

**Africa Speaks Website**  
**Suggestions from the Community**  
**8 August 2018**

**Communications**

The site should encourage signers of the Accord to have a bond, to know each other, to be partners and not strangers from each other

Provide a Message Board/Forum Board that enables all who signed the Accord to communicate as easily as possible

Sharing/Prayer

Family news for prayers and encouragement

Share our vision and call to mission. How can we glorify God?

Updates about the applications of the Accord by all signers

Who is doing what and where, exchange of experiences. Learning from each other

French and English from the beginning

Portuguese and other languages when needed/as we grow

Designed to encourage collaboration

Possibly used for research

Provide opportunity to ask questions and suggest answers

Based on ConCom consensus that email is the one way to reach everyone and the best way to call everyone's attention to content on the website, we need to figure out how to send emails regularly and to the right people

"Because I am so busy, I would need to be able to sign up to receive an email notice whenever something was added to a thread or topic I am following. Otherwise, I probably wouldn't go on just to check to see if there is something new, especially if there hasn't been anything new for awhile."

**Privacy/Safety**

We have decided to require a password for access to the Participant Portfolio/Portefeuille

How do we maintain privacy for the Community if we use a Message Board?

How do we discuss proprietary ideas with confidentiality?

How do we provide for secure communications between Community members so we can share from our hearts?

Real needs

Opportunities for collaboration

Personal vision

Problems and solutions

## Easy to Navigate

Example of a complex site that is easy to navigate: Willow Creek Community Church  
Provide examples in Africa

## Languages

Until now we have had a budget to translate from French to English and English to French. We also had funds to translate certain documents into Portuguese. These funds are no longer available to us. How should we handle this?

## Entire Industry

Provide broad-based source of information

Site should not be limited to publishing companies and printing of literature  
Africa Speaks relates to publishing as an industry and should work to see the entire industry flourish from the writing of the book/magazine through publishing, sales, bookselling, and reading

Provide general information concerning publishing activities, events and training in Africa/for Africa

## Growing the Community and Industry

Provide opportunity for others to join Africa Speaks

Registration form on site?

Development of new partnerships

Sharing of local and unique ideas from different countries

How to build meaningful, sustainable growth

## Provide Information for those who have signed the Accord

Develop a database.

What is the function of a database?

How would it help us?

List by country:

Publishers

Book

Magazine

Graphic

Wholesalers

Distributors

Booksellers

Printers

Trainers

Literary agents

Provide contact details to enable us to collaborate and expand our reach  
Indicate personal interests and focus so that people with common commitments can find each other and engage  
Provide links to both Africa Speaks organizations and to sister organizations

#### Web-based Product catalogs

Should Africa Speaks do this for its Community?

Is this another place where a database is needed?

Provide method for publishers/authors to display their titles

Provide list of/access to public domain titles that are of interest to Christian publishers

Provide catalog of African language Bibles and Bible portions including how they can be accessed

List what is available for printing on POD sites such as P4A

#### Resources

Provide for dynamic Resources/Ressources page

Invite the Community and those outside the community to provide articles that inform  
that inspire

Educate each other regarding different segments of the industry

Enable Community to add thoughts and responses to items on this page

Does this page become our Forum Board?

#### Author/Aquisitions

Provide information related to the conception of the book

Author development

Acquisition of title by publisher

Needed content

#### Training and Subject Matter

A number of responses received from the Africa Speaks Community suggested subject matter for inclusion on the website.

Should we think through each subject that could be included on the site (see below), or should the site allow for subject matter to be added and expanded?

Often suggestions included a desire for training. The Continuation Committee has said that we should not duplicate what others such as MAI are doing.

## Training

- Promote sister training organizations

  - How can we do this on our website?

- Encourage members and others to provide training in needed disciplines

- Work to ensure that training is available in each major language. Move beyond English.

- Who, both local and foreign, is doing training? Provide information/links

  - When and where

  - Books

  - Magazines

  - Writers

  - Illustrators

## Subject Matter – many subjects were suggested by the Africa Speaks Community

### Financial

- Share information about opportunities to invest in what the community is doing. More than one person spoke of financial needs.

  - “The need is for financing. There needs to be financial assistance.

  - Without that, viable projects cannot truly take shape. We are tempted to ignore (voluntarily) or to minimize that aspect of the conference. When Africa speaks, we must let her express everything that is in the depths of her heart and her soul.”

- Provide information regarding how to move funds from country to country

- Inform of opportunities for training in sustainable business practices

- How can we make publishing profitable financially so we continue to publish?

### The birth of a book/Content acquisition

- Author acquisition

- Author development

- Acquisition of title by publisher

- Choosing content

- Rights

  - Sales/purchases

- Local authors

- Self-Publishing

### Formatting

- Book production

- eBook production

- Digital publishing

- Magazine publishing

- Comic production

Sales, Marketing, Distribution Methods

Personnel

Development

Organization

Policy

Colportage

Mentoring

Between big, established companies and upcoming publishers

Trends/Best Practices

Information on new trends in marketing, digital publishing, new ways of doing things

Information on what is happening around the continent – best practice that we can benchmark with

Name of site

There is more than one organization called Africa Speaks. Africaspeaks2018 was used to provide our site a unique name.