FRANCOPHONE BAPTIST PUBLICATIONS: ITS
ORGANIZATION AND OPERATION

THESIS

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The problem of this study was to describe the operation and organization of Francophone Baptist Publications and to learn the publication needs of missionary personnel in the six countries served by the organization. Information for the study was gathered from Baptist history books, minutes from organizational meetings, questionnaires, and personal interviews with office and missionary personnel.

The study revealed that although 47 per cent of those receiving questionnaires responded, only 28 per cent knew the materials and the organization sufficiently to evaluate them. This led to the conclusion that a lack of communication between the center and the missionaries exists and that the center should keep the market informed of materials available. The responses indicated that the present publications priorities do not reflect the real needs of the missionary personnel.
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CHAPTER I

INTRODUCTION

Francophone Baptist Publications is a Southern Baptist foreign mission organization established in Abidjan, Ivory Coast. Known in French as the "Centre de Publications Baptistes," it serves the publication needs of ninety-one American missionaries working in six Francophone countries of West Africa--Ivory Coast, Senegal, Togo, Benin, Upper Volta, and Niger. The number of missionaries in these areas varies due to new appointees, retirements, and resignations.

From the beginning of Southern Baptist foreign mission history missionaries have recognized the value of the printed page in their efforts to communicate their message effectively with indigenous people. The importance of the print medium in the missionary enterprise is reflected in the present program statement of the Foreign Mission Board:

To plan, produce, edit, and secure publication and distribution of religious literature for use by missionaries and Baptist constituencies in foreign lands, and to facilitate translation and distribution of the Scripture in local languages (8, p. 6).

More than half of the thirty-four African nations that have gained independence since 1950 are former French colonies, protectorates, or mandates. These nations represent an area of four million square miles and a total population
of seventy million. One-third of the area of Africa and one-fourth of its people were under French colonial administration (3, p. 4).

Seven missionaries from Togo and the Ivory Coast met with the area secretary for West Africa, Dr. H. C. Goerner, in Lome, Togo in April, 1968 for the first Francophone Conference. The conference, representing Baptist missions in the French-speaking countries of West Africa, was organized to promote practical cooperation in accomplishing the goals of evangelizing this significant area of Africa.

The decision was made at this conference that publication work for French-speaking Africa could be accomplished best and most economically from one center. The goal was to provide Christian literature to Baptist constituencies in West Africa. Priority was given to Bible study materials (7, p. 3).

Francophone Baptist Publications was established in response to the program statement of the Foreign Mission Board. Its establishment was to meet the overwhelming need to communicate the Christian message to this part of the world.

Statement of the Problem

The problem of this study was to describe the operation and organization of Francophone Baptist Publications and to learn the publication needs of missionary personnel in the countries served by the organization.
Purposes of the Study

The purposes of the study were to examine (a) the present organization of Francophone Baptist Publications, (b) the job roles and responsibilities of its personnel, (c) its present publication activities, (d) its projected publication activities, (e) and the publication needs of Francophone West Africa as perceived by missionary personnel.

Questions to Answer

This study attempted to answer the following questions.

1. What are the purposes and goals of Francophone Baptist Publications as viewed by the Francophone Media Committee, which directs the work of the publications center?

2. What are the functions of Francophone Baptist Publications?

3. How is the publications center organized?

4. What are the duties and responsibilities of assigned personnel?

5. What are the relationship and responsibilities of Francophone Baptist Publications to the Foreign Mission of the Southern Baptist Convention?

6. What are the relationship and responsibilities of the publications center to the Francophone missions it serves and to the Ivory Coast where the organization is headquartered?

7. What are the literature needs of Baptists in French West Africa as viewed by the missionaries in the six countries served by the publications center?
8. What is the publication office's procedure for evaluating literature needs and meeting the perceived needs?

9. How do the missionaries rate publications being produced by the publications center?

10. What role do African nationals play in determining publication needs and policies?

11. What leadership positions do African nationals hold in the organization?

12. To what extent is African national involvement desired by the Francophone Media Committee, the director of publications, and the missionaries served by the center?

13. What plans exist for Africanizing Francophone Baptist Publications?

Recent and Related Studies

A search of Social Sciences and Humanities Index and Journalism Abstracts did not indicate that a study had been done on Francophone Baptist Publications. Inquiries to the following universities: Hardin-Simmons University, Southern Methodist University, Wheaton College, Abilene Christian University, Rice University, Princeton University, Texas Christian University, Baylor University, and North Texas State University revealed that although a number of historical articles have been published on publication establishments in the United States and abroad, a description of the organization and operation of a Christian publishing house could not be found.
A search through the Southern Baptist Periodical Index revealed a number of articles that discuss Baptist publication organizations in the United States and abroad. For the most part, these give a general history of the organizations.

For example, an article in Baptist History and Heritage, by Thomas W. Hill, gives a brief history of publication work in Southern Baptist foreign mission fields (4, p. 219). Hill, director of the Department of Communications for the Foreign Mission Board, traced the beginnings of missionary efforts to supply literature in the language of the nationals. The history is arranged according to the administrative geographical areas along which the Foreign Mission Board functions.

One paragraph describes briefly the Francophone Baptist Publication center in the Ivory Coast. This article is the only published report describing Francophone Baptist Publications:

Evangelical materials in French are very limited, and a nascent program of publications has been set up in Abidjan. This effort is vital not only to the future of these countries but also to other French language areas of the world with which these efforts might be coordinated. Although some materials are printed in Abidjan, other materials are prepared through the editorial offices, with the printing of material being done by the Baptist Spanish Publishing House in El Paso for distribution on a worldwide basis. The major emphases of the Francophone center are Sunday School curriculum and correspondence course materials and completion of a complete curriculum of materials for Theological Education by Extension (4, p. 228).
A history of the Baptist Spanish Publishing House was published in The Commission, by Johnni Johnson. The article gives a brief description of the publishing house, said to be the largest evangelical Spanish publication center in the world. The major emphasis of the article is on the beginnings of the establishment rather than on its organization and operation (6, p. 1).

The book Rivers of Ink, by Thomas Hill, describes the history of the Baptist Spanish Publishing House in El Paso, Texas. The story shows publications as a tool for church development and evangelism. It traces the origin of the publishing house in Mexico, under J. Edgar Davis, and through the conditions that brought about the move to El Paso. The book focuses on the period of growth and production and distribution under director Frank W. Patterson. The book does not, however, describe the organization and operation of the publishing house (5).

The director of Communications for the Foreign Mission Board revealed that no studies of the organization and operation of a Baptist publication establishment have been published. He said that internal studies had been done in various departments within Baptist publication centers but that nothing had been published on the organization and operation of a publication center.
Justification

Francophone Baptist Publications is the first and only Baptist publication organization to be established in French-speaking West Africa. A description of its organization and pioneer involvement in Baptist journalism and Christian literature production in French West Africa will contribute to the body of knowledge in international communication as it applies to religious literature.

The questionnaire provides valuable information to the center for the development of Christian literature that meets the needs of missionaries and African Baptist constituencies. In addition, documentation of the publication organization provides for a more effective publications operation as well as providing a model for other missionary publication centers.

Definition of Terms

The following have been defined for the purpose of this study.

Africanization--The process by which African nationals assume leadership and control of the organization.

Division--The administrative geographical areas of the world along which the Foreign Mission Board functions.

Foreign Mission Board--The agency of the Southern Baptist Convention charged with the selection, sending, and support of missionary personnel and programs in foreign countries.

Francophone--Francophone means French-speaking and refers to countries and organizations and people whose official language is French.

Southern Baptist Convention--The Convention is a general organization for Baptists in the United States and its territories for the promotion of Christian missions at home and abroad and any other objects such as Christian education, benevolent enterprises, and social services that it may deem proper and advisable for the furtherance of the Kingdom of God (1, p. 5).

Limitations

This study is limited to the organization and operation of Francophone Baptist Publications in Abidjan, Ivory Coast. It discusses the function and activities of the publication establishment and reports the publications needs as perceived by the missionaries who are served by the center.

No attempt has been made to evaluate the organization's effectiveness in reaching its goals. However, missionary evaluations of publications produced by the center have been included in the study. Statements are made related to the goal of Africanization.

Methodology

Information for this study was gathered from Baptist history books, minutes from organizational meetings, questionnaires, and personal interviews with office and missionary personnel. Periodicals and handbooks were consulted, too.
The questionnaire was mailed through the main office of Francophone Baptist Publications to seventy-five active missionaries serving in the six French-speaking countries of West Africa. Administrative representatives of the Foreign Mission Board such as the director for West Africa Division, the associate to the director, and the media consultant for Africa received the questionnaire (see Appendix B).

The questionnaire was divided into three parts. Part One consisted of general information questions to provide data on the respondents. Part Two listed the titles now published by the center with an evaluation scale based on general content, literary merit, and spiritual value of each title. Part Two also included general questions related to meeting the religious literature needs of the African nationals.

Part Three listed questions on the organization and structure of Francophone Baptist Publications. Answers to these questions were to reveal the structure and organization of the center and to provide information as to how these may be improved.

