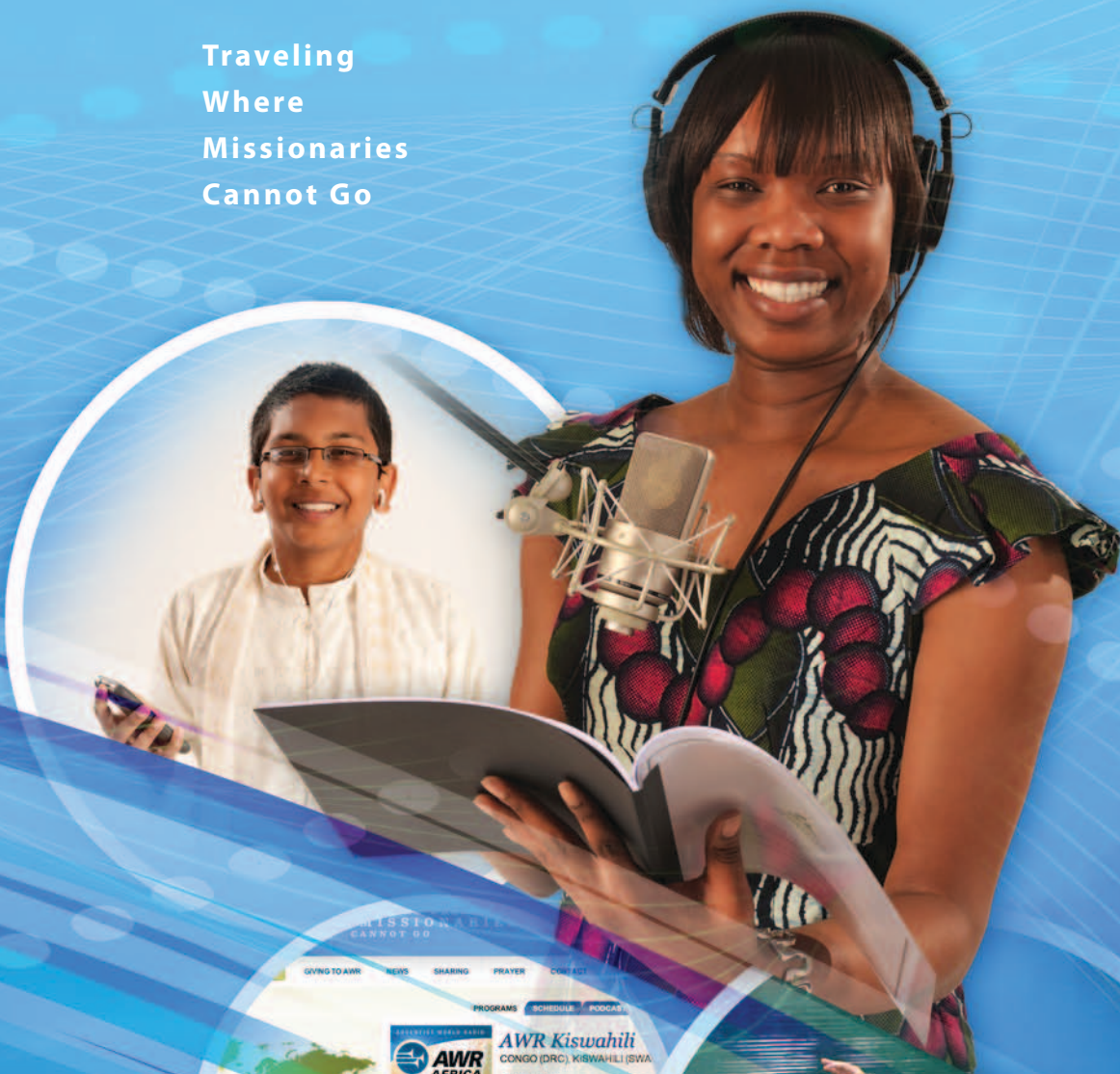


Traveling
Where
Missionaries
Cannot Go



LEADERSHIP PERSPECTIVE

Dear AWR Friends:

While working at Adventist World Radio during the past five years, I have come to learn what a unique, passionate, exciting ministry it is. As I take up new responsibilities as president, my aim is to build on what Ben Schoun has accomplished and keep moving ahead. It is my privilege to share the exciting things that have been taking place at AWR.

