



## MACEDONIA

# LIFE & DEATH CHALLENGES

*“Metanoja provides a Christian witness in Skopje, Macedonia,” says Nada Milkova, publishing manager.*

Macedonia is experiencing turmoil caused by armed conflict in the Northwestern region of the country. The Student Evangelical Association of Macedonia, and Metanoja, its publishing arm, are committed to meeting this challenging situation with a challenge of their own.

“We want to challenge Christians to stand firm in their witness to non-Christians,” says Nada Milkova, editor and

Macedonians, and especially students, are reassessing their priorities in life. “We are witnessing a spiritual paradigm shift,” says Milkova. “For the first time, many are discovering a whole new moral universe.” Because of this, Metanoja’s products, such as the booklet *Why Jesus?* by Nicky Gumbel, are focused on evangelism.

The organization is publishing additional Alpha evangelism course products, including Macedonian translations of Gumbel’s books, *Questions of Life* and *Telling Others*, and the course manuals.

“We just published *No Apologies: The Truth about Life, Love and Sex*, a Focus on the Family title,” says Milkova. She is also working on a booklet entitled *Creation or Evolution*. Metanoja has published nine titles and is working on more. Milkova projects the company will publish 15 titles in 2002, which may include *The Chronicles of Narnia*.

### Reaching out

Metanoja has only been in existence for 18 months. In addition to books, the publishing house has produced a video and a music CD. The company also operates a bookstore and internet café. To celebrate Metanoja’s first anniversary in March 2001, the company hosted an event attended by more than 200 people, including many professors and celebrities. On that occasion, Metanoja promoted *The Savior*, its first book by a national author, Mihail Janusev. The book,

a collection of 50 poems on the life of Jesus, is fully illustrated by a Macedonian illustrator. The celebration was a great success and led to an official invitation from Macedonian television station for an interview.

Another opportunity for promotion of the publishing house was the annual Skopje bookfair, which usually is visited by 30-40,000 people. “We presented our new title *The Screwtape Letters*, by C.S. Lewis,” says Milkova, “which after *The Journey*, by Peter Kreeft, was our biggest seller at the book fair.”

Methanoja’s promotion efforts paid off. “We see the effects from the participation at the book



*Metanoja produced a high-quality Christian music CD.*

publishing manager of Metanoja. “Especially now with the precarious political situation,” she adds, “we are all facing the basic issue of existence—the issue of life and death.”

“Our primary target market is young people, especially students,” explains Milkova. “But we also want to reach all thinking people who seriously examine the idea of the meaning of life,” she



*Above, Metanoja’s translation of *The Journey*, by Peter Kreeft.*