

*Alone in the dark, I heard your voice.
Even though I cannot see you,
I can feel your presence near me.
Thank you for your caring and loving programs.*

AWR Listener

ANNUAL REPORT 2011/12

GUAM
25th
Anniversary



PRESIDENT'S OUTLOOK

As I write yet another year's report, I can't but be reminded of the admonition recorded in Romans 13:11: "And this, knowing the time, that now it is high time to awake out of sleep: for now is our salvation nearer than when we believed." (King James 2000 Bible)

For more than a century and a half, the Seventh-day Adventist Church has proclaimed the end-time message of Jesus' coming. Our predecessors sincerely believed that by now we would be in heaven, but we are still here. However, the fact that Jesus hasn't returned yet should not let us grow lax and lose our sense of urgency; He is certainly nearer than when we first believed!

Adventist World Radio is fulfilling its role – along with other ministries of the church – in spreading the gospel to the world, because we firmly believe Jesus is coming soon!

Radio is probably the most cost-effective method of reaching the masses of people who live in places where other forms of media are non-existent or restricted, as well as in the large cities of the world. In a recent study, it was confirmed that, in spite of the presence of other major media platforms, 93 percent of people in the United States still listen to radio! For a small investment, compared with other media, radio can reach millions all over the world. The world is ripe and the harvest is ready!

"Christ ... does not say that all the world will be converted, but that 'this gospel of the kingdom shall be preached in all the world for a witness unto all nations; and then shall the end come' (Matthew 24:14). By giving the gospel to the world, it is in our power to hasten the coming of the day of God.... My brethren, the Lord is speaking to us. Shall we not heed His call? Shall we not trim our lamps, and act like men who look for their Lord to come?" (*Our Father Cares*, p. 222).

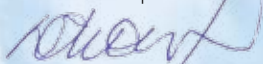
In this report, you can read about the many places of the world where people are hearing the message of

hope for the first time, thanks to AWR. Plans are already in progress for even more initiatives, such as:

- ▶ **Myanmar** – A new studio in Pyin Oo Lwin, for programs in Pwo Kayin, Kachin, Shan, Mon, and Fala Chin.
- ▶ **Ukraine** – The acquisition of an FM radio license to cover the Kiev metro area.
- ▶ **Cameroon** – Development of programs in various languages for the Bantu/Bamileke groups, in cooperation with Bantu Hope Ministries.
- ▶ **Namibia** – Programs in the Herero language for the Himba tribe.
- ▶ **Cambodia** – Renovate a studio for program production in the Khmer language.
- ▶ **Mauritius** – Internet streaming programs for the people of this island country.
- ▶ **The Americas** – Radio symposium for scores of radio operators from the Inter-American and South American divisions.
- ▶ **South Africa** – Installation of an FM station at Helderberg College to reach the surrounding community and Cape Town.
- ▶ **Bhutan** – Continued effort to find a Dzonghka language producer.
- ▶ Increased airtime, programs, and languages for the mission-critical areas of the 10/40 window.

With your prayers and support, we will continue to turn up the volume with the message of the soon return of our Lord and Savior.

For an accomplished mission,



Dowell Chow

President



2011/12 IN PERSPECTIVE

AWR continues to carry the gospel to the most difficult places of the world, and it is a privilege to be part of God's exciting mission.

✚ AWR's **Africa region** is extremely active, with nearly 30 projects in development. To help address the enormous training needs of so many locations, several major events were held: a division-wide FM training series, a division-wide Train-the-Trainer seminar, and an Africa-wide region advisory.

✚ Four new producers have been trained to produce **Somali** programs and translate Bible studies. It is too dangerous to do this work inside the country, so they are located in a different area.

✚ In **Uganda**, 48 couples decided to get married as a result of the family-life programs from Radio Maranatha 103.3 FM. However, they lived in small, very poor villages and had no money, so the station staff organized a wedding for all of them.

✚ The AWR station in **Rwanda** is recognized as a voice of unity and reconciliation. A media survey ranked Radio Voice of Hope 106.4 FM among the five top radio stations in Kigali.

✚ Obrempon FM station was completed early in 2012 in **Swedru, Ghana**. The station covers the Swedru environs and also reaches into the capital city of Accra.

