



What lies ahead for Adventist World Radio after its 40th anniversary? As we revisit the past in this report, let's also look ahead to some developing ventures and, ultimately, a finished mission.

Recent FM Projects

Numerous FM station projects have been springing up in recent years, particularly in Africa. New stations are under development or have already been installed in:

- Kitui, Kenya
- University of Eastern Africa, Kenya
- Mbale and Jinja, Uganda
- Swedru, Ghana
- Libreville, Gabon
- Kisangani, Democratic Republic of the Congo

We were also able to assist with upgrading FM stations in Liberia, Burundi, Rwanda, Zambia, Madagascar, and Nicaragua.

Production Studios

A short time ago, new studios for shortwave production were installed in Senegal, Cameroon, Ghana, Thailand, Israel, and Kenya (at the East-Central Africa Division). For the first time, we were able to install studios in an Arabic-speaking country and in a high-priority Asian country (which are unnamed for security purposes).

Other production studios are planned for Phnom Penh, Cambodia; Java, Indonesia; Mindanao, Philippines; Tirana, Albania; and Luanda, Angola. A second studio is being developed in Myanmar, where leaders plan to add four more languages, in addition to the four languages that are currently being produced.

Studio upgrades were completed in the city of Kuching, in Sarawak, Malaysia, and in Lahore, Pakistan. Three proposals for FM stations are under development for Manado City, Kalimantan, and Bandung, Indonesia.

As I pen these lines, the first broadcast on shortwave in the Tibetan language has just gone on the air! Next, we hope to start airing programs very soon in the Dzongkha language to the country of Bhutan.



FM Broadcasts

Although we broadcast in 10 languages daily on shortwave to India, we have never before had the opportunity to place radio programs on local stations there. That is changing! Programs are being prepared for airing on one of the largest FM radio networks in the country for the first time. This will enable AWR to penetrate every home in key Indian cities. Not long ago, we began sponsoring FM broadcasts in Aizwal, Mizoram, in eastern India, for the first time.

In Nepal, local community radio stations have gladly opened their doors to *Ashako Bani*, our Voice of Hope programs in the Nepali language. From just a handful in recent years, we are now broadcasting on 20 local FM stations throughout the country, reaching into very remote districts. One of these stations near the Tibetan border carries programs in the Tibetan language as well.

In Thailand, there are now seven church-owned FM radio stations, along with other lay-operated stations, reaching out to the Thai people.

Special Projects

This year, we deployed MegaVoice Ambassador units to the indigenous Huichol people of Mexico. A similar project is under development to reach the Bantu people of western Cameroon in the Bamileke language.

Plans are underway to start an innovative radio approach in the countries of Central Asia – also called the “Stan” countries – by the Southern Union Mission, located in Kyrgyzstan.

I invite you read more about the progress of AWR's unique radio ministry in this annual report, and to continue to pray for the unreached people groups of the world.


Dowell Chow
President

MINISTRY MILESTONES 1971-2011

From its first broadcast 40 years ago, AWR has been carrying the voice of hope to the unreached people groups of the world in their own languages. Join us in a look back at how this unique ministry has flourished, adopting new technologies and reaching ever-growing numbers of listeners with the message of God's love.

October 1, 1971 – The Seventh-day Adventist Church begins leasing shortwave airtime in Portugal, and Adventist World Radio comes into existence. Programs are broadcast to Europe and the USSR in 10 languages for 12 hours/week. ▼

1975 – AWR is broadcasting in 20 languages.

1976 – Programs broadcast in 10 languages in Southern Asia from Sri Lanka become part of AWR, known as AWR Asia. ▼



1979 – Spanish broadcasts begin from Guatemala using a 10 kW shortwave transmitter to Central and South America.

