

RECORD

July 29, 2006

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WARBURTON, VICTORIA

Community outreach programs that utilise the *Signs of the Times* magazine are becoming more popular.

One such outreach is Lilydale Adventist Academy's (LAA) Weet-Bix Billy Cart Grand Prix, which will be publicised with a *Go Signs, Go Gospel!* drop of some 17,000 August-issue *Signs*, which features the event. The grand prix aims to build family and community, getting them together for a day of fun on the academy grounds.

Mr Jones, the academy's PR officer, says the academy's church distributes 110 *Signs* into the community each month. "We hope that the *Go Signs* promotion, leaflet drops and newspaper advertising will highlight the fact that LAA is part of the community and encourage students to attend our school."

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Signs in your hands

Signs has been around for 120 years; our church in this division was built on it. I believe working with *Signs* is a God-ordained ministry, and anyone involved in it, from its authors to the pastors and church members who respond to the inquiries, work hand in hand with Him.

Given that, we can expect only success in what we do with it. Or, as the *Signs* campaign says, as we put it in the hands of people, both parties are blessed.

I manned the *Signs* stand at the Christian Resources Expo, held at Sydney's Olympic site. For three days I handed out *Signs* to passers-by. To each person, I spoke a few words. Only three refused my offer.

Most of those visiting the expo were Christians, but not Adventists, and many already received *Signs*—from neighbours, donors, local racks or posted as a sponsorship—among them a South African woman about to return home. Another wanted “an extra one” for her wayward son, who “might read something like this.”

I spoke with a former Lilydale Adventist Academy student—never an Adventist—who attended more than a decade ago. The *Signs* I handed her was her only contact with the church since leaving school. For another,

likewise. She would read them at the Sydney San when visiting her sick mother.

Did you place those *Signs* in their hands? If you ever donated a *Signs*, then you did. Not exactly *that* magazine, but in principle and in kind. Perhaps it was one left in a Seymour, Victoria, letterbox, more than a decade ago, which has borne fruit and resulted in three and possibly four souls for the kingdom.

I pressed a magazine into the hands of a woman. She looked at it as she took a few hurried steps further, then paused in front of the next booth where a 20-something enthusiastically promoted an aid organisation.

“Who publishes this?” she asked briskly, taking a step toward me. “The Seventh-day Adventist Church—for the general public,” I responded, expecting from her tone that she was about to thrust it back. “Oh, good,” she said. “They’re great people.” And she was gone.

“Wow!” said the young man opposite, smiling. “That’s what I call an endorsement!”

As you read this *Signs*, it’s in your hands. But why not take this opportunity to put it into someone else’s?

Lee Dunstan, Signs Ministry coordinator



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Signs podcast reeling in on web

WARBURTON, VICTORIA

As the *Signs of the Times* website turns two on August 1, its newest feature, podcasts, is starting to reel in listeners. *Signs* podcasts allow visitors to download audio files of complete articles, interviews and a monthly round-table discussion with the editors about the latest issue.

Hundreds of listeners downloaded the podcasts in its first month.

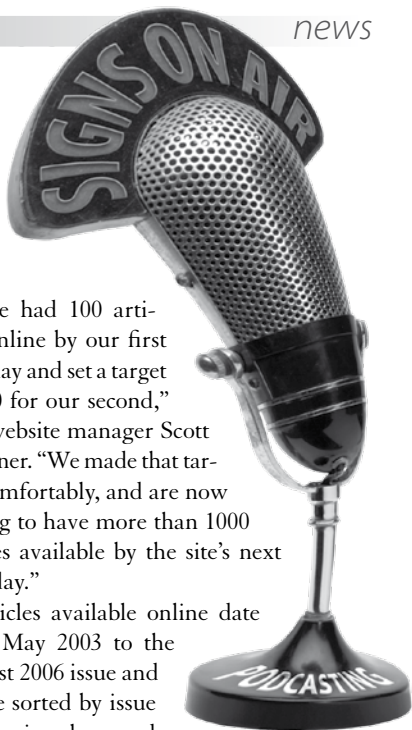
In the past year, the website had several new features added, including: a topic menu, refer-an-article email function and a promo section providing churches with several updating banners that can be placed on their websites as links to *Signs*.

