



**Linda Ku accepts a Gold Medallion award for the China Sunday School Association, a publishing house that received recognition for two of its titles.**

22 publishers and suppliers that joined the Fair got better results from this event than from their participation in the 11th Taipei International Book Exhibition 2005.

The Fair demonstrated publishers are a logical resource for Christians seeking materials for evangelism, training, Sunday school, Bible classes, and group services. Books are effective spiritual teachers. Publishers have the responsibility to produce literature to help churches and believers to become mature and glorify God to advance His Great Commission.

CCLA plans to hold the Christian Book Fair annually, and to give CCLA Gold Medallion Book Awards every two years. With longer preparation, better plans, and greater publicity, Christian publishers hope to not only reach the churches, but also to attract the people in Taiwan and introduce God into their lives. ♦

# Right Motivation to Sustain Publisher

Willie Kanthenga (wkanthenga@yahoo.com), news editor with Trans World Radio Malawi in Lilongwe, shares a new magazine publisher's vision.

**M**alawian Christian readers have long been starved of Christian literature. *Moni*, a top locally published Christian magazine, is believed to have died a natural death. Initially a monthly magazine published by the Catholic Church, *Moni* was turned into a quarterly publication before it suspended publication in March 2003 following financial problems. The Catholic Church has another publication, *Lamp Magazine*, but no magazine addresses Malawi's Protestants.

Inspired by the biblical story about human skeletons coming back to life in the book of Ezekiel, a pentecostal couple has recently decided to venture into magazine publishing.

"About four years ago, during a time of prayer, the Lord showed me a vision of dry bones in the valley and actually gave me the reference, Ezekiel 37," says Dr. Desmond Nkhoma. He and Edith Nkhoma, his wife and co-founder, direct a ministry called Breath of Life Africa (BOLA).

"The Lord said I have chosen you and your family to breathe life to the dry bones of Africa," said Dr. Nkhoma, "meaning people who do not know God."

*BOLA* is a family magazine because "the family is holistic; it encompasses every type of person," adds Nkhoma. "Our central theme is to bring social and spiritual transformation to the families of Africa. This is truly the only way to conquer current maladies in Africa such as HIV and AIDS, poverty, idol worship, witchcraft and corruption." According to Dr. Nkhoma, Africa has been evangelized but the African mind has not yet been captured for Jesus.

In a country like Malawi, where publishing is costly, it is one thing to start a publication and another to sustain it. But Nkhoma is optimistic. He is an accomplished journalist who has worked for the state-run Malawi News Agency (MANA), Malawi Broadcasting Corporation (MBC) and South Africa's Channel Africa, among others. "Publishing is sustainable as long as you have the right motivation," he says. And for

Nkhoma, the right motivation is to communicate the Gospel.

*BOLA*, with a circulation of 2000 copies, comes out quarterly. "We want to have enough time to build up quality content," says Nkhoma, "and not just cover every news event."

The Nkhomas are encouraged that the very first edition of the magazine was fully financed through advertisements. But this does not limit their vision to explore other means that could facilitate expansion.

"The long term plan is to expand capital by partnering with people of like mind. This will ensure consistency both in content and production," says Nkhoma. He adds that *BOLA* magazine has a focused readership and a longer shelf-life than other periodicals on the market.

"We believe that meaningful Christian impact results in changed people," he adds, "and only transformed families can facilitate transformation in the society and nation at large." ♦