1983 – The first broadcasts for AWR Africa begin in English and French for one hour a day, with time leased from Africa One, Gabon. ▼



1985 – AWR builds a 2.5 kW shortwave station in Forlì, Italy, and begins broadcasts to Europe and North Africa in Arabic and French. The station continues to operate until 2001. ▼



1985 – AWR Latin America's headquarters open in Alajuela, Costa Rica, with regular broadcasts to Central and South America. The region was later renamed "AWR Americas." ▼



1985 – AWR receives an offering from the General Conference Session, to launch a major initiative for broadcasts that will reach China. Construction begins

on a shortwave station on the island of Guam, in the Pacific Ocean. ▼



1987 – Two 100 kW transmitters go into service on Guam with two curtain antennas and >300-foot towers, broadcasting in 11 languages to all of Asia. Two additional transmitters and two antennas were added in subsequent years. The station was rededicated in 2005 after a multi-phase modernization project, upgrading its service to 3.5 billion potential listeners in Asia.

1992 – Transmission in nine languages begins for 22 hours/day to Asia from Novosibirsk, Russia. These programs were the first Christian broadcasts to originate from within Russia after the fall of communism.

1994 – Broadcasts in Arabic, Dyula, Kiswahili, English and French for Africa are begun from leased transmitters in Slovakia and Germany.

1995 – AWR begins sponsoring broadcasts in the Ukraine and Russia on national networks over more than 900 stations.

1996 – By its 25th anniversary, AWR is broadcasting in 45 languages, surpassing



both the Voice of America and the British Broadcasting Corporation.

1996 – Broadcasts to Iran and Iraq begin from Yerevan, Armenia, on a medium-wave transmitter for 10.5 hours/week. Other programs are broadcast to the Balkans and West Africa from a station in Germany.

1998 – Broadcasts begin from leased stations in Meyerton, South Africa, and Madagascar, with daily programs in Kiswahili, Somali, Malagasy, English, and French. ▼



1998 – AWR launches the “Voice of Hope” Spanish Satellite Radio Network in the Americas region to expand its mission in the Americas by providing a program service to local radio stations, from Chile to Puerto Rico.

2001 – After AWR’s plans for building a shortwave station in Argenta, Italy, are overturned, AWR is able to lease airtime on a powerful station in the United Arab Emirates and begins broadcasting 18 hours/day to the Middle East, Central Asia, and East Africa. ►

2004 – AWR redefines its target area priorities and closes its AWR Americas region office. Radio ministry continues through the South American Division’s

media center in Brazil, which did not exist when AWR first began its work in the area.

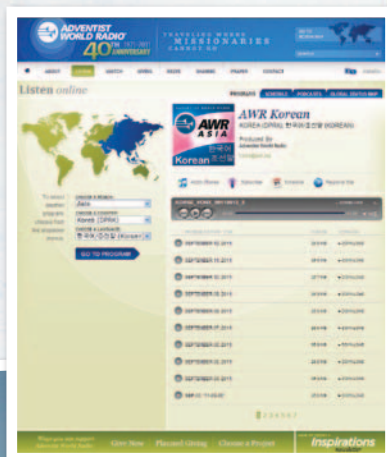
2005 – AWR’s English Language Service, which had been offering programs for English-speaking listeners worldwide for 11 years, is shifted from a central studio in England to a regional model, with English programs produced locally in Africa and Asia.

2007 – AWR launches a pilot project to distribute MegaVoice Ambassadors, solar audio players that hold up to 160 hours of recordings. The first devices are delivered to Bible workers in South Sudan; more Ambassadors are supplied to other countries in subsequent years.

2008/9 – With new programs in Thai, Lao, and Hmong, AWR achieves complete coverage of southeast Asia.

2010 – AWR moves to a new generation of broadcasting by launching a comprehensive podcasting service. All AWR programs, in all of its languages, are available online to listeners worldwide.

For more AWR history photos, please see our online feature at awr.org.