With nearly 600 articles available online, the website attracts more than 100 visitors per day—totalling more than 30,000 visits in two years.

“We had 100 articles online by our first birthday and set a target of 500 for our second,” says website manager Scott Wegener. “We made that target comfortably, and are now aiming to have more than 1000 articles available by the site’s next birthday.”

Articles available online date from May 2003 to the August 2006 issue and can be sorted by issue date, topic or keyword search. Readers can also subscribe to the magazine or renew their subscriptions online.—*David Edgren*

More @ www.signsofthetimes.org.au



Signs, billycarts and medals

(Continued from page 1)

Other groups to put *Signs* into people’s hands for outreach include the Fountain in the City church plant in inner Sydney, which used a Go *Signs* drop to invite people to visit their church. Around 15,000 post-cards advertising Fountain were included with the Go *Signs* that were distributed. Neale Schofield, a Fountain church-plant leader, says, “For us, it was a branding exercise to get the church’s name into the community.”

Signs magazines were also used in outreach at the Commonwealth Games (News, March 18, April 15). Some 50,000 copies were given out on Melbourne’s streets as part of “The winning way” (TWW), and another 16,000 Go *Signs* were dropped in areas surrounding church plants. Pastor John Denne, TWW coordinator, says, “I recently had communication from a Sydney reader of a TWW special edition of *Signs*. She said how blessed she was in reading it. *Signs* points people to Jesus.”—*Adele Nash*

Family's baptism "end of long journey"

On July 2, 2006, three members of the Boccabella family were baptised in the swimming pool of Ciloms Airport Motel, Tullamarine, Victoria.

It was the end of a long journey by Shirley and her children, Rachel (20) and Dathan (13), whose first encounter with the Seventh-day Adventist Church and message was a *Signs of the Times* magazine dropped in their Seymour, Victoria, letterbox years before.

The motel is the former home of the Northpoint church, a church planted in the largely unentered north-western region of Melbourne by Pastor Loren Pratt.

Although the baptism was held in the motel, the church now meets in new premises nearby.

Pastor Pratt began studying with the family in March 2005, following Pastor Geoff Youlden's "Life after life" program held nearby in the Melrose Reception Centre.

Mrs Boccabella and her husband, Mau-

rice, were intrigued by a flyer for the program dropped in their letterbox.

They observed it carried the same logo and name as the *Signs* magazine from years before, which they still had.

They matched it to the *Signs* magazine, which, says Mr Boccabella, they knew they could trust as it had been letterboxed in their former home town of Seymour some years ago.

The family still have the original *Signs* magazine they first received, which Mr Boccabella says is "even more precious now than ever."

Although Mr Boccabella was the first to show an interest and was the self-confessed "spiritual personality" of the family, it was his family who were first to be baptised. "But after the baptism," says Pastor Pratt, "Maruice told me 'it won't be long,' and I expect to baptise him quite soon."—*Lee Dunstan*

Dunstan



◆ **Golden Lapani** (left) uses *Signs* to connect with **Muslims in Malawi**. Earlier this year, after accidentally running his car into a truck, Golden handed Suat, the truck's driver, a *Signs* while getting a

quote for repairs and invited Suat to come to church—and he did the next week. Golden gives *Signs* credit for creating interests that resulted in **up to 300 baptisms** and needs hundreds of *Signs*, as do his fellow lay evangelists in Zimbabwe and Zambia.

◆ **At the Christian Resources Exhibition**, Sydney's Olympic complex in July, **Lee Dunstan** gave away an average of

one *Signs* every minute during the three-day event. Lee met **former Adventists** and church school students who recognised the *Signs* and claimed it was their first contact with Adventists since leaving.



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Projects streamlining “Five-star”

WARBURTON, VICTORIA

S*igns of the Times* has signed a 10-year contract to place the magazine in seven New Zealand regional airports, with more to come online within months, reports Lee Dunstan, *Signs* Ministry and marketing coordinator.

“It’s a great kick-start to my stated goal [*Signs* Ministry visits New Zealand, July 1] of having *Signs* available in every major waiting room in the country,” he says. “I said I wanted to see it from the top of New Zealand to the bottom, and, as God has opened the door, it’s now up to us to walk through it. We need to keep those racks full!”