As the radio arm of the Seventh-day Adventist Church, AWR's primary goal is to reach the hardest-to-reach people groups of the world in their own languages with the gospel message. Primarily, we focus on the area known as the "10/40 window," where two thirds of the world's population lives. It is home to the largest group of non-Christians in the world, and is also the base of great religions such as Islam, Buddhism, Hinduism, and other beliefs. By far, based on numbers, it is the greatest challenge to the church today.

However, AWR has other major challenges ahead as well.

Due to political unrest and religious intolerance, we continue to struggle with producing programs in places like the "Stan" countries in Central Asia: Kazakhstan, Uzbekistan, Tadjikistan, Turkmenistan, Pakistan, Afghanistan, Kyrgyzstan, and others. Thanks to shortwave, we are still able to reach into those countries from the outside!

Along with internal restrictions in some countries, finding native-speaking producers is another challenge. This is the case in countries such as Tibet, Bhutan, and even Israel. We have the ability to reach these and other countries with our radio signals, but we are still looking for people who we can train to produce programs in these languages.

As we move forward, we are steadily increasing the Adventist radio presence in AM and FM radio. In Africa, numerous new stations are "popping up" in Kenya, Tanzania, Uganda, Ghana, Gabon, and Cameroon;



New AWR president Dowell Chow (left), with Ben Schoun (right), past AWR president and new AWR board chair

others are planned for the Democratic

Republic of the Congo and Angola in the near future. New studios have been recently constructed in Thailand; Sarawak, Malaysia; Bandung, Indonesia; and Senegal; and others are underway in Cambodia and Vietnam.

There are millions of people living in the large cities of the world, most of whom are hard to reach. The majority can only be reached with the gospel through television, radio, the Internet, and other media. AWR is already heard on a number of major national radio networks in Europe (Russia, Ukraine, Moldova), and there is a rare opportunity opening up now in India for FM programs! As this report goes to press, we are consulting with the church leaders in that country on how we can best reach the millions in cities like Mumbai, Calcutta, New Delhi, and others.

Finally, with our podcasts, we are now able to reach literally billions of listeners. Currently, 92 languages are available as podcasts, through iTunes and other podcatchers. Hundreds of thousands of people have already subscribed to many of our programs. With this new approach, AWR is now capable of reaching anyone with Internet access, anywhere, anytime.

Thank you for being a continued supporter of Adventist World Radio. Great things are still ahead, and with God's help, we can get the job done. Jesus is coming soon!


Dowell Chow
President

HIGHLIGHTS OF 2009/10

Over the last reporting period, AWR has been thrilled to begin broadcasts in new languages, experiment with new broadcast technologies, and receive recognition for our program quality. Following are highlights of our latest developments.



➡ At the recent General Conference Session, **Benjamin Schoun**, who has served with distinction as AWR's president for the past eight years, was elected as one of the general vice presidents of the General Conference. He says, "AWR has been one of my favorite assignments in my professional life. It is a positive, inspiring, and compelling work to reach out to people who have never heard of the hope in Jesus Christ. I am thankful that I will still be able to cheer this ministry onward as I chair its board."

➡ "AWR Is Here" was the theme of AWR's exhibit and presence at the 2010 General Conference Session in Atlanta. The centerpiece was a presentation area where visitors were able to attend tutorial sessions on AWR's new podcasting system, as well as hear of the many successes of AWR's traditional radio ministry by talking to AWR staff, our Nepali program producers, and a Maasai pastor from Tanzania.

➡ At the General Conference Session, AWR unveiled its new **website** and comprehensive **podcasting service**. For a detailed look at this truly groundbreaking development, please see the feature story on pages 7 and 8.



