

Dear friends & ministry partners,

I started growing flowers recently, since I am home so much more. I am learning that here in Michigan it is quite common for certain flowers and trees to be planted in the fall, as the cold winter months make them stronger and help them bloom earlier. Apparently autumn can be a season of planting, and the seemingly desolate winter is actually a time for growth.

Winter has arrived in Chinese ministry. In the eight years I have been with ReFrame Ministries, I have focused on developing new media ministry through research and production. When the pandemic hit in 2020, we were ready to quickly and effectively serve the global Chinese church because of the experiences we had accumulated. It was like planting in autumn. But by the first half of 2021, China began imposing harsh regulations on the private sector, on education, and in other areas, and social media bore the brunt of this new oversight. Almost all influential Christian content has been removed, including much of ours. The winter cold has set in.

We have had no choice but to shift our strategy as a ministry. Yet as we have sought God's leading in that process, we can see clearly that God has actually been preparing us for this shift for a long time. Our offices moved to Grand Rapids in 2018, and since then we have been gleaning from a long tradition of Christian publishing in this city. We began to dabble in publishing — starting with a few books a year — and that ministry has continued to grow. In 2021, we published eight separate titles! But more importantly, we are seeing God's leading as we reorient our focus towards a publishing ministry that is uniquely and specifically shaped by the new media experience and ethos that has come to define us. In so doing, we are eager to provide Chinese believers, and the global Chinese church, with quality resources that are relevant, challenging, and timely.

Looking forward, we will continue to incorporate a new media ethos in our publishing ministry through the use of varied media (both print and digital), contextualized content, and a focus on the essential conversations facing the church today — from questions of public theology and new media to disciplines for spiritual growth. As we do, our goal is to be a “new media oriented” publisher with professional standards and a reputation for excellence.

Of course, our ministry is not limited to publishing. We will continue to produce video products and maintain a presence in using new media. But publishing is the theme of this season in our growth and development as a ministry. We believe that God has a purpose in every season, and each moment is within His control. So whether it is morning or evening, summer or winter, I am grateful to sow, water, and reap a harvest together with you. And together, we will see the God of every season cause fruit to grow — even in the midst of winter (Ecclesiastes 11:6; 1 Corinthians 3:7).

Wishing you a blessed New Year and a wonderful Spring Festival!

In Christ,



Jerry An
Chinese Ministry Leader
ReFrame Ministries



P.S. Your donation will help support the publication and production of new Chinese language materials that share the Gospel, disciple believers, and strengthen the church. Thank you for considering a gift today!