

**Traveling Where
Missionaries
Cannot Go**

ANNUAL REPORT 2008/9



LEADERSHIP PERSPECTIVE

This past summer, while traveling in East Africa to record episodes for AWR's *Making Waves* TV program, I was impressed again with the vital role radio has in reaching people around the world. In the rural areas of Ethiopia, Tanzania, and Madagascar, I did not see many television sets or other forms of media. But radios were there. People were listening to the Voice of Hope programs produced by AWR, and every Sabbath on this five-week trip there were baptisms of radio listeners.

In Ambo, Ethiopia, where I spoke one Sabbath, nearly every person in the church had come to the Lord by listening to AWR. In the Maasai villages of Tanzania, I saw the solar-powered/crank radios that our supporters helped to pay for, doing their job in bringing people to Christ. In rural Madagascar, pastors who care for 15 to 25 or more churches pled for more radios to help nurture their members and find new people to study with, because their task is so overwhelming. Yes, in many, many places radio is still the best medium for reaching people in the remote and restricted places of the world.

As you look through this annual report, you will see how AWR has been blessed this past year with many opportunities to establish new studios and start production in new languages, which will reach additional people groups who have never heard the message of salvation through Jesus Christ. When our present plans are completed, we will have more than 80 languages in use to reach listeners around the world. And more new opportunities keep arising.

Although we have been through two

years of economic challenges, I am pleased to report that you, our partners, have responded. God has opened the opportunities and impressed your hearts to provide the necessary resources.

One of the new projects that you will read about in this report is the beginning of broadcasts for the first time to the largely unentered country of Laos.

We are ready to do more. As a church, Jesus wants us to reach every living, breathing, human being with the message of salvation. The church is calling this effort "Tell the World." Is it possible? It seems to be a daunting task. But together, under the direction and leading of God, it will happen. Remember the promise, "All [God's] biddings are enablings." (COL333) God will not only bring to our attention the needs and opportunities, but will also be touching your hearts to partner in these projects with financial resources and prayers.

Yours for a finished work,



Benjamin D. Schoun
President



HIGHLIGHTS OF 2008/9

“After listening to your Bible broadcasting, I suddenly understand there is a God; only His way is the way of justice, success, and happiness. I want to choose God’s way and follow Him, listen to Him. You can’t imagine how eager I [am] to have a Bible.”

– Listener in China

Through AWR, God’s message of love and hope continues to transform lives around the world. Following are highlights of some of AWR’s recent initiatives.

➡ AWR’s ability to reach new listeners will take an enormous step forward with the upcoming launch of its **media asset management (MAM) system**. This innovation will enable AWR to begin offering all of its radio programs as podcasts – digital recordings accessible through the Internet – and thus reach the “new continent” called the digital world. “The podcasts will be particularly appealing to the diaspora of emigrants who have established themselves in new countries around the globe,” says global resource engineer Daryl Gungadoo.

Notably, it will be possible to hear AWR programming regularly for the first time in North America. Churches and pastors will be able to use the podcasts as a valuable

tool as they seek to minister to particular communities. The MAM system is a major investment for AWR, and implementation is proceeding in several phases.

➡ One of the new studios that AWR is most pleased about is the new facility at Mission College in Thailand, where programs are being produced in Thai, Lao, and Hmong for listeners in southeast Asia. For expanded coverage of this historic development, please see the separate feature in this report.



➡ Another historic development is the launch of the first Adventist Media Center in the **Israel Field** of the Seventh-day Adventist Church, where radio programs in Hebrew and Russian are being produced by an all-volunteer team in Tel Aviv. “To start production in Hebrew is, not just adding another language to AWR’s broadcasting list,” says AWR Europe region director Tihomir Zestic. “Sharing the Adventist hope in the country where Jesus was living, in its own language, is a great honor.”



⇒ Young people studying at Helderberg College in **South Africa** have begun to produce radio programs for the first time. The students are working in the new AWR studio at the Southern Africa-Indian Ocean Division Media Center and are producing programs in English for shortwave listeners throughout Africa.