Signs has been excluded from a number of airports, as new contractors have taken over, so the deal helps keep *Signs* available. The airports deal supplements other similar outlets in New Zealand and Australia.

“By this time next year, we plan to have *Signs* on board Bluebridge ferries out of Picton and aboard the TranzAlpine Rail link out of Christchurch’s Addington rail terminal, as well as bus stations in the major cities,” says an optimistic Mr Dunstan. “The site rentals are very reasonable, but we will still need Enzedders to take up the challenge of, first, paying for the sites, then keeping the racks supplied.

“We’ve already received four-figure sums from committed Kiwis for this, but we’ll need more—and over the long term. Given the circumstances in which this came about, I’m confident that it is part of God’s plan for *Signs* distribution in New Zealand. And when I emailed the news to an interested businesswoman who lives in one of the cities,

asking if she would sponsor her local airport, she had just one word to say: ‘Yes!’ It’s a word I hope to hear a few more times.”

The many and various *Signs* “projects” have recently undergone reforms, to begin with the 2006 Campaign. The major change will be aggregating smaller, individual outlets into just five large projects christened “*Signs* Five-star Ministry Projects,” which meet criteria qualifying them as projects.

“One of our challenges has been how to efficiently handle the huge support for *Signs* Ministry—the donations and subscriptions that people make to the more than 200 broad-based and local community projects that comprise *Signs* Ministry,” says Pastor Des Hills, former *Signs* marketing manager.

The *Signs* Five-star projects are: (1) Australian Transport Outlets (2) Outback and Adventist Aviation (AAA) (3) New Zealand Evangelism (4) Literature Evangelists (Aus and NZ) and (5) Pacific Islands Outreach.

Under the new arrangement sponsorships and donations will be guaranteed to go to the named project, although the actual number of magazines going to specific destinations within them will vary.

For example, under the New Zealand Evangelism banner, the Wellington Inter-island ferries need fewer *Signs* in winter (about 600 and up to 1000 a month in summer), while the Queenstown, NZ, airport requires more.

Most of the Partnership outlets established over the past 10 years (see Noticeboard) will continue, but will no longer qualify for the bargain Five-star Project price, although they will still receive bulk discounts, and publicity through *SignsTalk*.—**RECORD staff**

Five-star Projects

Australian Transport (\$A17, \$NZ20)

Airports—Adelaide; Gold Coast; Melbourne International; Tasmania.

Ships—*Spirit of Tasmania* ships

Pacific Islands Outreach (\$A19, \$NZ23)

PAU Women's ministries, Ministerial students, PNG—Committed women take *Signs* into Port Moresby prisons; PAU student outreach.

Atoifi Hospital, SI—Given to RAMSI peacekeepers protecting the church's hospital on Malaita, and patients.

Lae UniTech, PNG—Hundreds distributed by a uni employee to country's leaders of tomorrow.

Pacific Yacht Ministries, Qld—Receive 100 *Signs* monthly at a cost of some \$2000. Taken with medical personnel to isolated parts of the Pacific.

Publishing directors, Pacific unions—PNG; Solomon Islands, Samoa; Fiji; Kiribati; Vanuatu.

Outback and Adventist Aviation (\$A17, \$NZ20)

Outback stations—Posted or delivered by intrepid travellers, such as Jack Goldsmith, and Les and Dawn Goldsworthy.

Alice Springs mall—Support a small church with huge needs, as thousands of tourists pass through this friendly town. (This is the SPC staff and editors outreach ministry.)

Signs on Wings—Graham Turner flies *Signs* into far-western towns in a home-built plane—then delivers.

Outback Aviation, SQ—Flies monthly to far western Queensland towns.

AAA, WA & NNSW Conf—Take *Signs* to remote locations.

New Zealand Evangelism (\$A19, \$NZ23)

Wellington ferries—Interisland Ferries terminals; working to get aboard Bluebridge ferries and/or Picton terminal.