✚ The Washington-Spencerville Korean SDA Church in Maryland has adopted the North Kivu Field in the **Democratic Republic of the Congo** as a sister church. They co-sponsored 300 MegaVoice Ambassador audio players for



✚ The Wikwatyo FM station in **Kitui, Kenya**, recently changed locations, and the results from listeners is astounding. Since the station went on the air, the local church has filled to capacity, and now there is a need to establish a second church in the area.

✚ A new FM station at Babcock University in **Nigeria** was dedicated in the summer of 2012 and has already received many encouraging testimonies from listeners.



missionaries to use in small groups and Bible study meetings, as well as shortwave radios for the DRC and Uganda. In a separate project, a Sabbath School class from a church in the United States co-sponsored hundreds of solar-powered radios for the **West-Central Africa Division**.



➡ A new transmitter and antenna system were installed at Radio Advent FM in **Monrovia, Liberia**. The studio was fully upgraded, courtesy of WGTS FM in the Columbia Union, U.S.

➡ The first broadcasts in the **Wolof** language can be heard on shortwave by listeners in the West African countries of Senegal, Gambia, Mali, and Mauritania. Wolof is the most widely-spoken language in Senegal, a primarily Muslim country where half of the people live below the poverty line.

➡ As freedom slowly opens up in various countries, it becomes possible to place AWR programs on local radio stations for the very first time. In **Mizoram, India**, many people are asking Bible questions through phone calls and text messages. In **Yogyakarta, Indonesia**, dozens of students from the local non-Adventist university are sending their responses to the weekly programs. FM broadcasts have also been started in **Myanmar** and **Cambodia**.



➡ In **Vietnam**, programs are being produced inside the country for the first time. These broadcasts join the ongoing Vietnamese programs that AWR has aired for nearly 20 years, which are produced single-handedly in the U.S. by a dedicated Vietnamese pastor.

➡ A new studio was installed in **Java, Indonesia**, where programs are being produced in Javanese – a language spoken by 85 million people in the country.



➡ A new, expanded studio was launched in **Kiev, Ukraine**, where AWR has been broadcasting on two national government-owned radio networks for more than 10 years. The programs have attracted 1,700 new Bible correspondence students each year. With the new studio, programs are also streamed online 24/7.

➡ For the first time, official Adventist radio programs are being heard in **Armenia**,





partnership with the South American Division Media Center and a satellite network that connects scores of AWR affiliate stations. The station in **Rosario, Argentina** was upgraded

through AWR broadcasts on two FM stations. Armenia is the oldest official Christian country in the world, but has only 801 Adventist church members. Having the programs also available online is particularly valuable, as there are more Armenians living outside of their home territory than in the country itself.

➡ AWR partnered with the Trans-European Division to install the first Adventist radio production studio in **Albania**. When Albania became a communist country after World War II, most forms of worship were outlawed and later all churches and mosques were closed.

➡ AWR has begun podcasting programs in the **Georgian** language for the first time. There are just over 300 Adventist members in Georgia, and local radio stations only broadcast entertainment programs.

➡ In partnership with the Moldova Union, AWR has funded a 25 percent stake in a radio network in **Moldova**, which enables AWR programs to be on the air for six hours every day. The broadcasts can be heard by one million people in the capital city and a neighboring town.

➡ AWR honored Siv Molin, Anne-Maj Sandström, Arne Sandström, and Anders Axelsson with **Awards of Merit** for their pioneering radio work in Sweden, each contributing +/- 30 years of dedicated service.

➡ AWR continues to have a role in the Americas region, through a



and now reaches more than one million people in the metro area. A new repeater station in **Guatemala** currently covers three quarters of the country. Church members in **Venezuela** operate 14 stations, called Radio La Voz, while the church runs eight stations, known as the VIENE network. An upgrade of the radio network in **Peru** is enabling broadcasts to be transmitted remotely across the entire country.



FINANCIAL REPORT

INCOME

per audited statements	2011	2010
Donations		
Direct Gifts	\$ 3,795,502	\$ 3,145,784
Division Offerings	2,509,060	1,987,997
Wills & Estate Gifts	459,582	760,941
General Conference/Division Appropriations	2,148,762	2,079,444
Rent	44,092	40,325
Released Restricted Gifts	2,387,590	1,161,564
GROSS INCOME	11,344,588	9,176,055
Investment Gain (Loss)	127,484	614,177
Future Annuity Value Adjustment, and Miscellaneous	(204,345)	107,515
NET INCOME	11,267,727	9,897,746