The information gathered from books, periodicals, minutes, interviews, and the questionnaires provided the information from which the chapters were written. Results from the questionnaires were tabulated and are reported in the appropriate chapter.
Organization of the Study

The study is organized into four chapters. Chapter I introduces the study; Chapter II describes the origin and structure of the organization, including its relationship to the Foreign Mission Board and to the Francophone missions of West Africa. The chapter discusses the purpose and function of the publications center, along with a description of personnel and their duties. Chapter III reports how the missionaries evaluated materials produced by the center. The chapter describes the publication needs of Francophone West Africa as perceived by the missionaries. The role of African nationals in positions of leadership at the center is also discussed in this chapter. Chapter IV summarizes the study, draws conclusions, and makes recommendations for further study.
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CHAPTER II

FRANCOPHONE BAPTIST PUBLICATIONS: THE ORGANIZATION

Genesis and Development

Although the publication center did not begin publishing until 1979, it was first conceived as early as 1968. The Francophone Conference of 1968 "moved that publication work for all of French-speaking Africa can be done best and most economically from one center, and that we emphasize to the Foreign Mission Board the importance and urgency of establishing such a center as soon as possible" (11, p. 3).

The first conference recommended that the Togo Mission request a missionary literature specialist to begin working in the field of literature production. Plans for translation and publication of various pamphlets and Bible study materials were made. These projects were assigned to individual missionaries or to missions (3, p. 4).

The Third Francophone Conference adopted the term "coordinator of publications" to refer to the person who would direct literature production and distribution in French West Africa. Jack Hancock was named to serve in that capacity until the end of June, 1970, at which time Libby Runyan took over the responsibilities (13, p. 1).
The first piece of literature was chosen at the third conference. A translator in Paris was named to begin work on the book, *Baptist Beliefs*. A priority list of publications was prepared at this conference as well as at each subsequent conference. Bible study books, Bible correspondence course books, theological education by extension manuals, and topical studies were listed as priorities. Missionaries already serving on the mission field served as coordinator on a rotation basis (3, p. 4).

Presses in West Africa, France, Hong Kong, and the United States printed the first books. None of these sources proved to be completely satisfactory for three reasons—cost, quality, and delays in transportation. The persistence of these problems led the conference to involve itself in small-scale printing. A mimeograph machine and stencil burner were purchased and placed in the Ivory Coast Mission. From the makeshift printing room at the mission offices in Abidjan, deliveries of materials were made to each mission according to a predetermined quantity. Materials were also produced abroad. On receipt of the materials, individual missions paid their share of production and distribution costs (3, p. 5).

The Seventh Francophone Conference named a special committee to direct the work at Francophone Baptist Publications. It was recognized that the annual francophone conference could not adequately direct the work of publishing. The committee was formed with one representative from each mission. It was
decided that the year in which the francophone conference met in general session, the publications committee would meet one day prior to the general session and report decisions to the francophone representatives (12, p. 11).

The size of each mission began to increase, making it difficult to continue meeting annually. The Seventh Francophone Conference anticipated this and recommended that the committee meet once a year for planning and directing the work at the publication center. At the Eighth Francophone Conference in Lome, Togo, the name of the committee was changed to Publications and Mass Communications Committee. The chairman of the francophone conference, the associate to the area director for West Africa, and the media consultant for Africa were added as ex-officio members. The publications coordinator was expected to report to the annual meeting (10, p. 19).

The Publications and Mass Communications Committee was charged with coordinating and directing the work of mass communications in Francophone West Africa, making policy decisions, recommending budgets, assigning responsibilities for work, and insuring that publications and communications ministries were supportive of and integrated into the total work. The committee was made responsible for deciding what materials were to be published. The committee name was changed again at the Ninth Francophone Conference in 1978 to the Francophone Media Committee (3, p. 16).
Buddy Norville became the first full-time publications coordinator when he arrived in Abidjan, Ivory Coast in 1975. He attended the Eighth Francophone Conference in 1975. Larry Cox assumed the responsibilities of coordinator when the Norville family went on furlough in 1977. Buddy Norville resigned in 1978. Mitchell Land became coordinator when the Coxes returned to the United States on regular furlough in 1978. Land continues to serve in this capacity.

Relationships

Francophone Baptist Publications derives its authority from the Foreign Mission Board of the Southern Baptist Convention. All funds for operating the center are received through the Foreign Mission Board. The publication center is ultimately responsible to the board and its policies. Three administrative positions represent the Foreign Mission Board in its relationship with the publication center. These are the director for West Africa, the associate to the director, and the media consultant for Africa (4, p. 14).

The director for West Africa is the center's direct link to the Foreign Mission Board (4, p. 14). The director is responsible for all mission work in his area of the world. The center is responsible to this person. Correspondence from the center to the Foreign Mission Board is directed through the office of the director. The director serves as advisor to the center through correspondence and during periodic visits to the field.
The associate to the director represents the director and often has more direct contact with Baptist missions, institutions, and groups on the field than does the director. This individual resides in West Africa and therefore frequently is in personal contact with missionaries and attends most committee meetings. The associate to the director serves as advisor and interpreter of board policy and is an ex-officio member of the Francophone Media Committee which directs the work of the publication center (4, p. 14).

The media consultant represents the Foreign Mission Board in media matters for all of Africa. This individual is a resource person for missions in Africa in the field of media. He consults and advises regarding media needs and programs. He, too, is an ex-officio member of the Francophone Media Committee (4, p. 14).

The Francophone Media Committee is the governing body of the publication center and the channel for all official relationships between the missions and the center. The committee members are missionaries elected by their respective missions. One missionary from each of the six participating missions serves during his term on the field. A missionary term may be from two and one-half years to four years. This person may be elected to serve more than one term. The committee elects a missionary from one of the represented missions to chair the media committee. He is advisor and official channel of communication between the center and the media committee when the committee is not in session (4, p. 14).
The missionary staff of the publication center are members of the Ivory Coast mission and relate to the mission in all matters of Foreign Mission Board missionary support. The Ivory Coast mission participates in the publication center in the same way as the other francophone missions (4, p. 14).

At present national Baptist constituencies relate officially to Francophone Baptist Publications through the media committee representative of the missions in their respective countries (4, p. 14). At this time, national Baptists and their organizations enjoy no other relationship with the center. National Baptists do not have responsibilities with the direction of the publication center or with the formulation of policy. The publication center may relate to other Christian entities in matters of services and materials according to its purposes and established guidelines.

**Purposes**

The purpose of Francophone Baptist Publications is to provide print materials and services to aid Baptist missions and constituencies in communicating the Christian message to the people of West Africa. These materials are to be produced in style and format for African people with the view of persuading them to accept Jesus Christ as Lord and Savior, to develop mature Christians in Jesus Christ, and to strengthen churches and lead them to carry out Christ's command to make disciples and develop additional churches (1, p. 13).
The task of francophone publications is essentially one of communicating a theological concept. This task involves the preparation and production of print materials for use in the proclamation and the teaching of the revelation of God. The print medium is seen as a tool to be used of God whereby he may continue to make himself known to man. Francophone Baptist Publications is a service to the Baptists in West Africa and must, therefore, provide print materials that are practical and useful in the fulfillment of the purposes, objectives, and goals of Baptist churches and their organizations (2, p. 1).

The associate to the director for West Africa listed nine specific objectives in his contribution to the strategy papers of the publication center:

OBJECTIVE 1: to provide materials that confront the non-Christian with the Lord and Savior Jesus Christ who alone can redeem.

OBJECTIVE 2: to provide materials that confront Christians with what it means to be the Church under the Lordship of Jesus Christ, living in disposition to the indwelling Holy Spirit.

OBJECTIVE 3: to prepare and produce materials that contribute to the preparation, development, and training of Christians so that they will be equipped for effective Christian witness and service in a hostile and unbelieving world. Media materials must contribute to the development of mature Christians capable of winning and establishing others as Christian disciples.

OBJECTIVE 4: to provide materials that aid in the training of church leaders and pastors.

OBJECTIVE 5: to provide materials and tools for the development of Christian homes—materials on family life, marriage enrichment, helps for parents in teaching and training their children as admonished by the scriptures.

OBJECTIVE 6: to encourage national Baptists in the preparation of media materials, especially in preparing written materials.
OBJECTIVE 7: to train personnel in Christian media ministries.

OBJECTIVE 8: to encourage media directors to act as consultants and advisors regarding media needs.

OBJECTIVE 9: to store and distribute media materials (1, p. 13).

There are several indications that achieving these objectives through the print medium will be possible. African countries are relatively unencumbered by traditional and technical convention, are cognizant of the relation between mass intellectual and economic development, and are increasing their literacy rates every year. They are in a unique position to revolutionize the publishing industry (15, pp. 130-139).

From the low level at which African literacy figures begin, a steady and continuing increase in the number of readers can be projected. This is the type of growth factor that businessmen dream about but rarely see. In addition, publishing has come to be viewed as a fundamental tool of development rather than as a frill (15, pp. 130-139).

Two languages dominate in Africa today: English and French. These world languages are the vehicles of business, government, and education. They have provided successful vehicles for publishing despite the myriad languages prevalent even in the smallest of African political states. Mother-tongue reading material is extremely important for young people in school and other new literates, but for Africa this is prohibitively expensive. Francophone Baptist Publications has chosen to work uniquely in the French language.
Structure

Physical Facilities

Francophone Baptist Publications is in the Marcory residential section of Abidjan, Ivory Coast. The two-story, air-conditioned building was completed in 1979 on Ivory Coast Mission property. The publication center occupies the first floor and three offices on the second floor. Francophone Baptist Audio-Visuals has three offices and a studio on the second floor (7, p. 25).

The first floor consists of a reception area, typesetting room, print shop, darkroom, stock room, the director's office, and coffee break area. The three offices on the second floor house an additional typesetting room, proofreading room, and art room.

