



**ADVENTIST
WORLD RADIO**
ANNUAL REPORT 2006/7



Leadership Perspective

AWR president Benjamin Schoun answers key questions about the ministry and its future.

With the growth of world television coverage and large-scale net evangelistic campaigns, how is AWR still important to the church's mission?

Television is a wonderful resource for sharing the gospel, and we encourage its use. But radio is still widely used, even in countries where television is popular. In the morning, during commute times, while traveling, or at work, radio is widely heard.

More importantly, there are many places of the world where we are told, "Radio is the only way!" The masses of people in less-developed countries do not have satellite dishes or receivers, let alone television sets. Some don't even have electricity. But radios are plentiful and economical, and the cost of program production is low. Also, we now have radios powered by solar panels and dynamo cranks.

Why does AWR still broadcast via shortwave? Isn't that an antiquated technology?

The shortwave bands are filled with programs, particularly in certain parts of the world. The reasons are that shortwave is still the only way to reach into countries that do not have freedom. Shortwave signals can be transmitted from a different country and travel thousands of miles, covering wide areas where other types of radio have a very limited range. Many people can access media only by their little old analog shortwave radios.

AWR is watching the digital revolution, as well as satellite radio and other new technologies, so that we can begin to use them when they have a significant listenership among our priority people groups. We already use FM

and AM radio, the Internet, podcasts, and audio players called MegaVoice Ambassadors.

What are AWR's plans for the upcoming year?

As always, one of our main priorities is to add more languages and broadcasts. We currently broadcast programs in 70 languages, which is unmatched by any other Adventist media, although for many additional people groups, new languages need to be used for gospel programming. Our financial priority is to continue attracting consistent funding for airtime for both our established and new programs.

Many AWR supporters tell us that they like this ministry because they believe it is one of the best ways to get the most return for their money in the work of the gospel. I love it because I see a consistent stream of changed lives from places where there have been no Christians.



Highlights of 2006/7

This report AWR received from Vietnam demonstrates how radio ministry is still vital to the church's mission today:

"The authorities have pressured church leaders to shut down the underground churches. One church leader was called to the police station and endured an investigation that lasted five days. He said, 'As you know, thousands and thousands of small groups meet all over Vietnam with the radio program. You cannot forbid the people to listen. If you close one group, hundreds more still start. If you stop me, a hundred more will stand up and take my place.'"

worldviewimages.com

AWR's leaders, staff, and partner producers are committed to ensuring that the gospel continues to reach listeners like these in Vietnam and many other challenging locations. Following are highlights of AWR's newest projects and accomplishments.

📡 Several exciting new ventures have received special-project funding from AWR.

Muak Lek, Thailand — AWR is assisting with the establishment of a new studio, for production of programs in Thai, Lao, and Hmong. This project will fill a significant gap in AWR's coverage of southeast Asia. AWR has had substantial response from listeners in Vietnam,

and there are also broadcasts to Cambodia and Myanmar, but Laos and Thailand have not been served until now. In Laos, only one to two percent of the population is Christian, and there are only two Adventist churches and a few scattered Adventist groups in the country. Hmong-speaking people are scattered throughout southern China and the northern areas of Vietnam, Laos, and Thailand.



Blantyre, Malawi — With donor funding, AWR helped to establish an FM station at the South Malawi Field office in the country's largest city of Blantyre. Programs will be produced in English and Chichewa, which is a new language for AWR.

Kitui, Kenya — AWR assisted with the creation of an FM station, which will produce programs in English, Kikamba, and Kiswahili. Local personnel estimate that nearly half a million listeners will be able to listen to the programs.

➡ AWR's distribution of special **solar/hand-crank shortwave radios** in Ethiopia and Cambodia has been met with enthusiasm. Work in the remote, predominantly-Muslim Afar region of Ethiopia is challenging, but listeners report that AWR's programs are famous, because they are one of the few radio broadcasts in the Afar language. In Cambodia, the radios have been provided to church planters in 19 provinces, who are using them in small group evangelism.

➡ AWR's **podcasts** have quickly attracted significant numbers of subscribers, who are accessing these on-demand programs far from their home countries. The first podcasts offered were in French, and the language list now includes Hindi, Berber/Tachelit, Arabic, Kiswahili, Amharic, Juba Arabic, Ilocano, Italian, and English. The introduction of the Juba Arabic podcast was history in the making, since Juba Arabic is a non-written language and there is hardly any web content in this language.