➡ The Voice of Hope Media Center in **Tula, Russia**, received two highly-prestigious awards – established by the Duma (the lower house of the Russian Federation's parliament) – at the VII Ceremony of "The Elite of the National Economy" in Moscow in 2009. The Center accepted awards for "Socially Aware Enterprise" and "Best Company of the Year." When the Voice of Hope Media Center aired its first program in 1990, it was the first Christian group to begin official broadcasts in the territory of the former Soviet Union. AWR recently increased its weekly broadcasts on Radio Russia, a network of approximately 1,500 stations.

➡ In **Somalia**, a listener survey by the Somali Times news agency showed that AWR has the second-largest radio audience in the country, with 75 percent of the population listening to AWR's programs. In addition, AWR's Somali producer was named the best radio presenter. Despite this highly-favorable report, AWR's producer must work anonymously in an undisclosed location outside of the country, as Somalia is a very dangerous place for Christians.



With the decrease in restrictions on religious freedom in **Nepal** over the past few years, AWR has continued to increase its purchase of airtime on local stations. Programs are

for the Voice of Hope studio in Antananarivo, Madagascar, since 1997.

- **Pastor Kee Myung Lee**, who served with AWR for 21 years and retired as studio director and producer of AWR Korea.
- **Ruben Engdahl**, who has been a Swedish radio program producer for 30 years.
- **Gosta Wiklander**, who has also been a Swedish radio program producer for 30 years.

now heard on 12 FM stations, distributed across the country, and there are plans to add more stations as opportunities and funding become available.

A group of Ghanaian pastors and laypeople in Queens, New York, are collaborating on an Internet radio station to serve the **Ghanaian people** of New York and around the world. AWR has funded their broadcast equipment, enabling them to stream programs in the Twi, Ewe, and Ga languages.

AWR was pleased to present **Awards of Merit** to several valued partners:

- **Solomon Assienin**, who has served as the studio director for the Voice of Hope studio in Abidjan, Ivory Coast, since 1997.
- **Elian Adriamitantsoa**, who has served as the studio director

AWR is funding the production and broadcast of programs in the **Sindhi language**, through the Pakistan Adventist Union. Sindhi is spoken by more than 27 million people in Pakistan and India, and is the third most-spoken language in Pakistan. Radio work is considered to be a very important outreach tool for the Adventist church in Pakistan.

AWR has partnered with the Spanish Union and the Trans-Mediterranean Territory (TMT) to establish a radio station in the Spanish territory of **Ceuta**, located in North Africa. The 24-hour station is broadcasting programs in Spanish, Arabic, English, French, Tachelit, and Sussi dialect, and has in development two Berber languages that are widely spoken in neighboring Morocco.



➡ Through special-project funding, AWR has provided 1,200 portable AM/FM/SW radios for use in **Vietnam**. Two hundred of the radios are being used by church workers, while the remaining units have been distributed to individuals in villages in the highlands and rural areas. Listeners are encouraged to form listener groups, so that more than one family can benefit from each radio.

➡ At the Sarawak Mission in **Malaysia**, staff will be producing programs for AWR in Malay, the national language. Church leaders say that through the radio, they hope to be able to penetrate the Muslim community, which they cannot evangelize by any other means.

➡ When the Gabon Mission in **Libreville, Gabon**, was struggling to complete the installation of its new FM radio station, AWR was able to provide the necessary equipment and help the mission complete its set-up before its license expired. The station is called Radio Il Est Écrit de Libreville, and its broadcasts in the capital city are helping to fulfill the Adventist church's mission of reaching people in the big cities of the world.

➡ AWR is supporting radio outreach in **Nicaragua** by providing transmitter equipment in two locations. In a remote corner of the country, Cross to Crown International operates a small FM station that broadcasts programs in Miskito and Spanish. At the Nicaragua Mission, staff produce English and Spanish programs for their own station.

➡ At the Adventist hospital in **Bandung, Indonesia**, the West Java Conference has built a radio studio where the staff is producing programs in Sundanese and Javanese. AWR is assisting with their operation through special project funding.



