



Kérugma® Bulletin

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A Newsletter to the Conquerors in Christ

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The Bulletin is also available in Afrikaans

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COME AND JOIN THE KÉRUGMA VIDEO CLUB

Kérugma Productions has started a Christian video club. In the past many people have phoned us and asked how they could purchase or hire our videos. The video club is your opportunity to receive a video every month. In turn we ask that you please support this ministry with a regular monthly donation.

Club members will enjoy certain privileges.

THE KÉRUGMA VIDEO CLUB **Advantages of membership**

Members will receive one video each month AND will qualify for a US\$1.00 discount for each additional video ordered. In the future, other special offers could also be made to club members.

Privileges of membership

We kindly request a minimum monthly donation of US\$25.00 from each person who wants to join the club. We know that this might not be possible for some people, but perhaps you could approach a family member or another Christian to help you in this regard. After you have watched the video you could then pass it on to the other person. If you would prefer to join for US\$12.50 per month, you could receive a video every second month. Organisations, video libraries, youth groups and congregations are also welcome to join as members.

Application for membership

There is a MEMBERSHIP APPLICATION FORM in this Bulletin. Complete the form and post or fax it as soon as possible to Kérugma Productions.

VIDEO DISTRIBUTION IN SOUTH AFRICA

The formation of a Christian video club

Dear Kérugma Supporter,

Greetings in the Name of the Lord Jesus Christ.

Because of the grace of our Lord Jesus Christ, we believe that the time is right to establish a Christian video club. It is our wish that all of you would prayerfully consider this letter and join the video club if at all possible. Please allow me to openly discuss with you certain aspects regarding video distribution in South Africa. We feel that our videos offer much for everyone, and we want to ask you to assist us in the production and distribution of them. How many of Kérugma's videos have you seen? We would dearly like you to see them all. Not just you, but also your family, friends and neighbours.

We know that if we can send you the videos one by one over a period of time, the chances are good that you would watch them all. In our experience with video distribution we know that if you give a person a book as a gift, the chances are small that he/she will actually finish reading the book. It depends on who the person is and if it is the right book at the right time. He/she will possibly read only part of the book or just the introduction. You never know. But with a video it is different. Our experience is that most people who receive a video as a gift will actually watch it. That which a person reads is of much value but that which a person sees and hears at the same time is of much greater value.

This brings us to another problem-, the prohibitive cost to produce a high quality multimedia production such as a video or a DVD (Digital Versatile Disk). Before we get to that, I first want to draw a comparison between the prices of certain items so that you can understand why we always say that the cost of our videos does not include the production costs.

How much do you pay for a good Christian CD? The fact is that in South Africa CD's are much more expensive than videos. But it costs up to five times as much to produce a video. If we, for instance, would have our videos produced by a professional video studio, the quote for such a production would be prohibitive.

The relationship between the overseas prices for CD's and videos is much more realistic. Prices of Christian CD's are about US\$10.00 while videos go for US\$20.00 or more. Why, then, do we in South Africa sell our videos so far under value? There are two major factors to consider. The first is the small volume of such videos which do actually sell in South Africa. The second is due to a specific situation which developed when a certain company, which has produced good Christian videos for years, started financing the production of their videos through sponsors. They were in a position to release the videos at a price which covered only the tape plus the cost of duplicating the videos plus the normal labels and cover. The result of this was an unrealistic low market price for such video productions in South Africa. Every entry into this market now has to be at this low market price. The problem with this state of affairs is that any person who wants to produce Christian videos now has to finance his own cost of producing a video. Kérugma trusts the Lord to work in the hearts of people like you who have seen our videos, to support us so that we can continue to produce these videos.

The main advantage of these low prices is that these videos are more accessible for all. The disadvantage, however, is that some videos can not be produced or distributed in South Africa at this lower cost. For instance, a friend of ours from England wanted to distribute one of his videos in South Africa. He wanted to release the video at what he thought, was a very reasonable price, R200.00. After consultation with

various people, he decided to reduce the price to R100.00. The South African sales of his video now actually cost him money, but he is more concerned that people receive the message of the video than that he make a profit. The same is true for our videos.

There are, however, some very good overseas productions which we want to obtain and distribute locally. The masters of such videos are very expensive. In addition, normal royalties payable to the owners are in the region of US\$7.00 (±R80.00) per copy sold. This of course makes it impossible to include the cost of the tape, cover, label and duplication for under R100.00. At this price, it would not be possible to distribute such videos in South Africa.