The publication center is equipped with a computerized phototypesetter, the Compugraphic Corporation's Editwriter II model and accompanying developer. An IBM composer provides a back-up system. An Agfa platemaker produces offset plates and printing is done on the A. B. Dick 310XL offset press.

An automatic collator and manual saddle-stitch stapler are used to assemble and bind books that are printed at the center. The darkroom is equipped with an enlarger and headlining machine. A camera has been listed in the capital requests for 1983. Routine office equipment such as calculators and typewriters can be found in the remaining offices.
Function

In the view of the publication director, the primary function of Francophone Baptist Publications is to see that Christian literature is produced and distributed to the six francophone missions of West Africa in accordance with their perceived goals and needs. The Francophone Media Committee has set the priorities of what work is to be produced based on recommendations from the six missions.

Highest in priority is the production of leadership training manuals. These manuals for theological education by extension are for use in developing Christian church leaders who study either in an institutionalized setting or by extension. Second in priority is the development and production of Bible study curriculum materials that communicate in the African context. The purpose of these materials is to instruct church members in the Christian faith with a view toward preparing them for service to family, community, and country. Other materials such as tracts, leaflets, and certain study guides are primarily for introducing the Christian faith to unbelievers with a view toward their eventual conversion.

The primary function of the center is not to print all materials needed by the Francophone missions, but to make such materials available. This entails locating existing curricula or planning new curricula, training writers, having materials written or translated, preparing original copy, and either printing the literature or having it printed elsewhere.
**Personnel**

It is in the day-to-day operations of the center and the carrying out of job assignments of the personnel that these basic tasks are accomplished. Nine personnel functions perform the tasks of planning, editing, producing, securing, and distributing Christian literature and providing literature related services to the Baptists of Francophone West Africa. These positions are the director, the operations controller, the proofreader, the artist-layout specialist, the typesetter, the printer, the secretary, and the writers and translators. Three career missionaries, a short-term missionary, and various African and French nationals fill these positions.

**Director.**—The Francophone Media Committee changed the title, coordinator, to director at the 1981 strategy session (14, p. 21). The title, director, was chosen for two reasons. First, he is required to do more than coordinate literature distribution to the six francophone countries. The basic task of the publication director is to see that Christian literature is produced in accordance with existing and projected goals of the francophone missions. Second, in the French context, the term director better communicates the job's functions.

Effectively producing useful materials for the Baptists of Francophone West Africa requires evaluating their perceived needs. The director makes periodic trips to the countries, meeting with missionaries and Baptist leaders to learn from
them what they see to be areas of need. These needs are also communicated to the center through the media representatives at the annual media committee meeting. In addition, the director collaborates with the representatives in designing questionnaires to be circulated among missionaries (14, p. 23).

After these areas of need have been identified, it is the responsibility of the director to make recommendations to the media committee with a proposed plan for making the materials available. Christian literature in the English language provides a frequently used source of materials. The director selects a curriculum that meets determined needs, draws up a contract and work schedule to be presented to a qualified translator, and turns the project over to the operations controller, who follows through with the production of the curriculum.

When it is not possible to find literature in English that sufficiently relates to the African context, materials must be written. It has been recognized by the director that, ideally, all materials should be written by African nationals for the African church. When this option is taken, African writers must be solicited to produce these materials.

Because of the recent establishment of the Baptist church in French West Africa, it is sometimes difficult to find qualified writers from among Baptists. This presents a continuing need to provide writers' training seminars. Setting up writing clinics for Baptists is another assignment in the director's job description (14, p. 23).
With sources of literature determined either from translation or from Baptist writers, the director plans with the operations controller a six-month work schedule. Priorities and deadlines are set and the director decides what literature will be printed at the publication center and what will be given out in contract. For the most part, larger printing establishments such as the Imprimerie Baptiste in France, New Life Publishers in Hong Kong, and the Baptist Spanish Publishing House in El Paso, Texas, print quantities that exceed 10,000.

The director is also editor. He determines format, selects from the suggested art and illustrations, and does the final readings of text. The operations controller follows through with the production process of all manuscripts and printing orders.

The director has other duties not directly related to production. Interpreting the center's purposes and goals to national Christian entities is a part of his responsibilities. Because the center is in Abidjan, Ivory Coast, the director is in direct contact with African Baptists in the country. He works with the media representative of the Ivory Coast Mission to establish lines of communication and cooperation with Baptists. This contact provides the director with access to the practical application of literature the center produces.

The director serves as personnel manager. Employees are hired and fired through his office. Employees must consult
with the director in matters of scheduling work hours, holidays, sick leaves, and other personnel problems. The director directs the missionary staff work schedule.

The director serves as sales promoter. Through mailouts and periodic letters to the missions, materials are promoted. The director is charged with providing ideas for moving literature more quickly to the market.

The director administers and accounts for funds budgeted and received by the center. He reports annually to the media committee, the area leadership, and the Foreign Mission Board. A career missionary fills this position.

**Operations controller.**—A short-term missionary fills the position of operations controller. Under the leadership of the director, the operations controller manages the production of literature projects. He directs the day-to-day running of the proofreading, art, translation, and printing departments (5).

Having consulted with the director on projects and their priorities, the operations controller follows through on their accomplishment. Every project is assigned a job number which identifies it throughout the production process.

When English language materials are chosen, the controller contacts one of the missionaries in the field to evaluate the selected manuscript. The missionary returns the work on the deadline date with his suggested modifications. Changes
in emphasis, context, and sentence structure are frequently advised. If changes appear to alter the author's meaning, the controller writes the author for permission upon consultation with the director.

When a suitable translator is found, the controller proposes the work contract drawn up by the director. If the translator agrees to the terms of the contract, the revised English manuscript is mailed to him with a deadline date. Upon receipt of the translated manuscript, the controller does the first reading (5).

Both French and English versions are read together with a view toward making the French version applicable to the African context (5). Normally, no changes are made that alter the sense of the English text. When such changes seem necessary, the controller writes the author for permission to modify the manuscript. At this reading, the controller marks the French manuscript for the typesetter as per editorial policy, and proposes other changes in grammar, syntax, illustrations, and style.

As the controller completes a chapter, he sends it to the African proofreader, who verifies the changes and makes counterproposals when necessary. The manuscript is returned to the controller, who either accepts or rejects the proofreader's proposals and sends the chapter on to the typesetter (5).

After the typesetter has entered the French manuscript into the phototypesetter, the proofreader checks the material
for typing and grammatical errors, making corrections on the screen. The controller reads the material on the screen and enters changes deemed necessary. When the screen copy is ready for processing, the controller advises the director, who does the final reading.

The controller is responsible with working directly with writers. He proposes a contract with a prospective writer and follows through on the completion of the project. These materials go through the same process of proofreading as do manuscripts that originate in English.

The operations controller receives all miscellaneous printing requests that go to the publication center. The controller works these requests into the production line as priorities permit.

The controller keeps a constant check on the work flow between departments to see that it moves along smoothly (5). The printer, artist-layout specialist, and typesetter consult directly with the operations controller on all jobs.

The director may ask the operations controller to help in the designing of curriculum for Bible study materials. These materials may be tested on the field under the guidance of the operations controller (5).

Proofreader.--The proofreader goes through the second reading of all materials after they have been checked by the operations controller. He looks for context relevancy and grammatical and stylistic accuracy. When necessary, the
proofreader rewrites material to make it more relevant and readable. On occasion, he may offer African examples and illustrations in the place of English examples and illustrations (9).

When his version of the corrected manuscript is completed, it is sent to the operations controller. The proofreader verifies the manuscript a third time on the screen of the phototypesetter.

The proofreader reads the screen and makes appropriate changes and replaces the changes on the disk. His work is checked by the controller who makes the final corrections before releasing the recorded manuscript to the director for final approval.

When work load permits, the proofreader helps in preparing a literature catalog (9). He writes summaries to all new entries. On occasion, the proofreader evaluates both old and new materials and makes suggestions for improving them for printing (9).

**Artist-layout specialist.**--This individual is responsible for preparing camera-ready copy for all printed materials. When the operations controller completes the first reading of a manuscript, he sends a copy to the specialist who begins developing ideas to illustrate the text. At this time, the controller communicates suggestions given to him by the director.
The specialist has several options in making art work available (8). The specialist may create original illustrations or make selections from clip files and adapt them to the text. It may be preferred to contract work to a local artist when either work load demands or a particular artistic style is desired.

When the specialist completes her art file on the project, she consults with the controller and director for approval (8). The director and controller may suggest changes which are made and then approved.

The specialist operates the headlining machine and will operate the camera and equipment when these become available. The specialist and printer work closely together during the production process. A career missionary fills this position on a part-time basis.

Printer.--An Ivorian fills the position of printer for Francophone Baptist Publications. He operates the offset press, platemaker, collator, and saddle stitcher. His responsibilities are to print the materials and help prepare them for shipment. He collates, binds, and packages all materials. The operations controller is his work supervisor and daily provides him with job orders to fill (6).

Secretary.--The secretary functions as receptionist, typist, payroll, billing and inventory control clerk, bookkeeper, and accountant for Francophone Baptist Publications. A career missionary occupies this position on a part-time basis.
The secretary controls access to all personnel at the center. All correspondence, visitors, and telephone calls are received in this office and channeled to appropriate departments. The secretary receives shipping orders and printing requests. With the help of the printer when necessary, the secretary fills shipping orders. The secretary gives printing questions to the operations controller.

The maintaining of print and office supplies is the secretary's responsibility. She monitors the flow of all stock, including the filling of materials requisition forms that come from the departments. Inventory is checked to update stocks. The secretary initiates new orders of stock, such as paper and routine office supplies, and building supplies through the director's office who makes funds available for her to make the purchases.