Looking to the near future, AWR has hopes and plans for connecting with still more groups of new listeners. Funding is already in place to begin creating programs for the people of Tibet and Bhutan, but the search is still under way for qualified producers. In recent years, production in Mongolia has lagged, but a new offer to begin broadcasts on FM radio will likely help to reactivate radio work there. In Japan, church leaders have requested that AWR shift our emphasis away from shortwave radio to concentrate on other technologies, such as podcasts and Internet streaming, which are exploding in popularity. In a world hungry for hope, AWR is fulfilling a vital role in carrying the gospel to those who need it most.



FINANCIAL REPORT

INCOME

per audited statements	2008	2009
Donations		
Direct Gifts	\$ 3,250,236	\$ 3,381,719
Division Offerings	2,017,807	1,950,571
Maturities	861,193	586,418
General Conference/Division Appropriations	1,994,904	2,064,453
Rent	63,407	43,634
Released Restricted Income	648,929	949,440
GROSS INCOME	\$ 8,836,476	\$ 8,976,235
Investment Gain (Loss)	(1,336,738)	996,565
Future Annuity Value Adjustment, and Miscellaneous	(98,568)	364,791
NET INCOME	\$ 7,401,170	\$ 10,337,591

EXPENSE

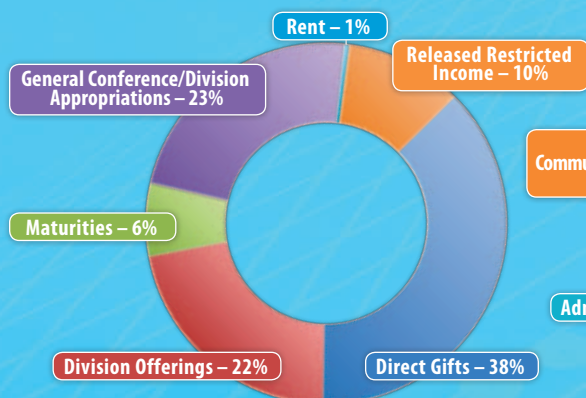
per audited statements	2008	2009
Self-Generated Airtime	\$ 1,497,013	\$ 1,394,296
Purchased Airtime	1,753,798	1,651,241
Broadcasting and Engineering	892,272	748,882
Special Projects and Miscellaneous	258,370	288,356
Administration	1,443,905	1,297,851
Advancement, Communication, Development, and Web	871,590	925,766
Fund-Raising Expense	694,856	819,060
TOTAL EXPENSE	\$ 7,411,804	\$ 7,125,452
GAIN (LOSS)	\$ (10,634)	\$ 3,212,139

2009 GLOBAL GIVING

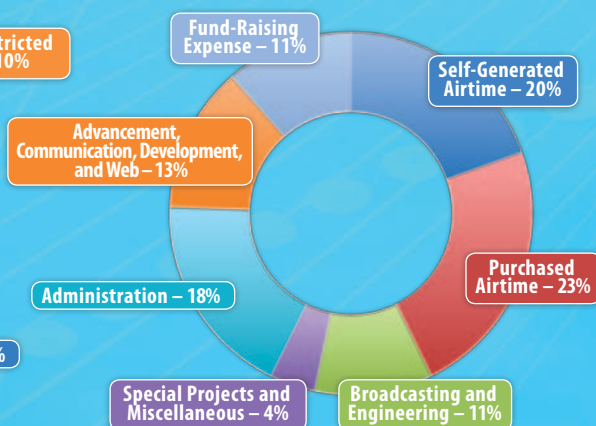
Wills & Estate Gifts	\$ 586,418
Unrestricted Gifts	\$ 3,381,719
Restricted Gifts	\$ 949,440
Annual Church Offering	\$ 1,950,571
TOTAL	\$ 6,868,148

How Gifts to AWR Are Used – Funds received from donors are used primarily for broadcasting AWR's programs. While major funding comes from donors in the United States of America, AWR also receives significant contributions from: the Seventh-day Adventist Church in Canada (through the General Conference/Canadian Joint Ministries Organization), donors in other countries, the Seventh-day Adventist Church's world divisions (through the AWR Annual Offering), and AWR's endowments and investments. General administrative expenses are covered primarily by appropriations provided by the General Conference of Seventh-day Adventists.