We mention these things to you to give you a glimpse of the dilemma in which we find ourselves.

When we mention the low volume of Christian video sales in South Africa, please keep in mind that the impact of a video is much more than a book, for instance. One example of this is the best selling video from Kérugma in Afrikaans entitled *Die Here het my verlos van tipiese Toronto "Blessing" ervarings* (The Lord delivered me from typical Toronto "Blessing" experiences) by Rev. Etienne Maritz. When this video was produced, we printed 1000 covers. Sales of this video went well, and we even sent some copies overseas. People everywhere heard about this video. The impact of such a video is massive. One minister told us that as a rule his congregation made sure that his services never lasted more than a specified time. He therefore planned to show the video in three parts on three successive Sundays. When he switched off the video after the first session on the first Sunday, the audience insisted that he show the rest of the video. So they sat for the remainder of the video – for 2 hours and 30 minutes!

The following day his wife lent the video to someone at University. The University students saw the video. It was also shown at some schools and hostels in that city. We often hear how a single video is shown to a great number of people. Therefore, we know how valuable a tool this medium is for evangelisation.

One day about a year ago rev. Maritz asked us for interest's sake how many copies of the video had been sold over the years. Everywhere he went, he heard people talk about this video. For instance, one minister from a large town told him, "Etienne, you don't even have to come and preach here because everyone has seen your video." Imagine his amazement when he heard that we still have 800 of the original 1000 covers left. Spiritually speaking the production of that video was a great success. We can only thank the Lord for that. Financially speaking, though, it was not so successful.

Some interesting facts came to light from a conversation held with a person involved with the Christian video company that we mentioned earlier. They made a series of videos of the sermons of a well-known American preacher who visited South Africa. However, they only produced 200 copies of the series

because they knew that they never sell more than that amount! This should give you a clear picture of the situation in South Africa. Personally I do believe that we can distribute many more videos in South Africa. There are many people who still don't know about our videos.

We want to ask you if you would be willing to become more directly involved in helping us produce and distribute these videos. We live in a time when each opportunity must be seized to proclaim the gospel of our Lord Jesus Christ.

Some people say they don't want to pay for a video that they will only watch once or twice. The fact is that it is necessary to watch the video more than that. The first time it may make a good impression on you, but there is much you only take in or notice after the second or third time. Furthermore it is surely not necessary to keep the video to yourself, is it? Is there not someone to whom you can lend or even give the video after you are finished with it?

These videos also make excellent presents. You can be sure that the person to whom you give it will watch it. Before you give another book or CD to someone, why not consider giving one of Kérugma's videos?

A KÉRUGMA VIDEO IN ETHIOPIA

A certain lady recently told us that her husband had to go to Addis Ababa on a work-related trip. They had just watched *Highways to Zion*. They were so excited about it that he decided to take the video with him. They both prayed that the Lord would undertake and that it would not be found in his baggage. When he arrived in Ethiopia, he met a Christian and gave the video to him. Now they have received a letter from this Christian telling them that he has shown the video in several churches and that there has been fantastic reaction to it. He said that they have never received as much teaching in their churches as from this one video!

THE OPPORTUNITY

With this in mind we would like to offer everyone the opportunity to help spread the gospel of Jesus Christ through videos. The production cost of the video in terms of man-hours, the sophisticated digital editing apparatus, the camera and the professional assistance amount to thousands of rands. Even though, through the grace of God, we have been able to cut down many of these costs by doing most of this work ourselves, we still need the support and assistance of you, as a child of God, for each project. Without this we cannot effectively continue our work of proclaiming the gospel by this means. Would you please consider carrying this ministry through your prayers and by making a regular monthly donation? Let us face the facts. Prayer and finances are the essential ingredients to maintain a ministry such as ours. There

are already some people who are freely supporting us without receiving anything in return. This is surely God at work when He encourages people to give a freewill offering for His service.

It is our desire that the videos will reach you. It is difficult for us after producing a video like *Psalm 23 – The Shepherd and His Sheep* to know that some people on our address list will not get to see it. We would like all to see it and we would also like to know what you think of it. This is also the idea behind the establishment of the **Kérugma Video Club**. The advantage to us would be to receive a regular income but we mainly want everyone to see all the videos and share in the blessing we receive from it. This is why we want to give you the opportunity to regularly receive our videos while you in turn are helping us to produce them.