⇒ AWR helped establish the first Adventist-owned radio station in **Papua New Guinea**, by providing significant funding to Pacific Adventist University (PAU). “This project is about much more than just ‘radio’ – it’s bringing people together with a vision to make a difference,” says Dr. Branimir Schubert, PAU vice chancellor. “I believe this is ‘divine timing’ What you have done through AWR is historic in many ways and will have a ripple effect on many levels.”

cards and audio processing cards reduces the cost of transmissions while maintaining the audibility of the radio service. A UPS/flywheel unit provides much greater reliability for the broadcasts in the case of power outages and protects costly components during surges.

⇒ The increasing costs of living and operating in Singapore led to the move of AWR’s **Asia/Pacific region office** to nearby Batam Island, Indonesia, through which AWR expects to save more than \$100,000 per year. Batam Island is located half an hour away from Singapore by ferry and is a developing location with a fast-growing economic market. The opportunity to locate there came about through the generosity of a committed Adventist Indonesian businessman, Stevanus Widjaja.

⇒ The engineers at AWR’s shortwave station on **Guam** have used their ingenuity to put components into operation that reduce the amount of electricity used by the station, which is a substantial cost in AWR’s budget. A system of amplitude modulation companding



➡ AWR was pleased to present **awards of merit** to several individuals this year. Pastor Kenneth H. Suanzanang, the former AWR program coordinator and communication director for the Myanmar Union Mission, served faithfully until he retired in 2008. In Ukraine, awards were presented to Ivan Petrovych Chernychko, who served as director of the Voice of Hope Media Center since 1995, and his wife, Ahnesa Chernychko, who served as a radio presenter. Although now officially retired, they continue to produce programs for AWR.

handled by the electronics (communication) technology students, while the programming is organized by the members of the Young Producers Club, composed of 10 lecturers and students who were trained by AWR in broadcasting and scriptwriting.

➡ A studio has just been established at the mission office in **Dakar, Senegal**, where programs in Wolof and Mandinka will be produced. These are new languages for AWR, which is contributing financial assistance for production over the next four years.



➡ A group of volunteers is running a new station at the University of Eastern Africa, in **Baraton, Kenya**, under the direction of Professor Jesse Role. FM 103.9 is known as “The Fountain of Joy” and can be heard by more than one million people. The technical operation is

➡ AWR helped the **Burundi Association** start an FM station in Bujumbura, which broadcasts programs in the official Kirundi language. Radio Agakiza – which translates as “Salvation Radio” – has quickly become widely known, and is very highly regarded by the people. With AWR’s assistance, a radio production studio with more capabilities was recently added.



FINANCIAL REPORT

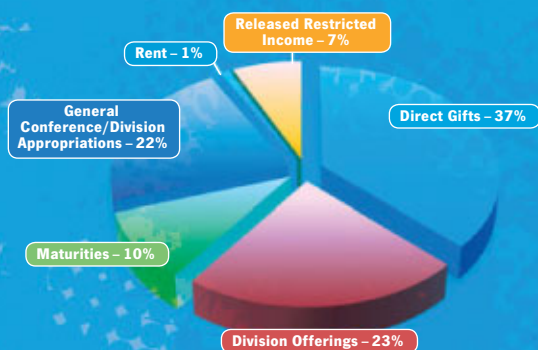
I N C O M E		
per audited statements	2007	2008
Donations		
Direct Gifts	\$ 2,628,483	\$ 3,250,236
Division Offerings	1,668,106	2,017,807
Maturities	898,782	861,193
General Conference/Division Appropriations	1,931,977	1,994,904
Rent	80,002	63,407
Released Restricted Income	453,492	648,929
GROSS INCOME	\$7,660,842	\$8,836,476
Investment Gain (Loss)	272,849	(1,336,738)
Future Annuity Value Adjustment, and Miscellaneous	(169,765)	(98,568)
NET INCOME	\$7,763,926	\$7,401,170