The secretary fills out a shipping order in duplicate on the appropriate form. The original of the form is used to fill the order and the duplicate is placed in a pending file. When the order has been filled and inventory records marked, the original is filed in the billing folder. The duplicate is mailed to the customer along with his order.

Printing requests are accompanied by the work order form that is partially filled out by the secretary. The form is returned to the secretary when the job is completed. Using the form as a guide, the secretary fills out a cost calculation form and attaches it to the work order. These forms are placed in the billing folder.
An invoice in triplicate is prepared for each shipping order and printing request. The original is mailed immediately to the customer. The second copy is filed in the unpaid file and the third copy is filed in the numerical sequence file. When payment is received, the secretary marks the two office invoice copies paid and moves the second copy to the paid file. A cash receipts voucher is filled out for the monthly books and a bank deposit slip is completed. The payment is recorded in a customer file.

Salary calculations are calculated by the secretary at the end of every month. At the end of every quarter, the secretary figures and pays employee Social Security. Advances in salary, sick leave pay, and other salary adjustments are figured by the secretary (16).

Other personnel positions.---The remaining personnel positions at the center are filled by African and French nationals. These positions are the typesetter, the translators, and the writers. The operations controller is the work supervisor for these positions.

An Ivorian woman works fulltime as the center's typesetter. She sets all text that must be prepared for printing.

The positions of translators and writers are considered auxiliary positions because these are assigned to various individuals as they become available to work. Two of three French translators are busy at any given time with a project. One of the Ivorian pastors writes materials,
**Problem Areas**

Several problem areas in the day-to-day operations of the center have been noted by the director. These problems are in the areas of personnel, financing, and sales of the organization (7, p. 25).

**Personnel.**—The position of operations controller has been filled for the past four years by short-term, inexperienced young people. Because service is for only two years, continuity in the position is lacking. In addition, work relationships among the African staff are strained with the periodic change in this very important position. At times, the Ivorian staff find it difficult to accept direction from a younger person.

At present the artist-layout specialist is able to devote only part-time to the art department. The missionary is not a trained artist.

There is a need for a qualified African national to work fulltime at the center, writing and helping to design curricula for the African audience. The African proofreader does not have the training to rewrite or write materials for the target audience.

**Financing.**—The publication center operates on a wholly subsidized budget. Funds are received annually from the Foreign Mission Board in Richmond, Virginia. These funds come from contributions of Southern Baptists in America. Because
of this subsidy and because the Foreign Mission Board does not want missions and mission organizations to double-budget, prices of materials are based solely on actual cost.

Prices to customers do not reflect real market values. This poses a problem to eventual Africanization of the center. In the event that missionaries are no longer able to function in the Ivory Coast, institutions will come under the complete direction of existing national Baptist bodies. At present, there is no realistic pricing structure to make the publication center pay for itself. The current financial strength of African Baptist bodies is inadequate to maintain the center.

Sales.--In a recent inventory of stock on hand, it was learned that the publication center is burdened with $20,000 worth of book stock. Virtually no Bible study books were purchased by the missions in the year 1981, yet this remains a priority for publications. Manuals for theological education by extension are sold in very low quantities. Bible correspondence books are the only books being moved to the market with any regularity.
CHAPTER BIBLIOGRAPHY


CHAPTER III

MISSIONARY ASSESSMENT OF
FRANCOPHONE BAPTIST PUBLICATIONS

To discover the literature needs of the missionaries in Francophone West Africa and to evaluate more thoroughly the Francophone Baptist Publications center, a questionnaire was mailed to seventy-five missionaries who served in the center's market area. Although ninety-one missionaries were appointed to Francophone West Africa, many were at various stages of appointment and language study. Seventy-five missionaries were active on the field at the time of mailing. The three administrative representatives of the Foreign Mission Board received questionnaires. A total of seventy-eight questionnaires were mailed.

The questionnaires consisted of three parts. The first part asked for general information concerning the respondent. The two remaining parts provided the missionary respondents a means to evaluate the materials published by the center and the organization itself.

The geographical area of Francophone Baptist Publications' services includes the following countries: Senegal, Ivory Coast, Upper Volta, Niger, Togo, and Benin. Six questionnaires were mailed to Senegal. Twenty-six were distributed to the Ivory Coast. Sixteen questionnaires were mailed to Upper Volta.
The two missionaries serving in Niger received questionnaires. Fifteen questionnaires were mailed to Togo, and Benin received ten questionnaires.

General Information on Respondents

Of the total number of questionnaires mailed, thirty-seven missionaries, 47 per cent, responded. Of the six countries receiving questionnaires, five were represented. Two missionaries responded from Senegal; fourteen from the Ivory Coast; eight from Upper Volta; six from Togo; and five from Benin. No response was received from Niger. This comes to a total of thirty-five missionary responses. Two of the three administrative representatives of the Foreign Mission Board responded: the media consultant for Africa and the associate to the director for West Africa. Four of the six media representatives to the Francophone Media Committee and the chairman of the committee were represented among the missionary respondents.

The following reveals the number of respondents in particular job areas: eight home and church workers; three seminary professors; two social workers; nine field evangelists; two agriculture specialists; two student workers; two dentists; one nurse; two business managers; three correspondence school workers; one literacy worker; and two administrative representatives.

The figures show that of the thirty-seven respondents, a majority of twenty-eight, 76 per cent, are involved in direct
evangelism and church growth. The remaining nine respondents, though involved in evangelism and church growth, are considered specialists. The typical respondent spent nine years in active missionary service.

A total of thirty-four respondents said they were familiar with the purpose and function of Francophone Baptist Publications and three were not. Twenty-four were familiar with what is produced at the center, and ten were not.

These figures led to the conclusion that of the total number of missionaries on the field, 92 per cent are familiar with the purpose and function of the center, and 65 per cent are familiar with the materials being produced.

Eight respondents, 22 per cent of missionaries on the field, could not explain how their job assignments related to the purpose and function of the publication center. Twenty-nine respondents were able to explain their relationship to the center. It may be concluded that 78 per cent of missionaries serving on the field know how their job assignments relate to the purpose and function of the publication center.

It is interesting to note that two missionaries, 5 per cent of missionaries serving on the field, see no relationship of their job assignments to Francophone Baptist Publications. However, most of those who were able to explain their job relationship to the center did so in terms of how they use the materials published by the center.
The following areas of ministry were represented in the use of Baptist publications: Bible study, discipleship (one-on-one Christian instruction of new converts), theological education, evangelism (through personal witnessing by use of tracts and book lending through reading rooms), Bible correspondence, and basic church growth. Many of the respondents make use of the material through more than one ministry. Respondents indicated that most of the materials are used in evangelism and church growth.

The above uses of the literature produced do not indicate where materials are needed. It is a statement of how the present materials relate to the various ministries of the respondents.

Content Evaluation

Missionaries were asked in the questionnaire to evaluate books published by the publication center, to relate areas of need, and to recommend new categories of publication. They were asked to list priorities among categories being produced.

Evaluation of Available Materials

Although incomplete records did not reveal how many pieces of literature have been produced by or through the publication center since its establishment, inventory records showed that 85,000 pieces are available for sale. Francophone Baptist Publications has produced materials in the following
categories: Bible study books (22 titles), tracts (8 titles), discipleship leaflets and books (3 titles), Bible correspondence course materials (9 titles), and Theological Education by extension manuals (9 titles).

Respondents rated those titles with which they were familiar according to general content, literary merit, and spiritual value. General content may be defined as the book's usefulness in practical application. Literary merit refers to the book's style, grammar, and readability. Spiritual value refers to the book's usefulness as an aid to Christian growth, its ability to speak to spiritual matters.

Next to those titles with which the respondents were not familiar, they were asked to explain the reason from a list of coded possibilities. The possibilities were coded by lowercase letters (see Appendix B): (a) this category does not meet the literature needs of my ministry; (b) no one has explained how and when to use the title; (c) I have not had time to read this title; (d) I did not know this title existed.

The results of the questionnaire indicated that 30 per cent, eleven respondents, read the materials in the Bible study category. The reason given most to explain why the remaining 70 per cent were not able to evaluate the books was that they did not have time to read the particular title. The second reason given was that no one had explained to the respondent how and when to use the title. The third reason given was that the respondent did not know that the particular title existed in publication's stock.
The book receiving the highest evaluation for its general content, literary merit, and spiritual value was *Croyances Baptistes* (*Baptist Beliefs*). The book was familiar to 62 per cent of the respondents. This book describes Baptist beliefs and is the best seller among Bible study materials. Its general content received twelve excellent ratings and seventeen good ratings each for its literary merit and spiritual value. The second most appreciated book, *La Vie Chrétienne* (*The Christian Life*) received five excellent ratings and thirty-two good ratings.

The book with which the respondents were least familiar was *Que Pouvez-Vous Croire?* (*What Can You Believe?*). Thirty-two respondents, 86 per cent, had never read the book.

The book which received the least favorable rating was *Les Prophetes* (*The Prophets*). It received twelve fair ratings and two poor ratings. Few books received many poor ratings in any of the three areas of evaluation. The remaining titles in the category received ratings similar to each other, with the majority receiving good ratings in all three areas of evaluation.