➡ AWR's pilot project for distributing self-contained **digital audio players** in South Sudan

was launched through a close partnership with local gospel workers. The workers travel by bicycle from village to village, and the devices are pre-loaded with 40 hours of programs in the language of each worker's zone, such as Moro, Bari, and Dinka. Phase two of the project is planned for North Africa.

➡ AWR is financially supporting **Nepali broadcasts** from a privately-owned FM station in Pokhara, Nepal. This outreach was started by a local pastor who created a cassette ministry with his own funds. He is now a regular AWR producer, and his programs are the first Christian messages available through broadcast media in the region.

➡ As a joint undertaking with the North Cameroon Conference, a new studio was completed in **Maroua, Cameroon**. Shortwave radio programs in the Fulfulde language have the potential to reach the more than 15 million people in West and Central Africa who speak this language. In **Bujumbura, Burundi**, a new FM radio station is broadcasting programs in Kirundi, Swahili, French, and English to a population of one million people in the capital city and surrounding area.

➡ The response to AWR's broadcasts in **Sudan** has been phenomenal, with more than 1,000 students enrolling in the local Bible school every month. AWR launched broadcasts in three additional languages — Zandi, Acholi, and Juba Arabic — bringing the total to seven.



Two key **staff positions** were filled in 2007:

Jim Ayer joined AWR headquarters in the new role of vice president for advancement. He previously served at Amazing Facts, is an experienced speaker, has years of political-lobbying experience, and has hosted his own live radio program.

Jonathan Wagiran has been elected the new director of the Asia/Pacific Region. He has served as president of the East Java Conference, communication director of the West Indonesia Union, and AWR producer in the Indonesian and Javanese languages.

AWR has formed a new cooperative relationship with **Christian Record Services**, an organization that provides free Christian publications and programs for people with visual impairments in North America. The partnership makes AWR's radio programs available on Christian Record's web site. Spanish programs, produced by AWR affiliate studios in Peru, are already accessible, and more languages will be added over time.

In the **Americas Region**, AWR donated and installed satellite uplink equipment — which had been used in Costa Rica — in the Dominican Republic. This will enable the station to provide programming on the Mex-Sat satellite throughout the Inter-American Division. At the same time, AWR's Spanish broadcast merged with the South American Division's

broadcast from their media center, ceasing separate operations in October, 2006. AWR and the South American Division Media Center maintain an affiliate relationship, and AWR will continue to support special projects to reach un-entered groups in the region.

AWR was pleased to recognize the work of several organizations and individuals through the following awards.

Signal Awards for the North East Nigeria and North West Nigeria Conferences for their success in integrating AWR broadcasts into a community program called "Other Sheep Outreach." The program uses an understandable and less confrontational means of teaching the largely Muslim community, and a strong component is follow-up for listeners responding to AWR programs. As a result of this partnership, 68 people were baptized in 2006.

Award of Merit to Ishaya Zachariah, the Hausa program producer at the AWR studio at Babcock University in Nigeria. The award recognizes Zachariah's outstanding work in collaborating with the North West and North East Nigeria Conferences to use Hausa programs as a prominent feature of the Other Sheep Outreach ministry.

President's Award to Akinori Kaibe for his long years of service to AWR as director of the Asia/Pacific Region and former producer in Japan.

AWR Allen and Andrea Steele Award for Excellence in Radio Production and Public Relations to Daniel Cox, a communication student at Avondale College in Australia.



Financial Report

INCOME

per audited statements	2005	2006
General Conference Appropriations	\$ 1,880,292	\$ 1,890,516
Division Offerings	1,428,696	1,615,148
Donations	2,840,009	2,434,234
Maturities	380,209	765,909
Endowments	243,572	308,723
Investments	94,732	260,375
Rent, Future Annuity Value & Miscellaneous	1,033,990	197,207
Released Restricted Income	1,043,204	451,151
TOTAL INCOME	\$8,944,704	\$7,923,263

*Unusual large gift received **Increase due to sale of UK property ***Increase due to purchase of new UK property

EXPENSE

per audited statements	2005	2006
Administration and General	\$ 1,096,865	\$ 1,117,930
Operations and Engineering	816,180	687,275
Self-generated Air Time	1,513,918	1,464,845
Purchased Air Time	1,789,621	2,004,935
Program Distribution	51,536	78,537
Global Training	105,834	124,067
Communication, Development, and Web	1,176,359	1,149,232
Region Administration	340,333	253,085
Special Projects	327,068	220,341
TOTAL EXPENSE	\$ 7,217,714	\$7,100,247
GAIN OR (LOSS)	\$1,726,990	\$ 823,016