EXPENSE

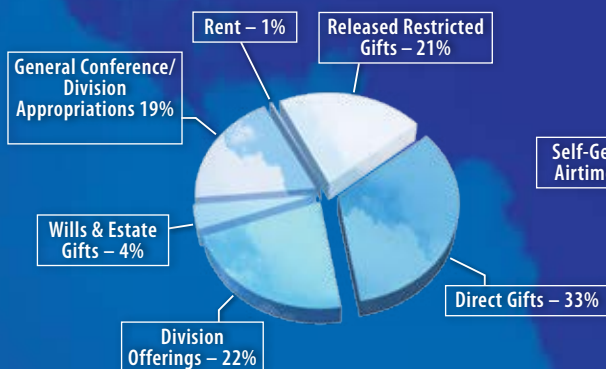
per audited statements	2011	2010
Self-Generated Airtime	\$ 1,410,145	\$ 1,315,314
Purchased Airtime	1,855,080	1,656,628
Broadcasting and Engineering	798,052	728,757
Special Projects and Miscellaneous	(177,937)	478,887
Administration	1,386,519	1,387,760
Advancement, Communication, Development, Planned Giving, and Web	848,828	824,728
Fund-Raising Expense	704,590	638,940
TOTAL EXPENSE	6,825,277	7,031,014
GAIN (LOSS)	4,442,450	2,866,732

2011 GLOBAL GIVING

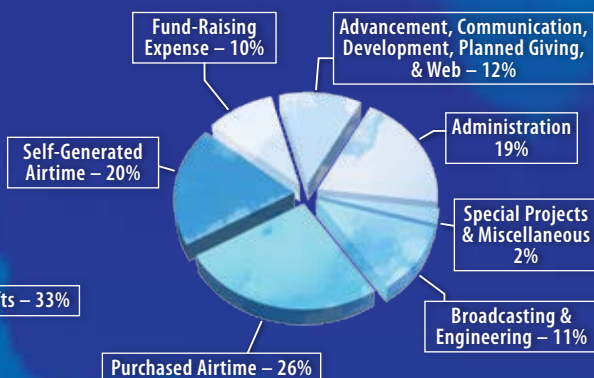
Wills & Estate Gifts	\$ 459,582
Unrestricted Gifts	\$ 3,795,502
Released Restricted Gifts	\$ 2,387,590
Annual Church Offering	\$ 2,509,060
TOTAL	\$ 9,151,734

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.

2011 INCOME



2011 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 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 gifts 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 85% 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, planned giving, 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.

25 GUAM
th
Anniversary

ACROSS *the* WATERS

More rain was pouring down on the tiny island this year than in any of the previous hundred years. Peering through thick foliage down into the steep ravine, the engineers sent up a silent prayer as they gazed at the cement truck stranded in the thick sticky mud. They did have faith, but it was going to take a lot of human effort as well to get this construction project back on track.

The year was 1986, and the long-awaited dream of building a Seventh-day Adventist shortwave radio station that would reach the billions of people living in Asia was slowly becoming a reality.

AWR had come into existence in 1971, with its first broadcasts aimed at the Soviet Union and Eastern Europe from rented transmitters in Portugal. The ministry quickly expanded into Africa and Central and South America, and Asia entered the picture when existing programs from Sri Lanka became part of AWR's operations. However, church leaders knew that a much larger effort would be needed to reach the enormous and diverse people groups of Asia.

As early as the mid 1950s, H.M.S. Richards

Sr., the esteemed Adventist radio pioneer, had dreamed of setting up a high-powered radio station that would reach India, the Middle East, and Africa. Richards was remarkably far-sighted for his time, since this was in the days before small shortwave radios were affordable or widely available.

Once shortwave became accessible around much of the world, the Adventist church began using the new technology to share the news of salvation in an ever-increasing number of languages, particularly through AWR, its official broadcast ministry. Radio outreach was such an important priority that the General Conference took up a special offering at the 1985 General



Conference Session to fund a station that would reach China.

Since shortwave signals travel thousands of miles to reach their destination, careful study was required to find just the right site that would make it possible for the signals to arrive at their desired locations. As a U.S. territory, the Pacific island of Guam met the additional criteria of allowing Christian broadcasting and serving as a secure location for the church's investment.

The first thrilling broadcasts – in 11 languages – began traveling across the ocean to Asia on March 6, 1987, from curtain



antennas the size of football fields. A post office box was set up in Hong Kong, as staff felt that listeners would be more likely to write to an Asian address than an American one. Letters began arriving at the station from places such as China, Korea, Indonesia, and more.