Twenty-five per cent of the respondents were able to evaluate the books in the brochure category. As in the previous category, the reason given most to explain why the respondents had not read the material was that they did not have time. The second reason given was that they did not know the title existed. The third reason given was that no one had explained how and when to use the title.
Although no one book stands out among those evaluated, the book most appreciated by the respondents was *La Glos-solalie* (Speaking in Tongues). This book received four excellent ratings and seven good ratings in the general content section. The book noted for its spiritual value was *Manuel du Nouveau Chrétien* (New Christian's Manual). It received eleven good ratings for its spiritual value and general content and literary merit of the book received nine good ratings each.

Eighty-four per cent of the respondents were not familiar with *Le Maniement des Armes* (Sword Drill). Those who knew the book gave it a poor rating in each of the three areas of evaluation.

Thirty-seven per cent of the respondents have read the materials in the tracts category. As in the other categories, those who did not answer gave lack of time as the reason. The second response given was that the respondents did not know the tract existed. The third reason was that no one had explained how and when to use the material.

*Les Baptistes: Qui Sont-Ils?* (The Baptists: Who Are They?) received the most favorable ratings in all three areas. Eleven respondents judged its general content to be excellent. Seven rated its literary merit as excellent and its spiritual value received nine excellent ratings.

As in the other categories, a rating of good was given most often in all three areas of evaluation for the tracts.
Few poor ratings were given. The tract least appreciated by the respondents was *Le Serpent Géant et Le Petit Poisson* (The Giant Serpent and the Little Fish). It received a fair rating six times for its literary merit and one poor rating. Four fair ratings were given for its spiritual value.

The tract least known by the respondents was *La Terre, les Astres* (The Earth, the Heavenly Bodies). Thirty-one respondents, 84 per cent, had never read this tract.

More respondents were familiar with materials in the discipleship category than with materials from the previous categories. Forty-five per cent of the respondents had read the books or leaflets. Respondents who were unfamiliar with the books gave the same reasons as they had given as shown above. Most had not had time to read the materials. Others did not know the titles existed or did not know how and when to use the titles.

Although the series, *Témoignez Evangélisez Maintenant* (Witness Evangelize Now) received more excellent ratings in all three categories: nine for general content; five for literary merit; and eight for spiritual value, the *École par Correspondance* (Bible Correspondence) series received almost twice as many good ratings in those three areas: fifteen for general content; thirteen for literary merit; and sixteen for spiritual value.

An almost equal number of respondents were unfamiliar with both *La Voie du Salut* (The Way of Salvation) and *La*
Vie Chrétienne (The Christian Life). Thirty-one respondents, 84 per cent, had not read the former book and thirty-two respondents, 87 per cent, were unfamiliar with the latter.

Fewer respondents were familiar with books in the theological education category than in the four categories cited above. Twenty-one per cent of the respondents had never read the books.

Probably because of the specialized nature of the materials, reasons given for not being familiar with the books varied from those reasons given in the previous categories. Most respondents stated they had not had time to read the titles. The second reason given was that the books did not meet the literature needs of the respondents' ministries. The next reason given was that the respondents did not know the titles existed. It is interesting to note that no respondent said they had not been told how or when to use the materials.

Those respondents who did evaluate the books gave the book, Vivre par le Foi (Living by Faith) the most favorable rating. It received eight excellent ratings—three for general content, one for literary merit, and four for spiritual value.

Construire un Sermon (Sermon Building) received the least favorable evaluation. General content received four fair ratings and two poor ratings. Its literary merit was given four fair ratings and four poor ratings. Spiritual value of
the book was given two fair ratings and three poor ratings. Fourteen respondents were familiar with this book. Most of the respondents who evaluated the titles rated the materials good in all three areas of evaluation.

Observations on missionary evaluations. — Three observations may be made concerning the missionary evaluations of available materials.

First, 65 per cent of the respondents indicated in the questionnaire that they were familiar with materials published by the publication center. However, the figures would suggest the opposite is true. Only an average of thirteen respondents, 28 per cent, knew the materials sufficiently to evaluate them. That is, 72 per cent of all missionaries are not familiar with the materials produced at Francophone Baptist Publications. The major reason for their unfamiliarity with the materials is that the missionaries do not have time to read them.

Second, the figures indicate that the respondents use materials from the following categories in order of priority: discipleship, tracts, Bible study, devotional and topical studies, and theological education by extension manuals. Very few missionaries' ministries require the use of theological education manuals. Of the thirty-seven individuals responding to the questionnaire, eight were familiar with the titles in this category. The remaining 78 per cent replied that this category did not meet the needs of their ministries.
Third, because of the reasons given for not evaluating the materials, it seems that there is a breakdown of communication between the publication center and its market. The market is unaware of what is available at Francophone Baptist Publications.

**Recommended Categories of Materials**

The questionnaire listed nine categories of materials that are either published by the center or that could be published by the center (see Appendix B). Respondents were asked to list in a priority scale of from one to ten, one being the highest priority, those categories that were needed most in their missionary work. The results were reached by calculating the number of votes each category received for each rating on the scale. For example, by starting with the first category listed--Bible study, a count was made of which numerical priority received the greatest number of votes. The Bible study category received more one ratings than did any of the other categories. To find which category rated number two priority, both one and two ratings were added for each of the remaining categories. The category with the most votes became second in priority. Finally all categories were rated and the following order of priorities emerged from the missionaries' suggestions: Bible study materials, theological education by extension manuals, discipleship guides, tracts, devotional and topical studies, music, women's work materials, biographies of African Baptists and youth materials.
Specific Literature Recommendations

In addition to a list of general categories of possible Christian literature to place in priority, the respondents were presented twenty specific areas of Christian materials. They were asked to indicate beside each area if there was a need for such materials in their work. This list of publications was taken from a list of needs that was presented by missionaries and nationals in a meeting on church development work in Kenya. Respondents were asked to indicate if they would be willing to write any of the books (see Appendix B).

The responses did not show any one publication to be overwhelmingly needed over the others listed. However, 75 to 84 per cent of the respondents indicated that three specific areas were needed: stewardship, books on witchcraft, and a leader's guide to problem-solving. The majority of the specific materials listed were needed by 40 to 74 per cent of the respondents. These areas included counseling, sermon and lesson outlines, Baptist hymnals, women's work materials, tithers' testimonies, youth work materials, Bible study lessons for teachers, materials for boys and girls, Baptist biographies of leading African Baptists, materials on the role of the church and religious organizations, testimonies of church starters, short devotional books, work of a deacon, materials on Baptist policy and organization, evangelism plan book, and materials on ethics in the church context. Eight per cent
of the respondents indicated that materials on Christian men's groups were needed. Seven respondents indicated a willingness to write materials. Three of the same respondents were willing to write both the leader's guide to problem solving manual and lesson outlines.

Another question offered the respondents the opportunity to suggest specific literature needs of the African nationals they serve. Twenty-seven respondents, 73 per cent, listed areas of need. Of these, seven respondents listed the general need for materials to be in the local dialects of the people they serve.

The specific literature need mentioned most was discipleship materials. Leadership training materials in the form of teacher-training guides and church leadership manuals were listed five times.

The fact that materials are needed in local dialects is reflected in the number (fourteen) of missionary respondents who say the people they serve do not read the French language. One of the reasons for the lack of use of materials being produced by the center is that no materials are available in local dialects. Other sources of publication are being sought to provide the languages needed. This may partially explain why half of the respondents indicated that Francophone Baptist Publications does not meet their basic religious literature needs.
Of the three available media--cassette, radio programs, and print materials--print materials are used the most by the respondents in their ministries. Respondents listed the Centre de Publications Evangéliques (Evangelical Publishing Center) of Abidjan as their major source of print materials. The reasons given most for use of this source are that the materials are designed with African illustrative materials and they offer a wider variety of subject areas. It is interesting to note that this publishing house does no printing in local dialects.

Francophone Baptist Publications

Organization and Structure

Respondents were asked to comment on the organization and structure of Francophone Baptist Publications. Questions were organized into two broad areas of concern--communication and structure of the organization.

Although 84 per cent of the respondents answered some of the questions in this part of the questionnaire, many questions remained unanswered. This may be because the respondents did not feel adequately informed about the structure of the organization. There are enough responses, however, to see a general trend.

Communication

Eighty-eight per cent of those who answered the appropriate question said that the lines of communication between
themselves and the publication center were open enough. However, six respondents revealed a lack of communication between the center and the missions. A comment from the Benin Mission is an example, "In Benin, we weren't very well informed." One of the committee members from another country wrote, "I am on the media committee but still feel I don't know what's going on; the director needs to visit the missions."

Suggestions were offered on how lines of communication could be improved. Three respondents recommended that the director make annual trips to the missions to get a firsthand view of the needs. The media consultant for Africa suggested that quarterly reports be made to each of the francophone missions to inform of new materials and developments at the center.

Another suggestion was made that an annotated catalog be produced and mailed to every missionary in the field. In addition, the publication center should provide a packet to all missionaries explaining the center's function, purpose, and materials. It was recommended that the media representatives of each country research the needs of their missions and national Baptist constituencies and communicate these needs to the director of Francophone Baptist Publications.

Although twenty-eight, 90 per cent of those responding to the appropriate question, indicated they believed that the publication center is sensitive to the needs of their mission work,
half of those responding felt that the African churches in Francophone West Africa were not adequately represented through the media representatives. A respondent from Upper Volta stated that the missions do not adequately communicate the needs of the African churches. There was considerable interest on the part of the respondents that this problem be corrected.

**Structure**

*Organization and personnel.* -- All but one respondent indicated that there is not adequate personnel for meeting production demands at Francophone Baptist Publications. Those who responded listed the following personnel needs: a business manager, technician, and program specialist. Only three people felt qualified to state that the structure of the organization is adequate for meeting production demands. The overwhelming majority of the respondents did not answer this question (see Appendix B).