*Decrease due to discontinued English Language Service in UK **Gain reflects unusual income stated above ***Staff vacancy for part of year

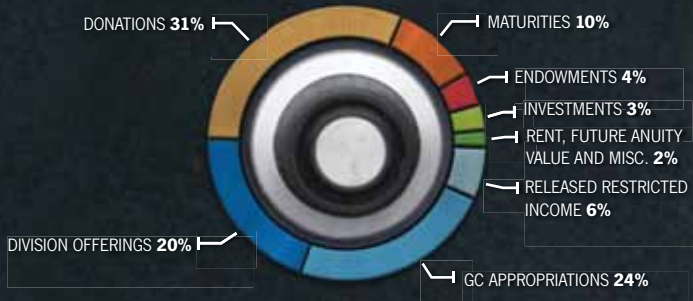
GLOBAL GIVING	2006
Wills & Estate Gifts	\$765,909
Unrestricted Gifts	\$2,434,234
Restricted Gifts	\$291,162
Annual Church Offering	\$1,615,148
Total	\$5,106,453

HOW GIFTS TO AWR ARE USED

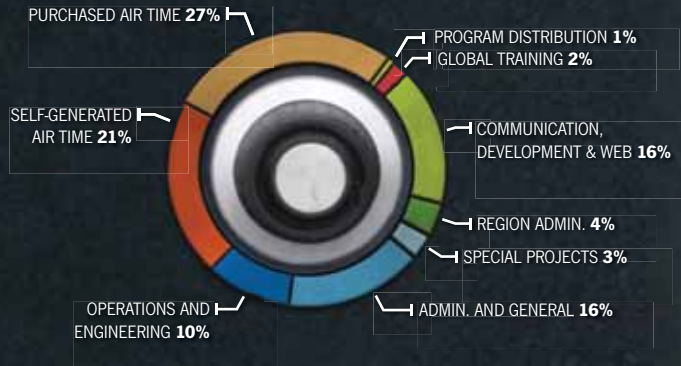
The General Conference of Seventh-day Adventists and some of its world divisions assist in funding AWR operations from their budgets. AWR receives significant contributions from the Seventh-day Adventist Church in Canada through the General Conference/Canadian Joint Ministries Organization. These appropriations are used to fund the general administrative expenses of AWR offices around the world so that funds received from donors can be used primarily for the broadcast ministry of AWR.



2006 INCOME



2006 EXPENSE



DEFINITION OF TERMS

INCOME

The General Conference and some divisions assist in funding AWR operations from their budgets. These **GC appropriations** are used to fund the operating expenses of the AWR offices around the world so that the funds received from donors can be used primarily for the broadcast ministry of AWR.

In addition, funds from the annual **AWR offerings** in each division and a percentage of world mission offerings are received each year.

Donations are received directly from AWR donors each day by cash, check, and credit card.

Gifts are also received from **matured estate plans** such as wills, trusts, annuities, and properties for the work of AWR.

Endowment income is received to help with some of our operations expenses. These funds are held by the General Conference, and the income generated is paid regularly to AWR.

Investment income is earned on the investment of funds which are held until needed for various projects. This can be a gain or loss, depending on the current market values.

Rental income is generated from rental property owned by AWR. **Future annuity value** is the amount that future annuities given to benefit AWR have increased over the previous year's value. **Miscellaneous income** is from gains on currency fluctuation and the sale of assets and investments.

Released restricted income is income and donations which have been designated for a specific purpose and then released when there is a specific project which qualifies.

EXPENSE

Administration and general expenses consists of the administrative, secretarial and accounting functions at each site, including headquarters. These expenses are the costs of operating an office, such as insurance and utilities.

Operations and engineering is the technical staff and expenses related to the broadcasting and engineering function at each site.

Self-generated air time is approximately 90% of the operations and engineering operating costs at the AWR-owned station on Guam.

Purchased air time is the amount of funds allocated to purchase time on leased transmitters, and also broadband and satellite expenses related to linking our offices to those transmitter sites.

Program distribution is the process of receiving programs from the production studios and distributing them to leased and owned transmitters for final broadcast.