In those days, it was no simple task to obtain the program recordings from producers, who were working in far-off countries. Programs were recorded on cassette tapes, which had to be mailed or carried to Guam. Depending on the country, sometimes a bit of sleight of hand was required: a Guam employee recounts the tense experience of departing from Myanmar – a very strict military-controlled country – with cassettes wrapped as Christmas presents. On other occasions, shipments of cassettes could be held up at a country's customs office for weeks. But by God's grace, programs almost always made it on the air as scheduled – even in the face of Guam's seasonal typhoons.

The process is infinitely easier and faster today, as programs are shared and managed through the Internet and sophisticated automation systems. Over the years, other upgrades to the station have brought welcome improvements in efficiency and stability.

AWR's ministry has flourished, thanks to both God's guidance and the faithful support of AWR's partners. Thousands of people have shared our passion for introducing hope to those who need it most.

The needs continue, and last year AWR carefully studied the current capacity and effectiveness of the station. Conclusion: the station badly needed a fifth antenna and an upgrade to one of the existing antennas to send more hi-band signals deep into Asia, particularly China.

The project is at the midway point, and once again, God has guided the team over and around numerous daunting obstacles. A huge challenge was finding the optimum placement site amidst the hilly terrain around the station and selecting the most suitable equipment. Unexpected snags with construction permits also brought some sleepless nights; the most difficult was a newly-enforced Guam law requiring the towers and antennas to be built to withstand 170 mph wind speeds instead of the previous 140 mph.

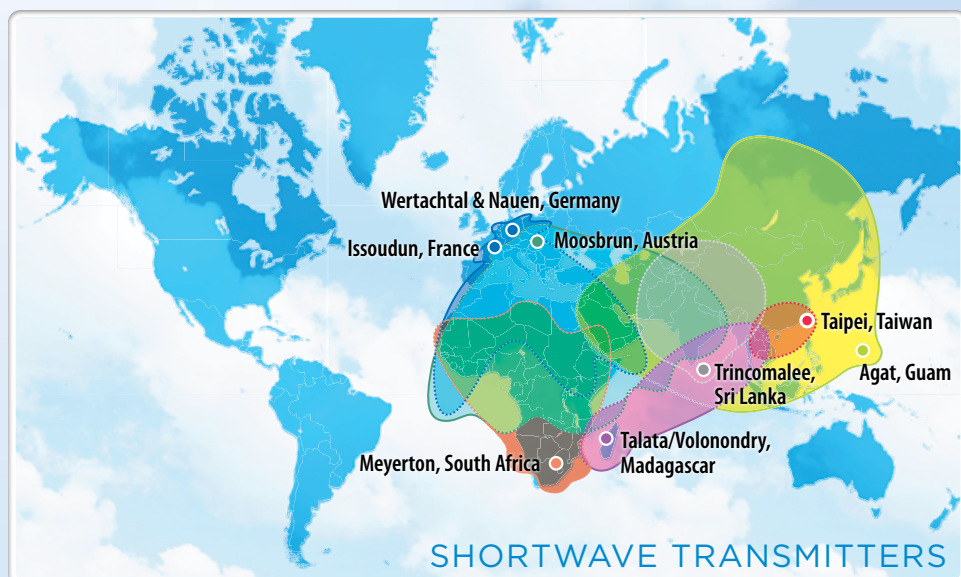
Rapid and close teamwork with our manufacturing partner resulted in a low-cost modification to the antennas that allowed AWR to proceed ... but with a resulting two-month delay. The approaching typhoon season became a real threat; the installation team toiled under incredible pressure but miraculously managed to finish the first phase just in time. Critical government forms were submitted for permission to begin broadcasting on the upgraded antenna, and it went live on schedule. Today the station is broadcasting in 34 languages for 287 hours/week.

AWR president Dowell Chow says, "I cannot thank all of these team members enough for what they have done and continue to do for God's work through AWR. God has used AWR to carry the message of hope across the waters to Asia for the past 25 years; with His blessing, we will continue to do so for the next 25 years – if needed – and more."

The remaining construction permits for the fifth antenna will be obtained in the next few months, and excavation will begin in early January. Once again, the schedule will be tight, but AWR is now even more experienced in the installation process and is confident of meeting the schedule with the Lord's continuing guidance and blessings.