FINANCIAL Report

INCOME

per audited statements	2009	2010
Donations		
Direct Gifts	\$ 3,381,719	\$ 3,053,227
Division Offerings	1,950,571	1,987,997
Wills & Estate Gifts	586,418	760,941
General Conference/Division Appropriations	2,064,453	2,079,444
Rent	43,634	40,325
Released Restricted Gifts	949,440	1,161,564
GROSS INCOME	8,976,235	9,083,498
Investment Gain (Loss)	996,565	614,177
Future Annuity Value Adjustment, and Miscellaneous	364,791	60,560
NET INCOME	10,337,591	9,758,235

EXPENSE

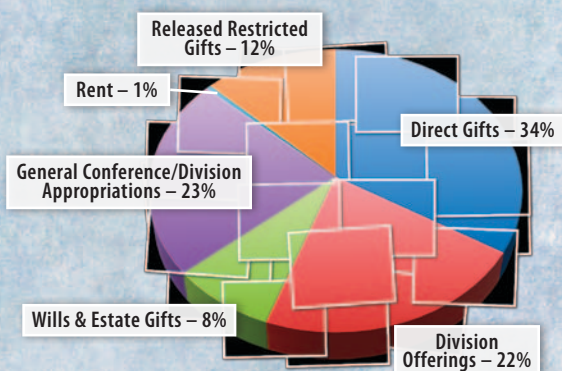
per audited statements	2009	2010
Self-Generated Airtime	\$ 1,394,296	\$ 1,315,314
Purchased Airtime	1,651,241	1,656,628
Broadcasting and Engineering	748,882	728,757
Special Projects and Miscellaneous	288,356	339,375
Administration	1,297,851	1,387,760
Advancement, Communication, Development, and Web	925,766	824,728
Fund-Raising Expense	819,060	638,940
TOTAL EXPENSE	7,125,452	6,891,502
GAIN (LOSS)	3,212,139	2,866,733

2010 GLOBAL GIVING

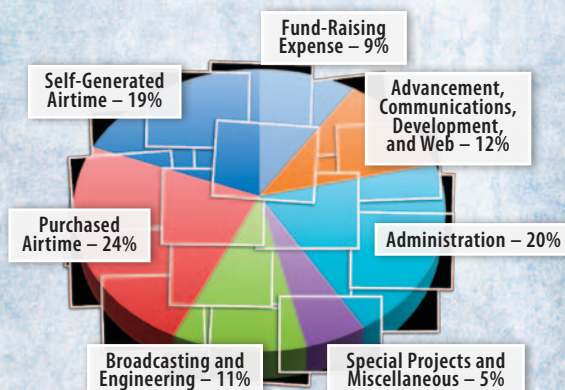
Wills & Estate Gifts	\$ 760,941
Unrestricted Gifts	\$ 3,053,227
Released Restricted Gifts	\$ 1,161,564
Annual Church Offering	\$ 1,987,997
TOTAL	\$ 6,963,729

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.

2010 INCOME



2010 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.

Wills and estate gifts such as 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 gifts are 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.

At Adventist World Radio, we continue to witness the power of radio to reach listeners in the furthest corners of the earth with the message of God's saving love.



Production in **Classical Arabic** was restarted in 2011, at a new studio in the Middle East. Programs are being broadcast for four hours daily – morning and evening – to listeners in the Arabian Peninsula, a region which includes countries such as Egypt, Syria, Jordan, Iraq, Yemen, Oman, and Saudi Arabia.



For the past 40 years, AWR has also had ongoing Arabic programs in a version of the language that is suitable for listeners in North Africa, an area known as the Maghreb. Tailoring broadcasts to Arabic-speaking listeners in specific regions enables AWR to offer programs that most closely reflect the local language and culture.



After a two-year search for a producer, AWR was thrilled to begin shortwave broadcasts in **Tibetan**. There are only a handful of Adventist church members in Tibet,

so finding a local resident who could take on this responsibility was a sheer miracle. The producer's commitment is remarkable, considering that several times a year he must travel for at least three days on foot and by bus from his small mountain village to Nepal, where he works with AWR Nepal staff to record a large supply of programs.