Training is the function of training studio personnel in the art of program production and broadcasting.

Communication, development, and web are the functions, coordinated at headquarters, where reports of the work of AWR, materials for AWR promotion, communication with donors, and the cultivation of potential donors are carried out.

Region administration covers the costs of AWR's region directors and the related expenses of operating their offices.

The **special project** appropriations, which AWR gives for the start-up of new studios where new languages are produced, are used for equipment, training, and sharing in the production costs.





“At the End of the Tunnel”

One of the unique aspects of AWR’s ministry is that the radio programs aired are produced by native speakers from each country or region. These producers are intimately familiar with the culture of their listeners and the challenging issues they face in their day-to-day lives. The programs that result from this contextualized approach speak to listeners’ shared experiences and mindsets in a powerful way.

This connection is immediately apparent during the training sessions conducted by AWR global training director Ray Allen. He teaches radio newcomers how to create relevant scripts and professional programs, and the eloquent messages produced by his students demonstrate to listeners, “We feel what you feel. We’ve been there too.”

During training held in Burundi this year, student Rizinde Lazare wrote the following personal account.



In 1994 I was in the northern part of Bujumbura, which is situated by Lake Tanganyika. I was living in an area that had been destroyed by the war. Many houses around us were empty. There were no people, no domestic animals; nothing was moving.

One day, my father went to visit my mother and sister, who were living up country. I was asleep on my bed, when I heard a big voice calling me. I opened the door, but I felt frightened.

At a moment when you don't have any hope, the Lord is there to help you.

It was an attack by criminals, one of whom was our neighbor. Their mission was to collect all items of value in our house, including money. If they failed to get money, no one in the house would survive.

I'm sure those criminals thought my parents were there, but no one else was at home. You can imagine what happened to me, a little guy with only my brother. The criminals were holding guns in their hands; some had knives or swords, and others had sticks. With some branches and grass on their belts, they looked like bushmen. It was terrible for me to watch this scene.

The leader of the operation asked me where my parents were. I said, "Please don't beat me! My father has gone up country to visit my mother, who has been there for a long time." He said that I was

telling lies, and then he ordered his soldiers to beat me until I spit blood. They beat me seriously. For a time, I thought I was already dead, but finally I reasoned that a dead person cannot think as I was thinking.

At that time, I was very far from God, because I kept asking where the lovely God was that I had been taught about from birth. But what I'm telling you is that God can come to you even in a time of despair. At a moment when you don't have any hope, the Lord is there to help you.

I say that because one of those criminals decided to stop that operation and leave me alive. The Lord's power came to him and told him to protect me from death. I'm sure that he was not working for himself. He was serving God without knowing it, because he saved me when I was at the end of the tunnel.

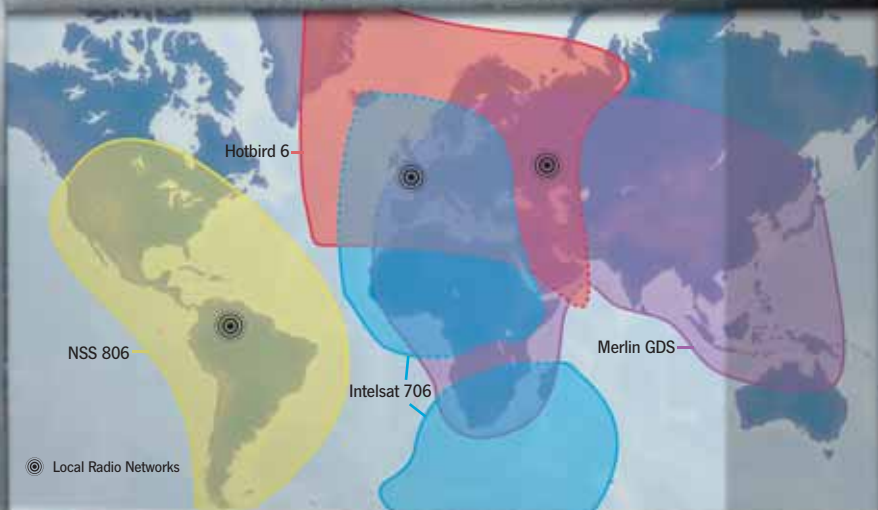
What I ask you now is to trust in our God. Be assured that even if you're falling down into a very deep tunnel, the Lord will be there to help you at the right time. He knows you more than you think, and He is ready to help you in one way or another. May the name of God be glorified in the world!



