



**ADVENTIST
WORLD RADIO®**

ANNUAL REPORT **2012/13**

STRONGER THAN EVER

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Two years ago, AWR's Board of Directors approved the upgrading of one of four antennas at our shortwave radio station on Guam, plus the construction of a fifth high-band antenna. Both projects – a \$3 million expansion – were completed in record time and are fully operational, thanks to God's guidance and the coordinated effort of a skilled and professional team working at the station and on the mainland. Today, AWR is much better positioned to reach our target audiences throughout Asia more effectively, with a stronger shortwave signal than ever.

When several large shortwave broadcasters – such as the BBC, Deutsche Welle, Radio Nederland, and Voice of America, among others – cut back on their shortwave broadcasts recently (primarily due to budgetary limitations) listeners around the world suddenly found fewer choices on the shortwave band.

What happened next? One listener in China says, "Every time I tried to tune in to the BBC, I would pick up Adventist World Radio's broadcast." Mere coincidence, or is there a higher power at work? The Holy Spirit employs unusual methods to connect listeners to God's last-day message!

But AWR is not only on shortwave. Podcasts are downloaded from our website in the hundreds of millions every year! FM radio is also flourishing. In India, AWR is now present on FM networks in five large cities. More than 1,500 FM stations carry the message of hope on networks in Russia, the Ukraine, Moldova, and elsewhere. In Latin America, as well as the Caribbean, Thailand, and Indonesia, FM programs are reaching millions more. Across Africa, FM stations are springing up in many sub-Saharan countries, reaching untold millions in their own languages!

2013 will be remembered as a significant year in the radio outreach of the Seventh-day Adventist Church. As a ministry that focuses primarily on unreached people groups, AWR is truly a ministry that speaks to the world! While church members are nurtured with the messages, the core mission of AWR is to spread the gospel among those who need it the most – or may have never heard it before – in their own languages.

2013 AND BEYOND

What are some of our major strategic targets ahead?

- **Increase broadcasts** to key existing audiences, such as North Korea, China, Vietnam, India and neighboring countries in Southeast Asia.
- **Produce programs** in the major languages of places like Bhutan, North Africa, and the Middle East.
- **Restart production** and program delivery in the countries of Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Turkmenistan, and Azerbaijan, among others).
- **Strengthen our presence** in Nepal, Tibet, Bangladesh, Thailand, Myanmar, Laos, Cambodia, Malaysia, Indonesia, and others in the region.
- **Assist in the expansion** of existing stations in Africa and develop new ones in countries like Angola, South Sudan, Liberia, Democratic Republic of the Congo, Tanzania, Kenya, Burundi, Rwanda, Uganda, Namibia, Sierra Leone, Spain [for North African Maghreb countries], and more.
- Strengthen relationships and harness the enormous potential of **affiliate stations** in Latin America and the Caribbean, encouraging production and airing programs to countries like Cuba, Mexico, and Colombia, where there are no church-owned/operated radio stations today.
- Strengthen our podcast, Internet streaming, and on-demand programs for the growing worldwide online audience.

As you peruse this annual report, there are many indications of God's unquestionable leading at Adventist World Radio. We thank the Lord for His blessings, and the many faithful supporters who make it possible to reach the unreached with God's final message of hope.

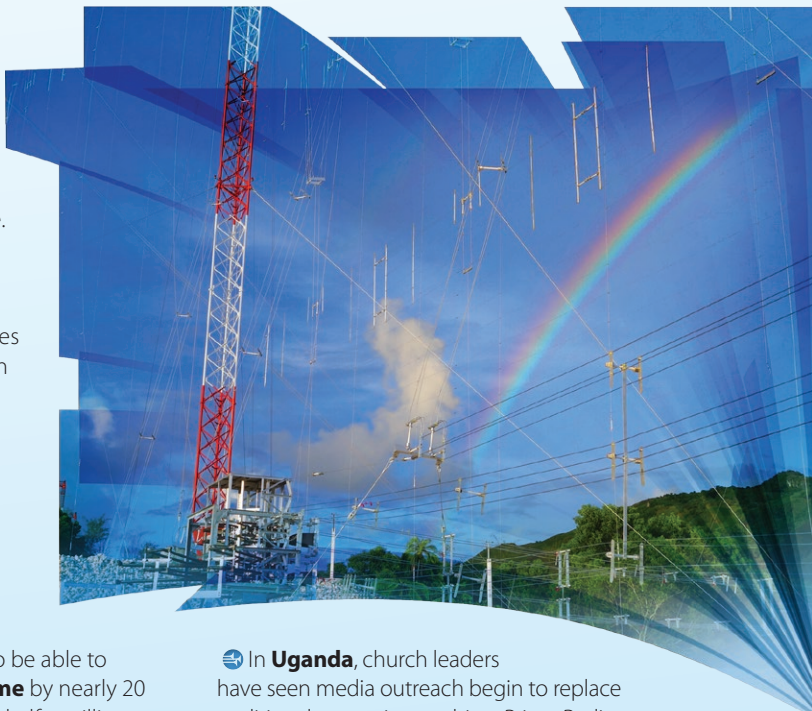

Dowell Chow
 President



PROGRESS IN 2012/13

What makes a ministry strong? Experienced staff, sufficient resources and tools, strategic partnerships, high credibility, committed supporters, and, of course, demonstrable results. AWR is greatly blessed to have all of these, and we ask for God's guidance as we move ahead and build on these strengths as rapidly as possible.