*Africanization.* -- One of the purposes of the missionary enterprise is to enable national Christians to take over responsibility in the formulation of policy and the direction of activities of Baptist institutions. Most of the respondents agreed that this purpose is not being adequately fulfilled at Francophone Baptist Publications. One respondent from Benin wrote that African nationals should be involved in the formulation of policy and the direction of activities of the center
to the extent that they understand and are involved in the work of the center. The respondent wrote, "Their opinions and advice should count."

Although the respondents indicated that African nationals are not involved enough in the formulation of policy and the direction of the publication center, none of the respondents suggested that this be done quickly. A respondent from Upper Volta wrote, "I think their input should come through the media representative. Each mission can then evaluate the maturity of their national church and let it speak accordingly."

A respondent from the Ivory Coast Mission suggested that a strategy of Africanization be timed to the establishment of Baptist conventions (denominational organization or association for all Baptists) on a country-wide basis. Five respondents recommended that an African publications review committee be elected by national bodies in their respective countries. The review committee should be charged with evaluating currently produced materials, suggesting needs for the future, and working to identify ways of meeting those needs. One respondent cautioned, "Africanization should just happen; we should not make it happen."

It was further recommended that the media representative work with the literature committee in his country and truly represent their needs to the Francophone Media Committee. This should eventually lead to allowing one African national
a place in the media committee. The Benin media committee representative suggested that African Baptist organizations should have a voice in policy matters and in the direction of the center commensurate with their financial involvement in the center.

An important step toward Africanization was suggested by a respondent from the Ivory Coast Mission, "Make the African nationals aware of the center's purpose and its available materials." Another respondent wrote that Africanization begins by testing materials with the target audience before printing in large quantities. One respondent said that the director of the publication center should one day be an African national.
CHAPTER IV

SUMMARY AND CONCLUSION

Summary

The purpose of Francophone Baptist Publications is to provide print materials and services to aid Baptist missions and Baptist constituencies in communicating the Christian message to the people of West Africa. This purpose is directly linked to the overall objective of Christian missions—to communicate the theological concept of God, his revelation of himself to man and his plan of redemption for man. The center is charged with producing and distributing literature to the six Francophone missions of West Africa in accordance with this objective.

The specific literature needs of the six missions are communicated to the publication center through the representative body, the Francophone Media Committee composed of one missionary from each mission and three ex-officio members. The media committee provides the direction of work and formulation of policy for the center. The center functions as an institution of the Southern Baptist Convention through the offices of the Foreign Mission Board—the missionary sending and supporting agency of the convention.
It is in the day-to-day operations of the center and the carrying out of job assignments that these tasks are accomplished. The center's primary purpose is not to print the needed materials, but to see that materials are produced. It may be said that Francophone Baptist Publications is a publishing organization. Since the publication center was officially opened in 1979, fifty-one different titles have been published. To evaluate the organization and operation of the center and the materials produced by the center, a questionnaire was mailed to seventy-five active missionaries serving in the six francophone missions of West Africa.

Conclusion

Seventy-five missionaries were asked to evaluate the general content, literary merit, and spiritual value of the materials produced by the center. These evaluations are important in terms of improving the materials. However, the number of missionaries who were able to evaluate the materials reveals significant information. Although thirty-seven respondents, 47 per cent, returned questionnaires, only thirteen respondents, 28 per cent, knew the materials sufficiently to evaluate them. Seventy-two per cent are not familiar with materials produced for them and their ministries. Specific actions must be taken to inform the center's market.

The questionnaire revealed that the present priority of the center does not reflect the real needs of the missionary respondents. The Francophone Media Committee has determined
the following order of priorities: theological education by extension manuals, Bible study materials, tracts, and devotional and topical studies. The respondents preferred Bible study materials as first category of priority with theological education manuals second in priority. The specific areas of need mentioned under the Bible study category were materials for discipleship and teacher-training materials.

The need for materials in the local dialects of the people was mentioned repeatedly. These respondents seek other sources of publication to obtain materials in local dialects.

Africanization of the organization is not taking place effectively at Francophone Baptist Publications, according to most respondents. It was recognized that African Baptists and organizations take no part in the direction or formulation of policy at the publication center. Respondents suggested ways to begin to Africanize the center.

**Recommendations**

**Relationships.**—The relationships defined in the strategy papers of the Francophone Media Committee provide a clear guide for the director and staff of the center, as well as for the missionaries and missions served by the center. It is important that these relationships be respected and faithfully followed. Committee members must be made sufficiently aware of their relationship to the center and its materials. The
fact that so few missionaries, those represented by the media committee members, are familiar with the materials already available may indicate that their representatives' awareness is lacking. The director should communicate more frequently with the media representatives.

Each media representative should present to his mission new materials and future literature projects at strategic times throughout the year such as periodic planning meetings and annual mission meetings. The media committee members must represent the publication center at every opportunity.

Media representatives will function more efficiently in their roles of directing the general work of the center if continuity of service is maintained. In the past, media representatives have been replaced annually. The missionary serving in this capacity should serve the duration of his missionary term of service or two consecutive terms if possible. As representatives gain confidence in their contribution to the organization, less dependence for direction will fall on the administrative representatives who attend as ex-officio members.

This confidence will come as representatives take their job seriously all during the year and not just once a year when the committee meets. The representative should actively be involved in assessing the needs of his mission and national Baptist constituencies. Too often, the media representative
"hat" is worn only once a year. The missionary's specific job priorities often dominate his time. The importance of his role as media representative should be stressed at each committee meeting and throughout the year.

**Physical facilities.**--For the most part, the physical facilities of Francophone Baptist Publications are adequate for producing the materials at current level of production. A fully equipped darkroom will save money and time, especially on the many small printing orders that are required frequently. Reductions and plates are often made at other printing establishments at high cost to the center. Although it is recognized that the center's main function is not to print materials, as production increases and time becomes a critical factor, a larger press will be required. The current desk-top offset machine does not produce sharp quality and will not receive a wide variety of paper stock.

The physical site of the center poses some problems to its effective operation. Being situated on mission property makes it difficult for Ivorian Baptists to realize that the center is not there uniquely to meet their needs. The concept of a francophone-wide organization cannot be grasped when the center is seen to be so closely tied to the Ivory Coast Mission. Often churches will leave printing orders to be done quickly, not realizing that they must be worked in to the already established priorities for Francophone West Africa. It is difficult at times for churches to relate through the Ivory
Coast Mission in literature matters. Many go to the center to purchase literature. The missions distribute literature to the churches.

The mission office area in the residential section of Marcory receives a regular flow of people. Often, the publication center receives the overflow of visitors. This wastes valuable employee time thereby increasing their downtime. The Francophone Media Committee should begin making plans to relocate the center to another area of the city when its production level requires more office space.

**Personnel.**--The nine personnel positions are sufficient for the effective functioning of Francophone Baptist Publications. Job roles and duties have been well defined by those functioning in the positions. However, these roles should be written in a manual of standard operating procedures so that new personnel will make smoother transitions into vacant positions. This will aid in keeping lines of responsibility from overlapping with other positions. The manual should list specific work priorities so that all personnel will accomplish the vital responsibilities.

The position of operations controller should be filled by a long-term missionary or African national. Short-term college graduates have filled this position since the establishment of the center. The frequent change of people in this position deprives this key job from maintaining continuity of leadership and experience. Every two years, the
director must retrain someone to fill this vacancy. The staff is then required to adjust to new leadership.

Although the part-time artist-layout specialist does a very good job in preparing camera-ready copy, the demands of the position could easily be filled by short-term missionary personnel. A qualified African national is needed to work fulltime in writing and helping to design curriculum for the African audience. A potential prospect for this position could be the current proofreader, Marcus Minomekpo. He should be evaluated and then perhaps trained to fill this need.

On-going training and updating of employee skills should be considered by the director. This has not been done in the past. To keep employees motivated, a program of training should be outlined by the director. This should be placed in the employee file with specific target dates for accomplishment. The training should fit into the strategy of the center and match the abilities and job description of the employee.

**Financing.**--It has been noted in Chapter II that the center is subsidized from the United States, but that subsidy of Baptist institutions in foreign countries will not last forever. With the ever-changing political climate in the third world, every effort should be made at making the publication center financially self-supporting. This means putting an end to subsidy.
A realistic pricing structure should be drawn up by the publication director and presented to the media committee. This should include increasing labor, materials, and machine costs to customers in order to begin recuperating these expenses. A profit margin of at least 5 per cent should be considered at the outset. If this is done, cost will remain considerably lower than local retail printing and book prices. In addition, rental fees of publication equipment to missions and organizations outside Baptist entities should include recuperating equipment maintenance contracts, amortization of equipment, and depletion of supplies used with the equipment.

Sales.--It has been noted that book stock is not moving sufficiently or quickly enough to the center's market. Books are being published, packaged and stocked without finding their way to the shipping room. The director should initiate a vigorous promotion campaign.

This should begin in the Ivory Coast. He should meet with the media representative of the Ivory Coast Mission and propose ways of making the local Baptist churches aware of the center's materials. This could be done in several ways. First, the director and media representative should schedule an open house for all the Ivorian pastors and key church leadership at Francophone Baptist Publications. Its purposes, functions, and products could be presented at this time. Second, a creative mobile book display should be prepared and
set up for a period of one month at each Baptist church in Abidjan, Ivory Coast. Missionaries in the interior of the country should have mobile book displays for their churches. Third, the mission should produce publicity sheets to be mailed out periodically to the pastors and church leaders as new materials are produced by the center.