With your continued prayers and support, the message of a loving and soon-coming Savior will be broadcast across all of Asia for many years to come.

BROADCAST COVERAGE



PROGRAM PARTNERS

AWR broadcasts programs through shortwave radio stations, national radio networks, local radio stations, 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
Dakar, Senegal	Wolof
Morogoro, Tanzania	Kiswahili, Maasai

RADIO STATIONS:

Bujumbura, Burundi*	Rundi
Yaounde, Cameroon*	Beti, French, Fulfulde
Kisangani, Congo*	French, Kiswahili
Libreville, Gabon*	French
Accra, Ghana*	English, Ewe, Ga, Hausa, Twi

Swedru, Ghana*	English, Twi
Eldoret, Kenya	English, Kiswahili
Kisimaa, Kenya	Dholuo, Ekegusii, English, Maasai, Swahili
Kitui, Kenya*	English, Kikamba, Kiswahili
Mombasa, Kenya	Swahili
Monrovia, Liberia*	Bassa, English
Blantyre, Malawi*	Chichewa
Elisha Remo, Nigeria*	English, Hausa, Igbo, Yoruba
Kigali, Rwanda*	Kinyarwanda
Dar es Salaam, Tanzania*	Kiswahili
Jinja, Uganda*	English, Luganda, Lugosa, Swahili
Kampala, Uganda*	English, Kiswahili, Luganda, Luo
Mbale, Uganda*	Ateso, English, Luganda, Swahili
Kabwe, Zambia*	Bemba, English, Lenje, Tonga

AMERICAS REGION

RADIO STATIONS:

Argentina, 6 stations*	Spanish
Belize, 2 stations*	Creole, Spanish
Bolivia, 14 stations*	Spanish
Brazil, 15 stations*	Portuguese
Chile, 25 stations*	Spanish
Costa Rica*	Spanish
Dominican Republic, 20 stations*	Spanish
Ecuador, 3 stations*	Spanish
El Salvador, 2 stations*	Spanish
French Guiana*	French, Mandarin, Lao
Guatemala, 4 stations*	Spanish
Haiti, 2 stations*	French, Haitian Creole
Honduras*	Spanish
Nicaragua, 4 stations*	Miskito, Spanish
Panama, 2 stations*	Spanish
Paraguay*	Spanish
Peru, 20 stations*	Spanish
Puerto Rico, 2 stations*	Spanish
Uruguay, 2 stations*	Spanish
Venezuela, 29 stations	Spanish

ASIA/PACIFIC REGION

AFFILIATE STUDIOS:

Dhaka, Bangladesh	Bangla
Hong Kong	Cantonese, Mandarin, Uighur
Aizawl, India	Assamese, Mizo
Pune, India	English, Hindi, Kannada, Malayalam, Marathi, Punjabi, Telugu, Tamil
Bandung, Indonesia	Sundanese
Jakarta, Indonesia	Indonesian
Yogyakarta, Indonesia	Javanese
Yokohama, Japan	Japanese
Seoul, Korea	Korean
Sarawak, Malaysia	Malay
Pyin Oo Lwin, Myanmar	Kachin, Po Karen
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:

Australia	Mandarin
Cook Islands*	English, Hindi
Fiji*	English, Fijian, Hindi
Indonesia, 2 stations*	Indonesian, Mandarin
Nepal, 26 stations	Nepali
Papua New Guinea*	Pidgin English
Philippines, 3 stations	Cebuano, Tagalog
Tahiti*	French, Tahitian
Thailand, 7 stations*	Lao, Thai

EUROPE REGION

AFFILIATE STUDIOS:

Plovdiv, Bulgaria	Bulgarian
Collonges, France (2011)	Arabic, Farsi, French, Kabyle, Turkish, Tachelit
Florence, Italy	Italian
Beirut, Lebanon	Arabic, Farsi, Kabyle, Tachelit
Pakistan	Punjabi, Urdu
Tula, Russia	Russian
Turkey	Turkish
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

** 25% ownership

BOARD AND STAFF

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Vice President, Finance
Jim Ayer
Vice President, Advancement
Jeff Cordray
Assistant Treasurer
Jean Kellner
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Marvin King
Web Manager
Shelley Nolan Freesland
Communication Director
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Assistant to the President for
Planned Giving
Jeff Wilson
Assistant to the President for
Planned Giving

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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 (2011)
Europe Region Director

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