Airport waiting rooms—An average \$46 month for site rental plus 200 magazines each, monthly; includes Dunedin, Gisborne, Nelson, Invercargill, Rotorua, Tauranga, New Plymouth, Hamilton, Queenstown,

Notes to bulk subscribers

▲ If you order *Signs* for your local church outlet ministry, you will need to do it through your church's *Signs* coordinator. Check with them to see if the changes affects your subscription. *Signs* can only accept payment for church bulk orders via the church.

▲ **Partnershipoutlet** prices depend on the number subscribed (10+, 50+, 400+) per individual invoice.

▲ *Signs* Campaign period renewals are being posted. Renew by the date listed on your form and receive the Early Bird gift—the 2007 Morning Watch Calendar.

▲ **Contact Leonie in Subscriptions** to place a *Signs* ministry project or Partnerships outlet order, to align multiple expiry dates, and arrange payment of existing and new orders.

Christchurch, Blenheim.

Literature Evangelists/Discovery Centre students (\$A17, \$NZ20)

Eric Hoare, SA, and Brian Curson, WA—Desperately needing sponsors for \$3800 of expiring subscriptions.

Sone Mariner, Qld—Followed up on Mt Isa—Charters Towers Go *Signs*! drop with donated *Signs*. Says *Signs* helps LEs sell books.

plus \$250 for postage annually.

President's project, Kiribati—Gives *Signs* to government officials on this isolated, poor atoll.

Global Partnerships (priced according to number subscribed; discounted for bulk)

East African evangelists, Zimbabwe, Zambia, Malawi—George Musalama and Golden Lapani need hundreds of *Signs* monthly. Golden says up to 300 baptisms have resulted from seeds planted by *Signs*.

Medical students, Nigeria—Doctor in denominational hospital passes to students of all faiths.

ESL Youth hostel; Zurich Airport, Switzerland—Organised by an enthusiastic, expatriate Aussie girl.

Riverside Farm lay-training school, Zambia—Campus church receives *Signs* for use in training and outreach (managed by Aussies).

SDA Language School, Korea—Non-Adventists use them for ESL, gaining knowledge of Christianity as they do.

And more . . .

Partnerships

SPD-wide Partnerships (priced according to number subscribed; generally \$2-4 below single rate of \$A23 and \$NZ27)

Sydney Adventist Hospital—John and Lyn Dose care for numerous racks and stands in waiting rooms.

Torres Strait medical centres—Indigenous people think it is one of the best available.

Southlakes Women's Refuge—Abused women and children in need of care-and hope.

Longburn Adventist College—Made available to non-Adventist students and parents.

NZ FM radio stations—*Signs* is source material for announcers and script-writers.

Russia evangelism—June Laws mails *Signs* to people who attend Adventist evangelism plus ESL. Needs 50 subs

Finally

The future of *Signs* is in your hands. Put it in someone else's.

Payer's Details

Name _____

Address _____

Phone _____

Email _____

Please print clearly to avoid mail difficulties.

Individually posted Signs subscriptions

QTY	Destination	AUD\$ (each)	NZ\$ (each)	Total
___	Australia or New Zealand	\$A23.00	\$27.00	\$ _____
___	Pacific islands	\$A38.00	\$46.00	\$ _____
___	Other countries	\$A45.00	\$54.00	\$ _____

Send to

Name _____

Address _____

Town/Suburb _____

Postcode _____

Signs Five-star Ministry Projects and donations

QTY	Destination	AUD\$ (each)	NZ\$ (each)	Total
___	Outback/Adventist Aviation	\$A17.00	\$20.00	\$ _____
___	Pacific Islands Outreach	\$A19.00	\$23.00	\$ _____
___	Australian Transport Outlets	\$A17.00	\$20.00	\$ _____
___	New Zealand Evangelism	\$A19.00	\$23.00	\$ _____
___	Literature Evangelists	\$A17.00	\$20.00	\$ _____
<input type="checkbox"/>	Go Signs, Go Gospel!		Donation	\$ _____

Enclosed is a cheque/money order of \$ _____ payable to Signs Publishing Co, OR charge my Bankcard/MasterCard/VISA.

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Name on card _____

Expiry date _____ Signature _____

Signs Campaign 2006



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tick box for this option

Please debit my credit card with equal instalments over 12 months (on 15th each month).

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