Membership of the club will entail the following. You undertake to financially support the ministry of **Kérugma Productions** with the amount that you will specify on the application form. **Kérugma** in turn undertakes to present you with a video each month. You will have a choice with regards to which video you would like to receive each month. In this way we will make sure that you and your family will get to watch a new video at least once a month. At the same time you will be contributing with your monthly donation towards the effective spreading of the gospel to others.

There is a lot of work to be done. God asks us to pray that the labourers will be sent forth to the harvest (Matt. 9:38). Your support to this ministry will help to send the labourers to the harvest.

We have only touched on Scripture-expounding productions utilising as background video footage from the Bible lands. We also have to translate the videos into other languages and for different cultures. In addition, we have quite a number of video productions that are ready to be edited. There is so much which must still be done.

We constantly hear positive testimonies from people who have watched the videos.

Perhaps when we are all standing in front of the Throne of Grace, you would hear a testimony of someone who is there because of the videos he watched. Would that not be wonderful to know that this was God's work done through your prayers and financial support?

In His Service

Naas le Roux.

“Surely goodness and mercy will follow me all the days of my life, and I will dwell in the house of the LORD for ever” (Ps. 23:6).

SURELY GOODNESS AND MERCY WILL FOLLOW ME

- Naas le Roux

What do you understand from the words “Surely goodness and mercy will follow me ...”? Is it not normally interpreted as pointing to the goodness of God? Is He not a “good” God and therefore heaps goodness upon us? Also He would ensure that we are in favour with everyone. Is this what it means when this text says that goodness and mercy will **follow** me?

The well-known Psalm 23 is nothing less than the personal testimony of a sheep. The sheep testifies how well his Shepherd is caring for him. None was better qualified to record this testimony than the shepherd king of Israel. Psalm 78:70-72 says:

He also chose David His servant
And took him from the sheepfolds;
From the care of the ewes with suckling lambs He
brought him
To shepherd Jacob His people,
And Israel His inheritance.
So he shepherded them according to the integrity of
his heart,
And guided them with his skilful hands (NASB).

In order to write Psalm 23 David climbed under the skin of a sheep, so to speak. The one who himself at first tended his father’s sheep in the open fields around Bethlehem wrote this Psalm from the perspective of a sheep. However, it was a sheep from the flock of the Good Shepherd. He tells how the Shepherd tends and cares for His flock. It is from this context that we must understand this Psalm.

When the sheep says that the Shepherd is so good to him that only goodness and mercy follow him, does he mean that his whole life is smooth sailing? David went through some very tough and testing times during his life. One such time was when his own son Absalom led the people in rebellion against him. When one reads this, it does not sound as if material prosperity, happiness and personal popularity were following David at that time.

In general sheep are considered to be exceptionally dense animals. Yet they possess some wonderful attributes. They are hailed in the classics as the animals with **golden hooves**. As clean animals they had split hooves (Lev 11:3) and this is why “goodness and mercy” could follow them. A seasoned shepherd knows not to allow the sheep to overgraze a field. Therefore he constantly moves the flock from one field to the next. The hooves of the sheep loosen the soil, a fact that can be detrimental where overgrazing takes place. When it rains on an overgrazed area, especially in a hilly area such as is found in Israel, the loose topsoil could cause soil erosion.

The sheep of Psalm 23 testifies that his Shepherd cares for him in such a manner that goodness and mercy follow him where he grazes. He says that his Shepherd leads the flock to loosen the soil just as far as is necessary. What is more is that the loosened soil must also receive the necessary fertilisation before the rains. Sheep don’t eat the large clumps of grass in a field but rather the small plants that grow in the shelter of the grass. One can taste these herbs in the meat of

the sheep that feed properly. This also explains why the meat of the sheep from different areas tastes differently. You can also clearly see the herbs that the sheep eat in their droppings if you crush a dry dropping between your fingers. Where a sheep feeds he therefore leaves loosened and well-fertilised soil behind. The rain then falls on well-prepared soil. The result is that the field sprouts well after the rain.

This is what David means when he says, “goodness and mercy will follow me ...” He says that the Shepherd cares well for the flock so that they always leave the field in a better state than as when they arrived. Is this not how the Lord cares for us too? Paul writes in 2 Cor 2:14-15 that God the Father “manifests through us the sweet aroma of the knowledge of Him in every place. For we are a fragrance of Christ to God among those who are being saved and among those who are perishing”.