Steps should be taken by the director to promote the materials in other francophone countries. When the above mentioned projects of promotion for the Ivory Coast have been realised, these should be explained in detail as a model for the other missions. In addition, the director should present annually a creative book display to the media committee. Free packets of new titles should be given to each representative to share with those responsible in his country to purchase materials. An annotated catalog, updated yearly, could be included in the packet.

Because of frequent change in directors at the publication house, annual trips to the missions have not been possible. The director should make every effort to visit the francophone missions each year to personally assess the needs and meet with mission and national leadership.

A quarterly newsletter is being mailed to every missionary in the field. It describes new developments at the center as well as future projects and available materials. This newsletter would be a convenient vehicle for a creative advertising insert. The insert would present new materials and feature
old titles that need to be sold. The newsletter should be attractive and positive, making use of active verbs that present an upbeat mood in the work being done at the center. When possible, examples of new materials should be sent to every missionary.

More planning needs to go into the production of new materials. Examples should be field-tested for readability and acceptability among a segment of the target audience. With the cooperation of the media representative, nationals and missionaries should be solicited to give input in the quality of materials before they are produced in large quantities.

Publications priorities.--The media committee's determined priorities should reflect the real desires of the missions it represents. It must be assumed that the needs expressed by the missions have been determined after careful evaluation of the mission's target audience. According to the respondents, Bible study materials should be placed first in priority over theological education by extension manuals. Christian material that lends itself to discipleship training should be sought and integrated into the curriculum adopted or designed by the publication center. Teacher-training books should be included in curriculum materials.

Because of the interest in producing materials in local dialects, an adhoc committee of the media committee should study the feasibility of producing materials in local dialects on a
limited basis. The phototypesetting equipment available at the center can be adapted to set type in any language.

Africanization.--A careful examination of the strategy papers written to this date does not reveal a serious plan of action to bring about eventual African Baptist control of Francophone Baptist Publications. The publication center was established primarily as a service to missionaries. It is an institution of the Southern Baptist Convention and controlled ultimately by the Foreign Mission Board. Noted in Chapter II was that the relationship the center has with African Baptists is through the media committee representatives. The statement of relationships leaves little room for eventual Africanization.

If it is the desire of the Francophone Media Committee to work toward eventual Africanization of this Baptist institution, it should be so stated in a formal document that gives a plan of action for bringing this about. The document might give the following general recommendations favorable to Africanization.

First, under the guidance of the media representative, a literature committee should be formed composed of African Baptists elected by their national assemblies and missionaries elected by the missions. This committee would be responsible for evaluating literature needs of its Baptists and reporting these needs in writing to be presented to the annual media committee meeting. This report would include an evaluation of
the growth in literature use among the churches. The Baptists in each country would have a literature committee. The director of the publication center would meet with the literature committee during his annual visits to the countries.

Second, the literature committee in the Ivory Coast could be available to the center as a consultative committee to advise the director on literature production. For instance, new projects could be presented to the committee for its evaluation. The committee would strictly be advisory in nature. None of the committees would have administrative responsibilities or authority. This will come as national strength in terms of leadership and finances grows. Upon recommendation of the media committee, at some point one representative from each literature committee would be invited to attend the media committee meetings as a nonvoting observer.

Third, authentic Africanization can begin only as the center seriously promotes the systematic study of the target audience. The director should seek means for training the media representatives in establishing a concise description of their target audience. The center cannot effectively achieve its goal of communicating the Christian message if it is ignorant of the characteristics and real needs of those who are there to receive or reject the message.

Fourth, the media committee should prepare for Africanization by allowing the center to become cost efficient. National Baptist associations are not financially able to
subsidize Francophone Baptist Publications. If for some reason it became necessary to abandon the work in Francophone West Africa, African Baptists are not now financially capable of supporting the literature production at the center.

Fifth, when feasible, the publication center should prepare personnel to take over leadership positions at the center. Ideally, the operations controller position would be a logical place to start this process. Missionary salaries do not come out of the center's operating budget, which is subsidized, therefore it is more economical to appoint missionaries to fill the staff positions. When the center becomes cost efficient, money may be available to hire competent leadership personnel.

Before these suggestions toward Africanization can be implemented, the Francophone Media Committee must seriously commit itself to this objective. It is imperative that a statement to this effect be written in the strategy papers of the media committee.

Recommendations for Further Study

This study did not consider the literature needs as perceived by the Africans themselves. A questionnaire, similar to the one used for this study, should be circulated among African Baptist churches in Francophone West Africa. It would be interesting to know how accurate missionary assessment of the needs is. No demographic study of the Francophone West African people has been made by any of the
missions. Such a study would help the media representatives arrive at the basic needs of the people and provide a data base upon which to build a careful plan of action for meeting those needs. A very general idea of their needs was communicated in the questionnaire. However, specific needs must be gleaned from the missionary fields in order to effectively "scratch the people where they itch."
Dear 

I am writing this letter to ask your help in a very important matter that impacts you, your ministry, and the people you serve on the mission field.

Francophone Baptist Publications is at a critical point in its history. Established as a formal organization only nine years ago, the organization is on the threshold of decisions that will affect its operation for years to come. We want to establish a data base from which to wisely formulate a strategy for the future that will meet your needs and the needs of your Baptist constituencies. Your input is of the utmost importance.

You are the missionary in direct contact with the African believer and nonbeliever. You know what these people need in the way of Christian literature. You have ideas and suggestions that will help us put the necessary tools in your hands to accomplish our goal of winning the world for Christ. Will you prayerfully take the time to communicate these ideas to us through this questionnaire?

You may not know the answers to all of the questions. This is not expected. Answer, to your best ability, the questions you can and leave the others blank.

Remember, we need to know your needs. I need to have your completed questionnaire by September 19. Will you do this today?

Thank you for your cooperation and continued prayers for us as we seek to produce the literature needs of Baptists in French West Africa.

Sincerely,

Mitchell Land
Director

FML:vls
CC- Rev. John Mills
APPENDIX B

QUESTIONNAIRE

Name:

Country of assignment:

I. GENERAL INFORMATION

1. What position do you hold with the Foreign Mission Board of the Southern Baptist Convention?

2. How long have you held this position?

3. If a missionary, how long have you served in your country of assignment?

4. If you served in another country previously, name the country and how long you were there.

5. What are your job description and responsibilities?

6. Are you familiar with the purpose and function of Francophone Baptist Publications located in Abidjan, Ivory Coast? YES NO

7. In your own words, briefly describe the purpose and function of this publication center as you perceive these.

8. What is your relationship to Francophone Baptist Publications? That is, how does your job assignment relate to the purpose and function of this publication center?

9. Are you generally familiar with the publications produced by the center? YES NO
II. CONTENT EVALUATION

The following titles are now available at Francophone Baptist Publications. Indicate the quality of those titles with which you are familiar by circling the appropriate word. If you are not familiar with a particular title, indicate the reason by placing the appropriate letter in the blank beside the title.

REASONS FOR NOT EVALUATING TITLES:

a. This category does not meet the literature needs of my ministry.
b. No one has explained how and when to use the title.
c. I have not had time to read this title.
d. I did not know this title existed.

A. ETUDE BIBLIQUE (Bible study)

<table>
<thead>
<tr>
<th>Title</th>
<th>GENERAL CONTENT:</th>
<th>LITERARY MERIT:</th>
<th>SPIRITUAL VALUE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Vie Chrétienne (Christian Life)</td>
<td>excellent good</td>
<td>excellent good</td>
<td>excellent good</td>
</tr>
<tr>
<td></td>
<td>(practicality)</td>
<td>(style, grammar)</td>
<td>(for Christian growth)</td>
</tr>
<tr>
<td>En Vivant Notre Foi (Living Our Faith)</td>
<td>excellent good</td>
<td>excellent good</td>
<td>excellent good</td>
</tr>
<tr>
<td></td>
<td>fair poor</td>
<td>fair poor</td>
<td>fair poor</td>
</tr>
<tr>
<td>L'Eglise: Sa Nature et Sa Mission (The Church: Its Nature and Its Mission)</td>
<td>excellent good</td>
<td>excellent good</td>
<td>excellent good</td>
</tr>
<tr>
<td></td>
<td>fair poor</td>
<td>fair poor</td>
<td>fair poor</td>
</tr>
</tbody>
</table>
4. **La Bible et les Problèmes de Notre Époque** (The Bible and the Problems of Our Era)
   - **GENERAL CONTENT:** excellent
   - **LITERARY MERIT:** good
   - **SPIRITUAL VALUE:** fair

5. **L'Histoire du Peuple Hebreu** (History of the Hebrew People)
   - **GENERAL CONTENT:** excellent
   - **LITERARY MERIT:** good
   - **SPIRITUAL VALUE:** fair

   - **GENERAL CONTENT:** excellent
   - **LITERARY MERIT:** good
   - **SPIRITUAL VALUE:** fair

7. **Les Prophetes de Jugement** (The Prophets of Judgment)
   - **GENERAL CONTENT:** excellent
   - **LITERARY MERIT:** good
   - **SPIRITUAL VALUE:** fair

8. **Que Pouvez-Vous Croire?** (What Can You Believe?)
    - **GENERAL CONTENT:** excellent
    - **LITERARY MERIT:** good
    - **SPIRITUAL VALUE:** fair