2009 INCOME



2009 EXPENSE



DEFINITION OF TERMS

INCOME

Direct gifts are received directly from AWR donors 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 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 deemed to be 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 and engineering is the technical staff and expenses related to the broadcasting and engineering function at each site.

The **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 consist 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.

INNOVATIONS IN ONLINE PROGRAMMING

Adventist World Radio has always been a worldwide ministry, with shortwave radio broadcasts reaching areas as diverse as Madagascar, Tadjikstan, Bangladesh, and more. But the description “worldwide” took on new meaning in late June, 2010, when AWR launched a new Internet delivery system. Now, radio programs that were previously targeted only to specific geographic areas are also available simultaneously online to listeners around the globe.

The system, called Mediator 4, enables AWR to automatically push *all* of our programs online as soon as they go to air on the radio in various regions. Online listeners can hear the programs on demand on AWR’s website – at awr.org – or subscribe to podcasts through iTunes and other podcatchers. Online programs are currently available in 85+ languages, and AWR staff members are working to also make programs available from AWR’s affiliate FM stations, which will further expand the online language choices.

Who Is Listening?

The initial listener counts for various podcasts (compiled just over two months after the launch) have been fascinating.

- In Africa, the podcast that has so far attracted the most subscribers is Amharic, an Ethiopian language.
- In Asia, Indonesian is the most popular podcast, while in the Americas, the Spanish call-in health program *Clinica Abierta* (“Open Clinic”) is number one.
- The most-subscribed podcast in Europe is French, followed by Arabic.
- The total podcast subscriber count as of August 31 was 124,823, and the number is increasing daily. (Listeners of the on-demand programs on AWR’s own website are an additional audience.)

Most of the top languages also have subscribers from North America, and some languages have attracted followers in countries surprisingly far from their place of

origin. For example AWR’s content in Oromo – an Ethiopian language – has drawn visitors from Peru, Norway, New Zealand, the Philippines, and more.

Online programs enable AWR to serve listeners who could not be reached by traditional radio broadcasts for various reasons. In Mexico, for example, the government does not grant radio licenses to Christian organizations. But our statistics show that Mexico is now one of the top 10 countries from which people are visiting AWR’s site and listening to programs.

Daryl Gungadoo, AWR global resource engineer, says, “I’m overjoyed to see that for the Arabic language, the majority of our podcasting audience is coming from countries such as Saudi Arabia, Oman, and Egypt. That’s a key target area for AWR, as it is not easy to get radio broadcasts into the Middle East, not to mention trying to develop other avenues of evangelism.”

These initial numbers are just the beginning, says AWR web manager Marvin King. “Many of our program producers have barely begun publicizing the podcasts to their radio listeners. When that happens, we know that our online audience will increase exponentially.”

Alongside the World’s Biggest Broadcasters

An exciting vehicle for promoting our podcasts will likely be functioning by the time this publication is printed. Because of the extensive content that AWR now has on iTunes, Apple invited AWR to become a Tier III iTunes provider.

“What that means,” King says, “is that we get a custom presence on iTunes – a special



"I really appreciate listening to Ashako Bani [AWR's Nepali program] on the Internet, because I can choose any time, as many programs as I like, and listen repeatedly. Now we have Ashako Bani for our group worship here in Hong Kong. Many thanks to AWR for giving us this opportunity to listen to Nepali programs each day from the Internet." – Gautam

page where we have our own artwork and place to display all of our podcasts. There are three possible tiers to this arrangement, and Apple offered us the highest possible tier, which is highly customized and gives us full control over how we present AWR. We can highlight our most popular podcasts, feature specific languages, introduce new programs, add custom links, and more.

"Apple is placing a large amount of trust in us, and it's nearly impossible to overstate how significant this is for an Adventist organization. AWR will have an iTunes presence side by side with the world's largest broadcasters, such as the BBC and CNN.

"This is a really valuable partnership, and we're eager to discover what kind of additional exposure AWR might receive, by potentially being featured in Apple's promotional efforts, for example."

