

Publishing Literature for the Future of Jewish Evangelism

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Steve Cohen's paper on tract passing was persuasive. Broadsides have influenced many people. In fact, I myself received some broadsides in 1972, which got my attention enough that I ultimately came to believe that Yeshua was the Messiah. I also wrote a few broadsides in my days with Jews for Jesus and handed out what seems like millions of these tracts in six years with Jews for Jesus, while serving in several other capacities. There is a place for this method of evangelism.

Yet, it took more than broadsides to convince me to believe, as is true with most Jewish people. Broadsides get attention, but more is needed, something more substantial. Before I trusted Yeshua in 1973, at The Lederer Foundation building in Baltimore, I was given some of the books published by this organization, many of which you have seen. I have no statistics, but I know many Jews were brought closer to Yeshua through these books.

From 1980-1982, I served as director of a small Jewish mission in Chattanooga, Tennessee, and then joined what was then, the American Board of Missions to the Jews, now CPM, until 1988. Toward the end of my time with CPM, I met Einspruch, the widow of Dr. Henry Einspruch, director of The Lederer Foundation, at a Passover Seder. Marie asked me to consider taking over this ministry. In fact, she had previously talked to Steve Cohen, since Lederer had been a Lutheran ministry and her board thought a Lutheran should be the director. But, alas, they got me, which is ironic—I'm not a Lutheran, not a big reader and, as I told Marie, knew nothing about publishing. But, as Marie said when I told her all this, "You'll just have to learn." Because of the impact evangelistic books had had on my life and the lives of so many Jewish people, I accepted the board's offer and set about to build a ministry that publishes and distributes books and other resources that can be used in Jewish evangelism and Messianic Judaism. So, from someone who knew nothing, God has gotten a lot for his kingdom.

When I asked Marie how they got into publishing, she told me that her husband, Henry, who was a Yiddish scholar, said he wanted "to produce material which would present the GOOD NEWS to my people in a way that would not only attract their interest, but would also command their respect." As Marie wrote in the Epilogue of *The Man with the Book* [show slide], Einspruch's testimony, "It was a book which awakened him to his Messiah; it was a book which challenged him to make a decision; and it was THE BOOK which he was privileged to give back to his people." The book to which she was referring was the *Yiddish New Testament* first published in 1941, of which it was written in *DER WEG*, a Yiddish daily printed in Mexico City: "The Einspruch translation of the New Testament into Yiddish is unquestionably beautiful. One feels the translator is master of the finest nuances of the language.... This is truly an outstanding work."

So, the legacy I inherited from Dr. Henry and Mrs. Marie Einspruch was to publish quality books and bibles, of which, since 1988, I have published around 75. Our books

impact, not only the Jewish community, but also the Christian world. We try to ensure that none of our books gives offense to either the Jews or the Gentiles.

Working with Dr. David Stern, since 1989, we published the *Jewish New Testament*, which is now in Spanish; the *Complete Jewish Bible* which we have licensed to a Portuguese Christian publisher, and also licensed the Complete Jewish Bible to be published along with the NIV, by Hendrickson Publishers. And we're about to launch our most ambitious project yet, the *Complete Jewish Study Bible* which will use David Stern's CJB, his *Jewish New Testament Commentary* and additional material from other contributors. We've also begun a Messianic commentary on each book of the New Testament, starting with Matthew by Rabbi Barney Kasdan.

This has all been a very worthwhile ministry for me, but what's particularly inspiring is to work with individuals and organizations that look to Lederer to help publish and/or distribute their books. We established our work, now known as Messianic Jewish Communications—Publishers, Resources, and Distributors—to serve the greater Jewish mission and Messianic Jewish world. We've become a clearing-house, or perhaps the storehouse, for others who produce what we call Messianic Jewish resources.

I'm also thrilled to see the development of books and resources from other ministries. Here we see some tracts published by Life in Messiah Ministries [show slides]. Formerly the American Messianic Fellowship, this organization has developed some valuable materials while carrying on their successful outreach to the Jewish community.

First Fruits of Zion is publishing some excellent resources, focused more on theology and liturgy, but very helpful to Messianic congregations.

Chosen People Ministries (formerly the American Board of Missions to the Jews) has developed follow-up materials for their evangelistic outreaches that use billboards, bus advertising, etc., to proclaim that Messiah has come. Thousands of people have seen and responded to these outreaches.

Jews for Jesus, too, has published some excellent resources for Jews and Christians. While developing and printing 1000s of different broadside titles, this organization has also managed to distribute them one-by-one to probably several million Jewish people. Only God knows the eternal outcome of this high profile effort, although we know that many Jews have encountered the Messiah through these efforts.

And there are others who have produced good literature that I don't have time to mention here.

Just think about it—When Dr. Henry Einspruch surveyed the evangelistic literature for Jews, he discovered a dearth of anything of decent quality. If he were alive today, he would be thrilled that there are more appealing and effective tracts, better books to reach our people, and even bibles, like his *Yiddish New Testament*, that speak to our people in a Jewish way.

I should mention that our books and bibles have been published in dozens of foreign languages and are included in quite a few bible related software products. Additionally, we've converted 20 books and one bible into e-books with another batch set to come out this fall. We are getting the word out to Jewish people all over the world through these materials.

What I'd like to see us discuss in our time together is what other books need to be published? What books are you writing or are interested in writing? Is there a way that we might work together to get your books to Jews and Christians?

We can all be inspired to know that so many people are writing and producing excellent resources for Jewish evangelism and Messianic ministry. We should all be thankful to God that he has enabled and allowed this to happen. This is truly the day to favor Zion, so, do you have any suggestions for how we might add more evangelistic resources to all the good things already developed? Let's talk.

If you want to contact me privately, that's fine. I have a literature table on which I've displayed copies of some of our more popular titles, as well as some catalogs and business cards.

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