E X P E N S E		
per audited statements	2007	2008
Self-Generated Airtime	\$ 1,415,182	\$ 1,497,013
Purchased Airtime	1,711,114	1,753,798
Broadcasting and Engineering	861,320	892,272
Special Projects and Miscellaneous	63,561	258,370
Administration	1,391,844	1,443,905
Advancement, Communication, Development, and Web	664,913	871,590
Fund-Raising Expense	521,606	694,856
TOTAL EXPENSE	\$6,629,540	\$7,411,804
GAIN (LOSS)	\$1,134,386	\$ (10,634)

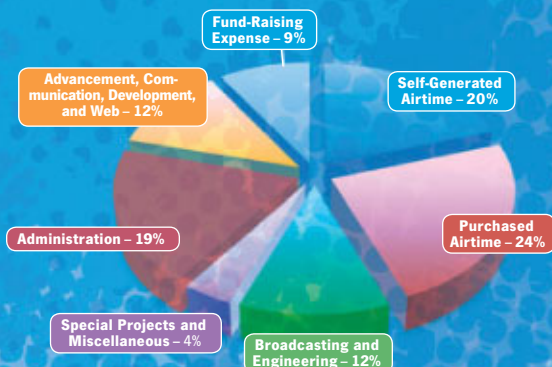
2008 GLOBAL GIVING	
Wills & Estate Gifts	\$ 861,193
Unrestricted Gifts	\$ 3,250,236
Restricted Gifts	\$ 648,929
Annual Church Offering	\$ 2,017,807
TOTAL	\$ 6,778,165

How Gifts to AWR Are Used – Funds received from donors are used primarily for AWR's broadcast ministry. AWR also receives significant contributions from the Seventh-day Adventist Church in Canada through the General Conference/Canadian Joint Ministries Organization. As well, funds from the Seventh-day Adventist Church's world divisions and AWR's endowments and investments assist with broadcasting and related costs. General administrative expenses are covered by appropriations from the General Conference of Seventh-day Adventists.

2008 INCOME



2008 EXPENSE



DEFINITION OF TERMS

INCOME

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

Division offerings are funds from the annual AWR offering in each division and a percentage of world mission offerings.

Matured estate plans such as wills, trusts, annuities, and properties are also received for the work of AWR.

General Conference/Division 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.

Rental income is generated from rental property owned by AWR.

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.

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.

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.

EXPENSE

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

Purchased airtime 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.

Broadcasting & Engineering is the technical staff and expenses related to the broadcasting and engineering function at each site.

Special project appropriations, which AWR and donors give for the start-up of new studios where new languages are produced, are used for equipment, training, and sharing in the production costs.

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.

Advancement, 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.

Fund-raising includes items such as printing, production, and postage for direct-mail and television appeals, software for managing donor information, and salary expense of those involved in fund-raising activities.

Historic New Broadcasts in **SOUTHEAST ASIA**

In summer, 2009, AWR began airing programs in the Lao language to listeners in the country of Laos. “This is a historic occasion,” says AWR president Ben Schoun, “as this is the first Adventist media broadcast to the people of Laos in their own language. In addition, with our launch of Thai programs last fall in Thailand, we now have complete coverage of southeast Asia. We will soon add programs in Hmong, for listeners scattered throughout southern China and the northern areas of Vietnam, Laos, and Thailand.”

Laos: Strict Limits on Religion

Laos is a small country with a population of about 6 million.¹ Ethnic Lao, the principal lowland inhabitants and politically- and culturally-dominant group, make up the bulk of the Lao Loum population. Most people live in the valleys of the Mekong River and its tributaries. Vientiane prefecture, which includes Vientiane, the capital and largest city of the country, has about 700,000 residents.

Laos is a communist country with very stringent regulations on religious liberty. Public evangelism is restricted. There have

been instances of the Laotian government attempting to make Christians renounce their faith and several times closing down Christian churches.² Government officials are often known to detain clergy because of their religious activities.³

In August 2008, the AWR studio at Mission College in Thailand took up the challenge to produce Laotian radio programs, to be broadcast from the AWR shortwave station in Guam. With the help and guidance of Pastor Surachet Insom, AWR Thailand coordinator, Pastor Brian Wilson, of the Southeast Asia Union Mission translation center, took the initiative of working toward this goal with a few Laotian students studying at the college. Recently, the team found a key church member in Laos, Brother Boala, to produce these programs. In addition, AWR also plans to reach the hearts of listeners in Vientiane through FM radio programs broadcast from the Thai province of Nongkai.