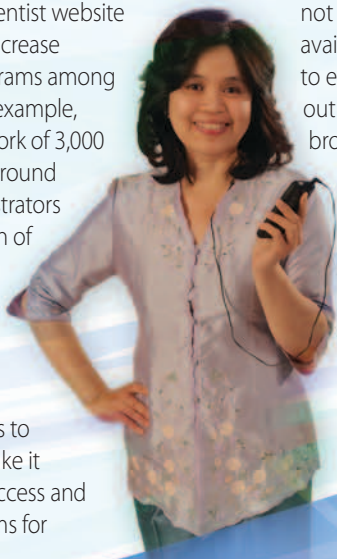
Multiple Points of Access

AWR is developing other beneficial partnerships with Adventist website networks, which will increase awareness of our programs among church members. For example, netAdventist is a network of 3,000 to 4,000 sites located around the world. Site administrators have access to a wealth of content from different sources, such as Adventist News Network, *Adventist World*, and more. By adding AWR's podcasts to their sites, they can make it easy for members to access and download our programs for use in local ministry. In one city,

a Filipino pastor may utilize an AWR program in a presentation to his Tagalog-speaking congregation, while in another location a Chinese small-group leader may enhance her weekly meetings with Mandarin audio programs.

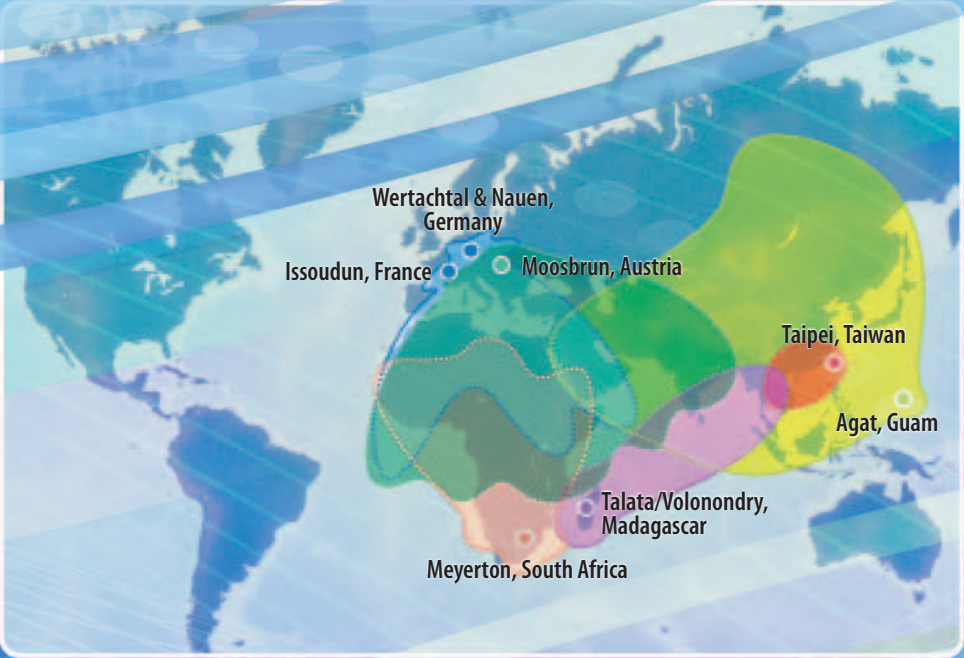
Similar resource-sharing arrangements are being explored with the Voice of Prophecy and AdventistChurchConnect, a provider of free websites for churches in North America. At the same time, AWR is also sharing its new expertise in online programming with other church entities, to help them apply the power of Mediator 4 for their own needs. Currently, AWR is guiding the General Conference Communication Department in configuring Mediator 4 to manage its Adventist Newsline television episodes.