In recent years, the proliferation of local AM and FM radio stations, especially in Africa, has led to a need to assist FM radio producers and technicians who work in these local AWR affiliate stations. In late 2010, AWR global training director Ray Allen coordinated the most **comprehensive training event** for local broadcasters ever organized by AWR. More than 50 attendees – from Rwanda, Tanzania, Kenya, Democratic Republic of the Congo, Uganda, Ethiopia, and Burundi – met at the newly-installed **FM training and resource studio** in Nairobi, Kenya. They spent two weeks studying for AWR's new "Train-the-Trainer" certificate and another certificate in FM radio programming. Beyond serving as a central training facility, the studio is designed as a "feeder studio" where part-time local workers can produce, process, and distribute program resources to the burgeoning FM stations throughout the East-Central Africa division.





In 2010, AWR began multi-purposing all of our radio programs and making them simultaneously available online as **podcasts**, at awr.org, iTunes, and other podcatchers. On the one-year anniversary of the launch of this new service, statistics showed nearly half a million subscribers, and the number is increasing daily. The number-one language is Arabic, followed by French, Indonesian, and Amharic (an Ethiopian language). Studio staff are being trained on how they can share their programs more effectively through the Internet. One such training session was held in India, with producers and technicians also attending from Sri Lanka, Mizoram, Nepal, and Myanmar. Hindi producer Morris Madho said, "Podcasting will transform my radio production. Now I have to think globally. [Through the web] I can communicate with my listeners, take their suggestions, and learn to improve."



AWR continues to allocate special project funding for distributing **MegaVoice Ambassadors**, the solar audio players which are pre-loaded with recordings in selected languages. In Tanzania, 300 players were distributed to local pastors, Bible workers, and active church members, for use among the semi-nomadic Maasai people. In Mexico, AWR president Dowell Chow joined missionary pilot Pastor Dagobarto Cirilo in delivering Ambassadors to the isolated Huichol people living deep in the Mexican Sierra Madre mountains in the states of Jalisco and Nayarit.



The message of hope has been heard in the **Nepali** language for the last 12 years through AWR, with a very positive response from listeners in the mountains and deep valleys of this remote country. A long-awaited listener reunion was held in Kathmandu, attended by 30 listeners from across the country, more than half of whom were Hindu or Buddhist. AWR's broadcasts have expanded to 20 local FM stations, in addition to shortwave.



AWR headquarters staff welcomed Kent Sharpe as the new **vice president for finance**. His previous roles included serving as treasurer of the Arizona and Arkansas-Louisiana conferences, and as director of accounting/finance services for Adventist Risk Management.



AWR was pleased to present Ben Schoun with its highest honor, the **Silver Trumpet Award**, for his eight years of outstanding service as AWR president from 2002 to 2010. The award noted his "energetic and visionary leadership in dramatically increasing AWR's languages and coverage and expanding its unique global ministry of sharing the gospel."



The Japan Union Conference Voice of Prophecy Studio was honored with a well-deserved **Signal Award**, in recognition of its uninterrupted production of shortwave programs for 23 years and seven months. Japanese programs can still be heard as AWR podcasts.



AWR's board of directors has approved the expansion of AWR's shortwave broadcasting facility on the island of **Guam**. The station broadcasts programs in 30+ languages for nearly 300 hours each week to a large portion of Asia. The expansion will enable AWR to broadcast a strong signal during prime listening hours, as well as simultaneously transmit additional programs in more languages.



BROADCAST Coverage



PROGRAM PARTNERS

AWR broadcasts programs through shortwave radio stations, national radio networks, local FM stations, on demand, and podcasts. In some cases, our affiliate studios – located in Adventist unions and missions around the world – broadcast on local radio as well.