“We praise our great God for His providence throughout the radio work,” says AWR Asia/Pacific program director Anniston Matthews. “He loves every Laotian, and desires to reach out to all people in this country.”



Thailand: Pray for New Believers

"It has been said that Buddhist countries become the grave for Christian missionaries," says Insom, who is also the speaker for the *True Way of Life* radio program. "Thailand is a country where the Adventist message has been preached for a century, yet there are only 12,000 people who have accepted the gospel. The church has tried its best methods to convey the message to Thais, with very few results. The population has greatly increased in the last few decades, and the challenge for the church is how we can communicate Christ to vast groups of people. Radio ministry has come to the attention of some church leaders and members."

AWR's Thai programs started being broadcast in October, 2008, via shortwave and four local radio stations in various parts of the country. Millions of people are being reached, and stories are already coming in of how this radio ministry is shaping the lives of listeners.

In the northern province of Lumpang, Pastor Soonton Koonsawang and his wife are actively involved in radio ministry. The local FM station, New Life Radio, can reach an area of 50 to 60 kilometers. This summer, Insom conducted the first evangelistic meetings there. During the day, he spoke live on radio in the local dialect, and many people phoned in requests for books, Voice of Prophecy lessons, and answers to their questions. Team members also visited people in their homes. Following are brief stories of some of the people who are showing their faith in the living Lord.

- A housewife named Pornsawan called and asked for "Treasure of Health" lessons. Later she came to visit the local church and introduced her friends to New Life Radio. One of her friends, Natchahathai, is a former devout Buddhist; she became a Christian not

long ago but was still looking for "better light." She came to the Adventist church, where she learned about the true Sabbath and was moved by the Adventist health message. After she met with Pastor Insom, she made a commitment to quit drinking coffee the next day. She is now helping Mrs. Sompong in her radio program and is telling others of her newfound truth. Although Natchahathai has been warned by her former church pastor and friends not to join the Adventist church, her husband has joined her in Bible studies.

- Kobsook, the wife of a retired colonel, was distressed by problems in her personal life. Her belongings had been stolen by her niece, and her son had had an accident. Feeling depressed, she tuned in to the *True Way of Life* program, and the light of Christ shone into her heart. Kobsook called in and asked how to meet the pastor and attend church. She has kept coming to church for more than a month and has attended the evangelistic meetings with her husband.

- A health educator named Sunatha is serving in the district government hospital. She is a Christian from another denomination, and members in the church she attends were having health problems. After attending Insom's health program, Sunatha became strongly convinced that it was what she had been waiting for. She has arranged a trip with friends to visit the Mission Health Promotion Center in Muak Lek to gain more knowledge of Adventists' healthful living.

Insom says, "Please pray for Thai Buddhists, who hesitate to attend Christian evangelistic meetings, but listen to our radio program in their own homes. This is the key to our new approach to millions in Thailand."

From reports by Anniston Matthews, AWR Asia/Pacific Program Director; Pastor Surachet Insom, AWR Thailand Coordinator; and Pastor Soonton Koonsawang, Lumpang New Life Radio

1. http://en.wikipedia.org/wiki/Demographics_of_Laos
2. http://en.wikipedia.org/wiki/Christianity_in_Laos
3. <http://www.asianews.it/view.php?l=en&art=5015>