"Previously, to share raw footage with other Adventist media centers, Newsline staff had to burn the large files to disks and mail them out by courier, which was a slow and cumbersome process," King says. "Soon, they not only will be able to make the footage available online, but they will also be able to edit, add voiceovers and captioning, output the programs to a variety of web and broadcast formats for different satellites, and more. That streamlining will be really helpful for them. One of the reasons that AWR acquired the Mediator 4 system was so that other sister organizations could also make use of it, and we are pleased to see this beginning to happen."



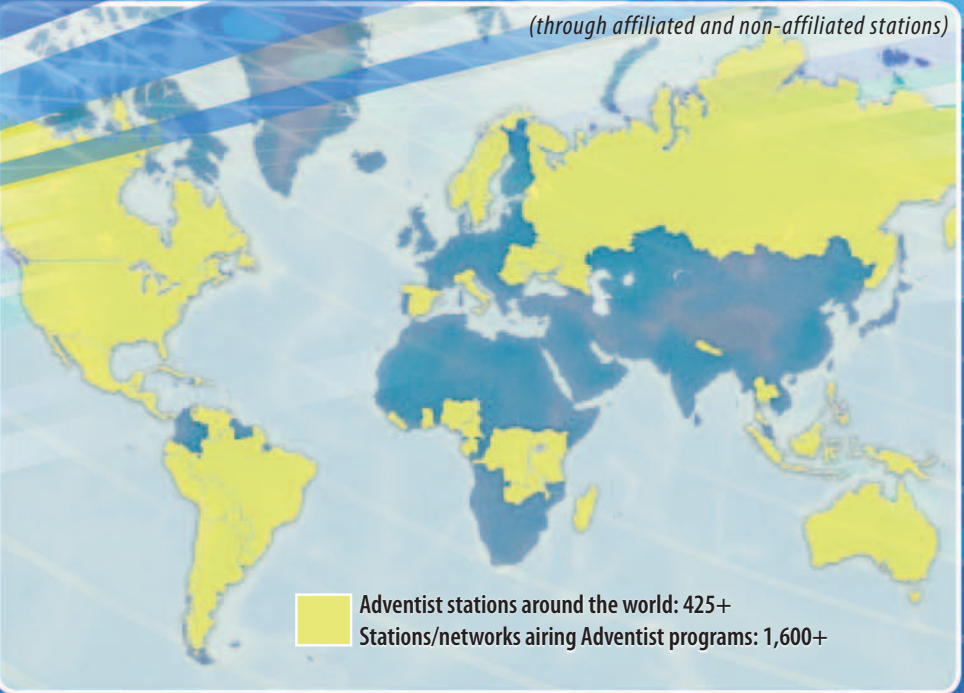
BROADCAST COVERAGE

SHORTWAVE TRANSMITTERS



AM/FM RADIO COVERAGE

(through affiliated and non-affiliated stations)



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	Dyula, French
Nairobi, Kenya	English, Somali
Antananarivo, Madagascar	Malagasy
Elisha Remo, Nigeria	Hausa, Igbo, Yoruba
Cape Town, South Africa	English
Morogoro, Tanzania	Kiswahili, Maasai
Jinja, Uganda	Lugosa

AMERICAS REGION

Spanish and Portuguese affiliate stations and studios

Argentina – 34	Guatemala – 3
Belize – 2	Honduras – 5
Bolivia – 11	Nicaragua – 7
Brazil – 15	Panama – 2
Chile – 30	Paraguay
Costa Rica	Peru – 16
Dominican Republic – 5	Puerto Rico – 2
Ecuador – 3	Uruguay – 2
El Salvador – 2	Venezuela – 13

ASIA/PACIFIC REGION

Dhaka, Bangladesh	Bangla
Hong Kong	Mandarin, Uighur
Aizawl, India	Assamese, Mizo
Pune, India	English, Hindi, Kannada, Malayalam, Marathi, Punjabi, Telugu, Tamil
Bandung, Indonesia	Javanese, Sundanese
Jakarta, Indonesia	Indonesian
Yokohama, Japan	Japanese
Seoul, Korea	Korean
Sarawak, Malaysia	Malay
Ulaanbaatar, Mongolia	Mongolian
Yangon, Myanmar	Burmese, Chin, Karen
Nepal	Nepali
Cagayan de Oro, Philippines	Cebuano
Cebu, Philippines	Ilongo
Manila, Philippines	Ilocano, Tagalog
Colombo, Sri Lanka	Sinhalese
Muak Lek, Thailand	Hmong, Lao, Thai
California, USA	Khmer, Vietnamese