It is through the grace of God that we leave a place in a better state than the state in which we found it. This is why, when we enter a room, our presence should have a positive effect on the people in the room.

It is of course also true that not everyone always appreciates this to the same extent. The world hates the children of God and to them the fragrance of Christ is “an aroma from death to death” (2 Cor. 2:16). Still the Lord works through us to reveal Himself to the people with whom we have contact. Just as sheep are unaware of the effect they have on the field they leave behind, so we are not always aware of the “goodness and mercy” that we leave behind.

The Lord Jesus Christ cleanses us in His blood at our regeneration. He enters our hearts by His Spirit to abide with us. Because the Holy Spirit lives in the deepest reaches of our hearts, deep in our spirit, He reveals the character of the Lord Jesus in our lives. The Bible calls it the fruit of the Spirit (Gal. 5:22).

This is what we testify when we say that the Good Shepherd cares for us so that goodness and mercy follow us all the days of our lives. Does this interpretation of Psalm 23 not give a whole different meaning to the words from what we initially thought? Almost every word of this well-known Psalm gets a new meaning when we look at it in this light.

Kérugma recently produced a video that was filmed over different seasons in the fields of Israel. Dr. Randall Smith, who himself lived with a shepherd and his flock in the fields around Bethlehem, presents this Psalm from the background of what he learned. Through this video Psalm 23 assumes new meaning. Maybe you will get to know our Good Shepherd better by learning the true meaning of this psalm.

We trust that all our readers will seize the opportunity

to obtain this video. All the effort in producing this video was expended with the prayer that it will find a place in every home and especially in the hearts of those who watch it. It is very interesting to see what it means when the sheep says: "... and I will dwell in the house of the LORD forever." Dr. Smith, who is an archaeologist as well as a theologian, explains that the houses around Bethlehem in the time of the Lord Jesus were caves almost without exception. The deepest part of the cave was the stable where the livestock were kept at night during the winter months. Their presence also helped to heat up the front part of the "house". There were normally two other rooms in the cave. The first was the living area where the family stayed and the other one was located between the stable and the living room and was used as a guestroom. In our Bibles this guestroom was translated as "Inn".

So Joseph and Mary went to their parents' house for the compulsory census during the reign of Caesar Augustus. Of course there was no modern communication network as we have today, and there was therefore no way for them to let their parents know when they would be arriving. Apparently the guestroom was already occupied when they arrived and they had to be content with the stable, the deepest room in the house. So we read in Luke 2:6-7:

While they were there, the days were completed for her to give birth. And she gave birth to her first-born son; and she wrapped Him in cloths, and laid Him in a manger, because there was no room for them in the guestroom.

In the video *Psalms 23 – The Shepherd and His Sheep* you will be able to see what such a cave-house looked like. What is especially interesting to see is what a crib looks like. A lot different from what we see on Christmas cards or in Christmas plays!

David's words that he will dwell in the house of the Lord forever actually say that his Shepherd leads him into His house every day. He (the sheep) then stays there in the stable and is part of the family. The Shepherd cares for him and gives him shelter against the cold and wet. The Son of Man was born in such a stable. From Luke 2:8 we can gauge that it must have been between March and October because it was during the warm summer months when the shepherds kept their sheep outside in the field at night. It also would be strange to hold a census during the rainy season in the winter.

Jesus could therefore not have been born in December (during the winter months in Israel). He was born in the stable of the house of His grandparents during the time when the livestock was kept outside in the field. Do you know this stable-child? He who later in His life said: "I am the good shepherd, and I know My own and My own know Me ... I lay down My life for the sheep ... they will hear My voice" (John 10:14-16).

A New Video

The Daughters of Zion:

Understanding the people and the Land of Israel

Many people visit the land of Israel without understanding the people who are born and live there. In this video theologian and archeologist, dr. Randall D. Smith, draws a comparison between the people called the "Daughters of Zion" in the Bible and those who currently indwell the land. The phrase "Daughters of Zion" is used 26 times in the Bible. At times it refers to the Israelites in the land, and in some cases it makes reference to the gentile believers who comfort Zion.

The daughters of a city were those who lived on the outskirts of town. They dwelt in tents and when attacked by enemies, they were hit the hardest. This happened regularly because Israel was the land-bridge between the large continents.

The same apply to the present inhabitants of Israel. Many visit the country to give a political solution without realising the people's real need.

Do you want to understand and assist the people of Israel? Then this video is a must for you.