**BROADCAST
COVERAGE**

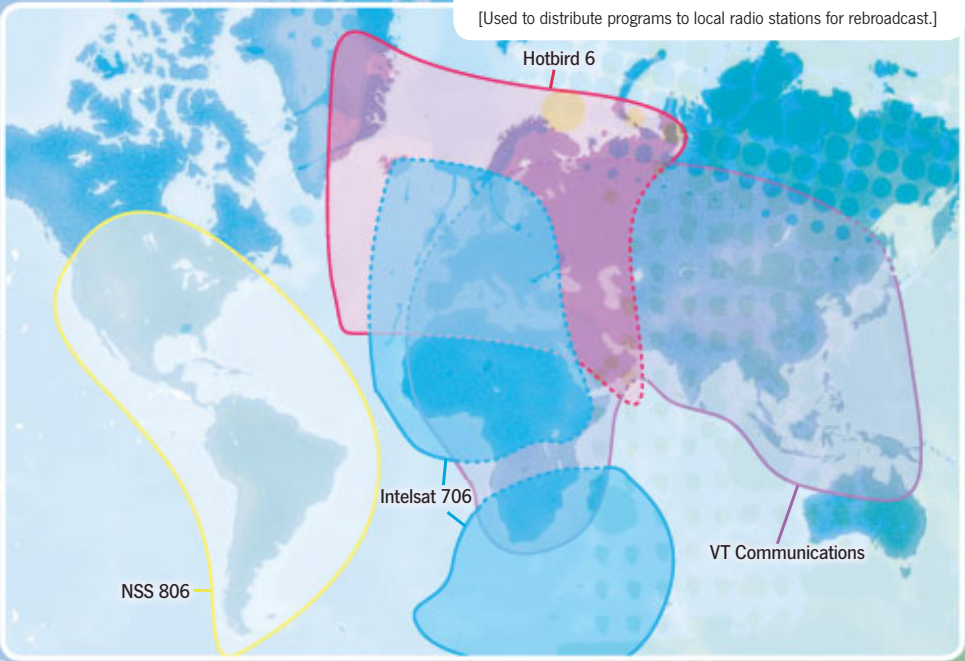
For local AM/FM radio, see the Program Partners page.

SHORTWAVE TRANSMITTERS



SATELLITE RADIO COVERAGE

[Used to distribute programs to local radio stations for rebroadcast.]



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

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

AMERICAS REGION

Spanish and Portuguese affiliate stations and studios

Argentina – 10	Honduras
Belize – 2	Mexico
Bolivia – 11	Nicaragua – 3
Brazil – 15	Panama – 2
Chile – 21	Paraguay
Costa Rica	Peru – 16
Cuba	Puerto Rico – 2
Dominican Republic – 6	Spain*
Ecuador – 4	Uruguay – 2
El Salvador – 2	Venezuela – 13
Guatemala – 3	

* Programs broadcast in this region.

ASIA/PACIFIC REGION

Dhaka, Bangladesh	Bangla
Hong Kong www.vohc.com	Mandarin, Uighur
Aizawl, India	Mizo, Assamese
Pune, India	Hindi, English, Kannada, Malayalam, Telugu, Tamil, Punjabi, Marathi
Bandung, Indonesia	Javanese, Sundanese
Jakarta, Indonesia	Indonesian, Javanese
Yokohama, Japan www.vop.japan.net	Japanese
Seoul, Korea www.awr.or.kr	Korean
Ulaanbaatar, Mongolia	Mongolian
Yangon, Myanmar	Burmese, Chin, Karen
Nepal	Nepali

Cagayan de Oro, Philippines	Cebuano
Cebu, Philippines	Ilongo
Manila, Philippines	Tagalog, Ilocano
Colombo, Sri Lanka	Sinhalese
Muak Lek, Thailand	Thai, Lao, Hmong
California, USA	Vietnamese, Khmer

EUROPE REGION

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

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:

Africa	33 stations – 11 languages
Melbourne, Australia	FM – Mandarin
Central & South America	117 stations
Cook Islands	FM – English, Hindi
Fiji	English, Hindi, Fijian
Japan	AM, satellite, local shortwave, phone, mobile phone
Tadjikstan	national AM/FM networks
Nepal	10 FM stations – Nepali
Papua New Guinea	AM national radio system – Pidgin English; FM – Port Moresby
Russia	national AM/FM network & 1,500 FM stations
Tahiti	FM – French, Tahitian
Ukraine	national FM and cable networks

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