AFRICA REGION

AFFILIATE STUDIOS:

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
RADIO STATIONS:	
Bujumbura, Burundi*	Rundi
Yaounde, Cameroon*	Beti, French, Fulfulde

Kisangani, Congo*	French, Kiswahili
Libreville, Gabon*	French
Adentan, Ghana*	English, Ewe, Ga, Hausa, Twi
Swedru, Ghana*	English, Twi
Kitui, Kenya*	Kikamba
Monrovia, Liberia*	Bassa
Blantyre, Malawi*	Chichewa
Elisha Remo, Nigeria*	English, Hausa, Igbo, Yoruba
Kigali, Rwanda*	Kinyarwanda
Dar es Salaam, Tanzania*	Kiswahili
Jinja, Uganda*	Lugosa
Mbale, Uganda*	English, Luganda
Kampala, Uganda*	Luo, Luganda
Kabwe, Zambia*	Bemba, Lenje, Tonga

AMERICAS REGION

RADIO STATIONS:

Argentina , 34 stations*	Spanish
Belize , 2 stations*	Creole, Spanish
Bolivia , 14 stations*	Spanish
Brazil , 15 stations*	Portuguese
Chile , 25 stations*	Spanish
Alajuela, Costa Rica*	Spanish
Dominican Republic , 12 stations*	Spanish
Ecuador , 3 stations*	Spanish
El Salvador , 2 stations*	Spanish
Guatemala , 3 stations*	Spanish
Haiti , 2 stations*	French, Haitian Creole
Tegucigalpa, Honduras*	Spanish
Nicaragua , 4 stations*	Spanish, Miskito
Panama , 2 stations*	Spanish
Paraguay*	Spanish
Peru , 20 stations*	Spanish
Puerto Rico , 2 stations*	Spanish
Uruguay , 2 stations*	Spanish
Venezuela , 44 stations	Spanish
Cayenne, French Guiana*	French, Mandarin, Lao

ASIA / PACIFIC REGION

AFFILIATE STUDIOS:

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
Yangon, Myanmar	Burmese, Chin, Karen
Kathmandu, Nepal	Nepali, Tibetan

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
RADIO STATIONS:	
Melbourne, Australia	Mandarin
Cook Islands*	English, Hindi
Fiji*	English, Fijian, Hindi
Indonesia , 2 stations*	Indonesian, Mandarin
Nepal , 18 stations	Nepali
Port Moresby, Papua New Guinea*	Pidgin English
Philippines , 3 stations	Cebuano, Tagalog
Tahiti*	French, Tahitian
Thailand , 7 stations*	Thai, Lao

EUROPE REGION

AFFILIATE STUDIOS:

Plovdiv, Bulgaria	Bulgarian
Collonges, France	Arabic, Farsi, French, Kabyle, Turkish, Tachelit
Florence, Italy	Italian
Middle East	Arabic
Pakistan	Punjabi, Urdu
Tula, Russia	Russian
Turkey	Turkish
Arua, Uganda	Acholi, Bari, Dinka, English, Juba Arabic, Moru, Zande
Kiev, Ukraine	Ukrainian
RADIO STATIONS:	
Moldova , private network	Romanian
Russia , national network	Russian
Spain , 6 stations*	Spanish
Ukraine , national network	Ukrainian

*Adventist-owned radio stations

PROGRAM PARTNERS

AWR BOARD OF DIRECTORS

(June 2010-2011)

Ben Schoun (Chair)
Pardon Mwansa (Vice Chair)
Dowell Chow (Secretary)
Vimala Abraham
Onaolapo Ajibade
Audrey Andersson
Rodney Brady
Gordon Christo
Williams Costa
Loney Duncan
Charles Eusey
Elie Henry
Daniel Jackson
Mark Johnson
Gary Krause
Vladymyr Krupskyi
Robert Lemon
Marlon Lopes
Solomon Maphosa
Donald Martin
G.T. Ng
Dyane Pergerson
Juan Prestol
William ("Bill") Robertson
Michael Ryan
Saw Samuel
Tim Shriver
Al Sines
Akeri Suzuki
Brad Thorp
Bruno Vertallier
Ray Wahlen
Nathaniel Walembe
Stevanus Widjaja
Ted Wilson

AWR MANAGEMENT STAFF

HEADQUARTERS STAFF:

Dowell Chow
President
Greg Scott
Senior Vice President
Kent Sharpe
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

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FSC
box



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