EUROPE REGION

Plovdiv, Bulgaria	Bulgarian
Collonges, France	Arabic, Farsi, French, Kabyle, Turkish, Tachelit
Italy (3 locations)	Italian
Lahore, Pakistan	Punjabi, Urdu
Tula, Russia	Russian
Dushabe, Tadjikstan	Tadjik
Arua, Uganda	Acholi, Bari, Dinka, English, Juba Arabic, Moru, Zande
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	19 stations – 19 languages
Australia	Melbourne FM – Mandarin
Central & South America	154 stations
Cook Islands	FM – English, Hindi
Fiji	English, Fijian, Hindi
French Guiana	FM – Mandarin, Lao
Indonesia	7 FM stations – Indonesian, Mandarin
Japan	AM, satellite, local shortwave, phone, mobile phone
Mexico	FM – Spanish
Moldova	FM – Romanian
Nepal	12 FM stations – Nepali
Papua New Guinea	AM national radio system – Pidgin English; FM – Port Moresby
Philippines	3 FM stations – Cebuano, Tagalog
Russia	national AM/FM network & 1,500 FM stations
Spain	6 FM stations
Tadjikstan	national AM/FM networks
Tahiti	FM – French, Tahitian
Thailand	7 FM stations – Thai, Lao
Ukraine	national FM and cable networks

AWR BOARD OF DIRECTORS

(2009 THROUGH JUNE 2010)

Ted Wilson (Chair)
 Pardon Mwansa (Vice Chair)
 Benjamin Schoun
 (Secretary)
 Vimala T. Abraham
 Milton Afonso
 Matthew Bediako
 Rodney G. Brady
 G. S. Robert Clive
 Rajmund Dabrowski
 Charles Eusey
 Clifford George
 Alberto Gulfan Jr.
 Michael F. Kaminsky
 Erton Kohler
 Gary Krause
 Jairyong Lee
 Israel Leito
 Robert E. Lemon
 Jose Lizardo
 Solomon Maphosa
 Jan Paulsen
 Paul Pelley
 Dyane Pergerson
 Juan Prestol
 Blasious M. Ruguri
 Neil Russell
 Michael Ryan
 Don Schneider
 Al Sines
 Brad Thorp
 Bruno Vertallier
 Gilbert Wari
 Bertil Wiklander

AWR MANAGEMENT STAFF

(AS OF SEPTEMBER 2010)

Headquarters staff:

Dowell Chow

President

Greg Scott

Senior Vice President

–

Vice President, Finance

Jim Ayer

Vice President,
 Advancement

Jeff Cordray

Assistant Treasurer

Jean Kellner

Development Specialist

Marvin King

Web Manager

Shelley Nolan Freesland

Communication Director

Global staff:

Ray Allen

Global Training Director/
 Africa Region Director

Claudius Dedio

Global Frequency Engineer

Daryl Gungadoo

Global Resource Engineer

Victor Shepherd

Guam Site Manager/
 Controller

Jonathan Wagiran

Asia/Pacific Region Director

Tihomir Zestic

Europe Region Director

REGION OFFICES

AWR Africa

Bracknell, England
africa@awr.org

AWR Americas

contact AWR headquarters
 office

AWR Asia/Pacific (Indonesia)

Batam, Indonesia
asia@awr.org

AWR Asia/Pacific (Guam)

Agat, Guam
guam@awr.org

AWR Europe

Bracknell, England
europe@awr.org

replace
 with
 FSC
 box



12501 Old Columbia Pike
 Silver Spring, Maryland 20904 USA
 800-337-4297 | 301-680-6304
www.awr.org | info@awr.org

©2010 by Adventist World Radio®, a ministry of the General
 Conference of Seventh-day Adventists®. All rights reserved.