Broadcast Coverage



SHORTWAVE TRANSMITTERS



SATELLITE AND LOCAL RADIO COVERAGE



Program Partners

Following is a list of the program partner studios, located in Adventist unions and missions around the world, which produce programs for AWR.

AFRICA REGION

Johannesburg, South Africa	English
Antananarivo, Madagascar	Malagasy
Nairobi, Kenya	English, Somali
Addis Ababa, Ethiopia	Afar, Amharic, Oromifa, Tigrinya
Morogoro, Tanzania	Kiswahili, Maasai
Accra, Ghana	English
Abidjan, Ivory Coast	French, Dyula
Yaounde, Cameroon	Fulfulde
Elisha Remo, Nigeria	Igbo, Hausa, Yoruba

AMERICAS REGION

Spanish and Portuguese affiliate stations and studios

Argentina – 9	Honduras
Bolivia	Mexico – 2
Brazil – 15	Nicaragua
Costa Rica	Panama – 2
Cuba	Paraguay
Chile	Peru – 6
Dominican Republic – 2	Puerto Rico – 2
Ecuador – 2	Spain* – 3
El Salvador – 2	Uruguay
Guatemala – 2	Venezuela – 20

* Programs broadcast in this region.

ASIA/PACIFIC REGION

Hong Kong www.vohc.com	Mandarin, Uyghur
Yokohama, Japan www.vop.japan.net	Japanese
Seoul, Korea www.awr.or.kr	Korean
Pune, India	Hindi, English, Kannada, Malayalam, Telugu, Tamil, Punjabi, Marathi
California, USA	Vietnamese, Khmer
Dhaka, Bangladesh	Bangla
Nepal	Nepali
Jakarta, Indonesia	Indonesian, Javanese
Yangon, Myanmar	Burmese, Chin, Karen
Ontario, Canada	Khmer
Aizawl, India	Mizo, Assamese
Colombo, Sri Lanka	Sinhalese
Manila, Philippines	Tagalog, Ilocano

Cebu, Philippines	Ilongo
Cagayan de Oro, Philippines	Cebuano
Ulaanbaatar, Mongolia	Mongolian

EUROPE REGION

Collonges, France	Arabic, French, Farsi, Turkish, Tachelit, Kabyle
Zagreb, Croatia	Croatian
Rome, Italy	Italian
Florence, Italy	Italian
Catania, Italy	Italian
Plovdiv, Bulgaria	Bulgarian
Dushabe, Tadjikstan	Tadjik
Tula, Russia	Russian
Zaokski, Russia	Russian
Almaty, Kazakhstan	Kazakh, Russian
Bishkek, Kyrgyzstan	Kyrgyz, Uzbek, Turkmen, Russian
Kiev, Ukraine	Ukrainian
Lahore, Pakistan	Urdu, Punjabi, Pashto
Arua, Uganda	Moru, Bari, Dinka, English, Zande, Acholi, Juba Arabic
Tashkent, Uzbekistan	Russian, Uzbek

LOCAL AM/FM RADIO

In many areas, AWR programs can also be heard on local AM and FM radio stations and other media, such as:

Central & South America	60+ stations
Africa	33 stations
Bosnia	FM – English, French, Croatian
Russia	4 AM stations
Ukraine	national FM and cable networks
Kazakhstan	9 FM stations
Kyrgyzstan	10 FM stations
Tadjikstan	AM stations
Japan	AM, satellite, local shortwave, phone, mobile phone
Tahiti	FM – English, Hakka, Japanese
Melbourne, Australia	FM – Mandarin
Cook Islands	FM – English, Hindi
Papua New Guinea	AM national radio system – Pidgin English



**AWR MANAGEMENT
STAFF 2006**

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Jim Ayer

Vice President, Advancement

Dowell Chow

Vice President, Finance

Ray Allen

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Jeff Cordray

Assistant Treasurer

Claudius Dedio

Global Frequency Engineer

Kristine Elliston

Development Director

Daryl Gungadoo

Global Resource Engineer

Akinori Kaibe

Asia/Pacific Region Director

Marvin King

Web Manager

Samuel Misiani

Africa Region Director

Shelley Nolan Freesland

Communication Director

Brook Powers

Global Chief Engineer

Victor Shepherd

Guam Site Manager

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Europe Region Director

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