2012 over 2011

1,632 — people receiving weekly RECORD E-news that was re-launched in 2012

1,080 — approximate number of items in RECORD noticeboard ranging from marriages to obituaries, job postings to classified ads, sent to us from all over the SPD

1,046 — approximate annualised number of news, views and video items we post on <record.net.au> at our current rate

490 — news stories carried on InFocus News in 2012

364 — individual segments filmed for InFocus during the year

153 — authors who wrote for RECORD in 2012

57 — countries reported on in RECORD this year

52 — half hour InFocus TV shows, described as the “most entertaining show on the Hope Channel”, packed to the gills with inspiration, information, and a good dose of levity to help the medicine go down

26 — RECORD magazines with everything from frontline mission reports to regular news on every one of our major institutions and endeavours, from spiritually rich musings to thought provoking analysis, plus, if that isn’t enough, history, cartoons, opinions, kids stuff, recipes, medical info, advertisements and notices, and, now for your reading pleasure, a full fledged editorial spread with three editorialaesque pieces per issue—at no extra cost

13 — conferences/missions in the SPD visited by members of the communications team in 2012

13 — RECORD InDepth half hour interview shows featuring SPD leaders produced this year

12 — countries in the SPD reported on in RECORD in 2012

5 — on location shoots for InFocus (Washington DC, New York City, Vanuatu, Central Australia and, wait for it, Cooranbong!)

4 — young Adventists who we gave the opportunity to intern or do work experience with the Communications team this year

3 — languages we are aware InFocus is currently broadcast in (English, French & Arabic)

3 — video special reports; SPD Video Report—filmed on location at Sunnyside, Fiji, Tonga and downtown Sydney; SPD Mission Offering Video Report—filmed on location in Fiji, Tonga and Waitara, and assistance with the GC Mission video report filmed in PNG and Vanuatu

2 — website redesigns—the RECORD website substantially redesigned with roughly six times the content, and new features that make articles and video easy to share on social media, and a complete redesign of the SPD website that is set for beta testing in January 2013

1 — SPD Special Report—a monumental effort to produce

What do kids like best about Christmas and what presents do they want? Find out by tuning in to this week’s episode of Record InFocus.

We’ve also got some special holiday episodes coming your way for the next three weeks. Join us as we look back at some of our favourite interviews from the past year.

Watch/download
InFocus

Follow us on Twitter!
the best piece of design work ever to come out from an Adventist press anywhere in the world—a document that ties the widely diverse work across the SPD into a coherent, concise whole within our overarching theme

1 — apps launched—the RECORD Android app 2.0
1 — new team member arrival
1 — Tongan tupenu’s worn by communications team member
0 — Communications team member departures—and that’s what we’re hoping for in 2013 as well!