9. **Parler en Son Nom** (Speaking in His Name)
    - **GENERAL CONTENT:** excellent
    - **LITERARY MERIT:** good
    - **SPIRITUAL VALUE:** fair
<table>
<thead>
<tr>
<th></th>
<th>GENERAL CONTENT</th>
<th>LITERARY MERIT</th>
<th>SPIRITUAL VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td><strong>Miracles de Jésus</strong> (Miracles of Jesus)</td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
<tr>
<td>11.</td>
<td><strong>Les Prophètes de L'Ancien Testament</strong> (The Old Testament Prophets)</td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
<tr>
<td>12.</td>
<td><strong>Mon Chemin avec Christ</strong> (My Road with Christ)</td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
<tr>
<td>13.</td>
<td><strong>Les Paraboles de Jésus</strong> (The Parables of Jesus)</td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
<tr>
<td>14.</td>
<td><strong>Jésus les Acceuil (Jesus Welcomes Them)</strong></td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
<tr>
<td>15.</td>
<td><strong>Principaux Personnages</strong> (Major People)</td>
<td>excellent</td>
<td>fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>good</td>
<td>poor</td>
</tr>
</tbody>
</table>
16. Croyances Baptistes
(Baptist Beliefs)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

17. Le Salut
(Salvation)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

18. D'Adam à Abraham
(From Adam to Abraham)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

19. Les Enseignements de Paul
(Paul's Teachings)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

20. Le Peuple de Dieu
(The People of God)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

21. Un Chrétien, Qui Est-ce?
(Who is a Christian?)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor
22. Histoires de la Bible (Histories of the Bible)
GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

B. BROCHURES (Brochures on devotional and topical studies)

1. Manuel du Nouveau Chrétien (New Christian's Book)
GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

2. La Gérance (Christian Stewardship)
GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

3. La Glossolalie (Speaking in Tongues)
GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

4. Le Maniement des Armes (Sword Drill)
GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor
C. TRAITES (Tracts)

1. La Terre, Les Astres (The Earth, the Heavenly Bodies)  
   GENERAL CONTENT: excellent  
   LITERARY MERIT: excellent  
   SPIRITUAL VALUE: excellent

2. Un Pêché Qui En Vaut Trois (A Sin Worth Three)  
   GENERAL CONTENT: excellent  
   LITERARY MERIT: excellent  
   SPIRITUAL VALUE: excellent

3. Le Serpent Géant et le Petit Poisson (The Giant Serpent and the Little Fish)  
   GENERAL CONTENT: excellent  
   LITERARY MERIT: excellent  
   SPIRITUAL VALUE: excellent

   GENERAL CONTENT: excellent  
   LITERARY MERIT: excellent  
   SPIRITUAL VALUE: excellent

5. Qu'est-ce Qu'une Eglise Baptiste? (What is a Baptist Church?)  
   GENERAL CONTENT: excellent  
   LITERARY MERIT: excellent  
   SPIRITUAL VALUE: excellent
6. Un Cadeau Pour Vous (A Gift for You)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

7. Le Film de Votre Vie (The Film of Your Life)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

8. Maintenant Je Suis Libre (Now I'm Free)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

D. FORMATION CHRETIENNE (Discipleship Materials)

1. La Voie du Salut (The Way of Salvation)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor

2. La Vie Chrétienne (The Christian Life)

GENERAL CONTENT: excellent good fair poor
LITERARY MERIT: excellent good fair poor
SPIRITUAL VALUE: excellent good fair poor
E. EDUCATION THEOLOGIQUE (Theological Education)

3. Ecole Par Correspondance (Bible Correspondance)
   GENERAL CONTENT: excellent good fair poor
   LITERARY MERIT: excellent good fair poor
   SPIRITUAL VALUE: excellent good fair poor

1. Construire un Sermon (Sermon Building)
   GENERAL CONTENT: excellent good fair poor
   LITERARY MERIT: excellent good fair poor
   SPIRITUAL VALUE: excellent good fair poor

2. La Bible et Son Interpretation (The Bible and Its Interpretation)
   GENERAL CONTENT: excellent good fair poor
   LITERARY MERIT: excellent good fair poor
   SPIRITUAL VALUE: excellent good fair poor

3. L'Enseignement et la Formation (Teaching and Training)
   GENERAL CONTENT: excellent good fair poor
   LITERARY MERIT: excellent good fair poor
   SPIRITUAL VALUE: excellent good fair poor

4. Vivre par la Foi (Living by Faith)
   GENERAL CONTENT: excellent good fair poor
   LITERARY MERIT: excellent good fair poor
   SPIRITUAL VALUE: excellent good fair poor
5. **Doctrine Chrétienne de Dieu** (Christian Doctrine of God)  
GENERAL CONTENT: excellent  
LITERARY MERIT: good  
SPIRITUAL VALUE: fair  

6. **Etudes sur le Pentateuque** (Studies on the Pentateuch)  
GENERAL CONTENT: excellent  
LITERARY MERIT: good  
SPIRITUAL VALUE: fair  

7. **Doctrine Chrétienne de l'Homme et du Salut** (Christian Doctrine of Man and Salvation)  
GENERAL CONTENT: excellent  
LITERARY MERIT: good  
SPIRITUAL VALUE: fair  

8. **La Vie et le Ministère de Christ** (The Life and Ministry of Jesus)  
GENERAL CONTENT: excellent  
LITERARY MERIT: good  
SPIRITUAL VALUE: fair  

9. **Le Mariage et la Vie Familiale** (Marriage and Family Life)  
GENERAL CONTENT: excellent  
LITERARY MERIT: good  
SPIRITUAL VALUE: fair  

F. QUESTIONS ON CATEGORIES AND CONTENT

1. Indicate, by circling the appropriate number, what you believe should be the priority scale of the following categories of literature produced or that should be produced by Francophone Baptist Publications:
Bible study | 1 2 3 4 5 6 7 8 9 10
---|---
TEE (Theological Education by Extension) | 1 2 3 4 5 6 7 8 9 10
Brochures (devotional and topical studies) | 1 2 3 4 5 6 7 8 9 10
Discipleship guides | 1 2 3 4 5 6 7 8 9 10
Music | 1 2 3 4 5 6 7 8 9 10
Biographies of African Baptists | 1 2 3 4 5 6 7 8 9 10
Women's work materials | 1 2 3 4 5 6 7 8 9 10

2. The following categories and books were listed by missionaries and national leaders in a meeting on church development work in Kenya. These needs perhaps touch upon some of the same areas of need of church development work in West Africa. Check in each column according to how you see the need for the suggested book.

<table>
<thead>
<tr>
<th>Title and brief description of book needed</th>
<th>This is a need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counseling guidebook—suggestions on how to counsel while in homes, with suggested scriptures</td>
<td></td>
</tr>
<tr>
<td>Leader's guide to problem solving—&quot;how-to&quot; book for pastors such as how to be a spiritual leader, how to plan a budget, how to teach, etc.</td>
<td></td>
</tr>
<tr>
<td>Sermon and lesson outlines—Biblically based one-page outlines to use in preaching and teaching</td>
<td></td>
</tr>
<tr>
<td>Small Baptist hymnal—with mostly indigenous choruses</td>
<td></td>
</tr>
<tr>
<td>Women's work materials—on the home, church, community</td>
<td></td>
</tr>
<tr>
<td>Tithers' testimonies—brief biographies with pictures of local Baptists who tithe</td>
<td></td>
</tr>
</tbody>
</table>
Youth work materials—shortened
guides for churches and associa-
tions, youth camps, etc.

Bible studies for teachers—short
and simple, in a six-month's or
one-year's lessons in one book

Books on witchcraft—the problems
of dealing with fetishism in
Africa

Baptist biographies—local
Baptist leaders

Role of church, convention,
and association

Testimonies of church starters

Work of a deacon

Baptist policy and organization

Men's materials

Evangelism plan book

Ethics in the church

Stewardship

3. What are some additional and specific literature
needs of the African nationals you serve? List
these in order of priority:

1. 
2. 
3. 
4. 

4. Do the African people you serve read French?
YES  NO

5. Do you feel that the publication center is now meeting
your basic religious literature needs?
YES  NO

6. Which medium do you need the most at this time?
CASSETTE  RADIO PROGRAMS  PRINT MEDIUM
7. Indicate the publication organization that produces the majority of the religious literature you use:
   Centre de Publications Baptistes (Abidjan)
   Centre de Publications Evangéliques (Abidjan)
   Croisade du Livre Chrétien
   Editions Trobisch
   Ligue Pour la Lecture de la Bible

8. Briefly explain why the organization you indicated above has been successful in meeting your Christian literature needs.

III. ORGANIZATION AND STRUCTURE OF FRANCOPHONE BAPTIST PUBLICATIONS

A. Communication

1. Do you believe that the lines of communication are open sufficiently enough between you and the publication center?
   YES  NO

2. How may the lines of communication be improved?

3. Do you believe the center is sensitive to the needs of your mission work in the country where you serve?
   YES  NO

4. Do you think the African churches in Francophone West Africa are being represented adequately through your media representative?
   YES  NO

B. Personnel and Structure

1. Is there adequate personnel for meeting production demands at Francophone Baptist Publications?
   YES  NO

2. List the additional personnel needed to accomplish the objectives.

3. Do you consider the structure of the organization adequate for meeting production demands?
   YES  NO
4. To what extent are African nationals involved in the formulation of policy?

5. To what extent do you believe African nationals should be involved in the formulation of policy and the direction of activities of the publication center?

6. What suggestions would you make that would help the center move toward Africanization?
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