After pouring 822 tons of concrete, erecting a 229-foot tower, and installing a new high-frequency antenna, the final phase of the **Guam station upgrade** is complete. AWR's broadcasts to Asia are greatly improved, reaching deeper into Asia and being able to cover multiple countries simultaneously. A rededication was held in September, attended by Seventh-day Adventist Church president Ted Wilson and other church leaders, Guam governor Eddie Baza Calvo, AWR board members, and local government dignitaries.



In 2013, AWR was pleased to be able to increase our **shortwave airtime** by nearly 20 percent – at a cost of well over half a million dollars – thanks to several years of financial stability. The additional broadcasts are spread over 21 new and current languages – such as Amharic, Somali, Panjabi, and Urdu – for high-priority listeners in Africa and Asia.

The realignment of territories among the Seventh-day Adventist Church's three European divisions and the creation of the Greater Middle East Union Mission impacted the structure and operations of AWR's **Europe region** during this reporting period. In this region, the three main shortwave production studios – in France, Pakistan, and Uganda – were either physically or administratively reassigned to other unions/divisions.

In **Uganda**, church leaders have seen media outreach begin to replace traditional open-air preaching. Prime Radio, an AWR affiliate FM station in Kampala, has combined the two methods into new on-air evangelistic events, with encouraging results. In five broadcast events over two years, every single series resulted in baptisms, with more than a hundred people joining the church. There were additional baptisms in the United States, where people were listening to the programs online.





➡ In November, 2012, a Seventh-day Adventist program was broadcast for the first time on **FM radio in India**, thanks to a contract AWR signed with a local broadcast agency. This historic breakthrough came after two years of intensive negotiation and preparation. The program – in the Telugu language – aired on a station in Hyderabad. Additional broadcasts in Hindi and English are now also heard in Bangalore, Pune, and Shillong. More will follow in other large cities, such as Mumbai, Kolkata, Delhi, and others, as resources permit.

AWR's two production studios in India generate programs in more languages than any other country we work with. Two new languages – Gujarati and Oriya – will begin airing this fall, bringing the total to 13. All of these can be heard on podcasts and on demand, as well as shortwave. In Mizoram, the most eastern state in the country, programs have also begun airing on an FM station in the capital city of Aizawl.

By offering programs through multiple media, AWR is making it possible for every sector of Indian society – from remote villagers to affluent city residents – to have access to the gospel message.

➡ By the numbers, **China** is perhaps the church's largest mission field. AWR broadcasts programs in Mandarin for 10 hours daily from our shortwave station in Guam. Four new studios have been approved for China, and three of these have been built and are now operating. Of the hundreds of millions of AWR podcasts downloaded each year, the #1 language is Mandarin.

➡ The **Americas region** is a vibrant audience for AWR's programs, which are heard through more than 150 affiliate AM/FM radio stations. To strengthen partnerships and provide networking opportunities for radio professionals in the region, AWR hosted a symposium in Medellin, Colombia, which drew more than 100 enthusiastic attendees from 18 countries.



➡ The MegaVoice **audio players** are valuable tools for carrying programs to people groups who cannot receive AWR broadcasts. Most recently, AWR distributed the players for use by pastors and church members in Cameroon (in the Yemba language), the Democratic Republic of the Congo (in Swahili, French, and English), and Nepal. Our next allocation is planned for the state of Mizoram in India.





📡 **Training producers and technicians** is an important component of AWR's partnership with local unions and conferences, and our training staff present highly-sought-after courses, from beginner to advanced levels. A regional Asia session was held in Thailand, with participants from Thailand, Cambodia, Indonesia, Laos, Nepal, and Vietnam. One brand-new producer traveled for 16 hours by bus from northern Thailand – approximately 1,000 kilometers – to attend. A similar region-wide event took place in South Africa, for studio technicians from multiple countries throughout Africa.

📡 To keep up with the demand for AWR's training in Asia, AWR has added training responsibilities to **Dr. Surachet Insom's** work as radio coordinator for Thailand. His years of expertise in presenting Christian concepts to Buddhists will be invaluable in helping producers create effective programs for listeners in Asia.

📡 New FM stations are emerging quickly in Spain and successfully penetrating the very difficult territories of **North Africa** with programs in Arabic, English, French, Hassaniya, Spanish, and Tachelit. Adding a higher-power transmitter to the current station in the Canary Islands will enable it to reach deeper into this critical area.

📡 Radio Advent, in **Monrovia, Liberia**, is one of the most prolific soul-winning stations in Africa and is known for its tremendous outreach. The staff reports that groups of 15 to 30 people regularly walk into local churches asking for baptism . . . and declare that they have already studied church beliefs through the radio. AWR is helping to build a new studio, and the station is also eager to expand countrywide through repeaters.

📡 In **Cambodia**, a long-unused studio has been renovated and equipped. The recordings are incorporated into the programs being produced by our long-time Khmer pastor in California.

📡 In Manado City, Sulawesi, **Indonesia**, a new AWR affiliate station – **Angkat Nafiri**, which translates as "Lift Up the Trumpet" in the Bahasa Indonesia language – went on the air this summer. It is not easy to obtain a radio license here, and the process took two and a half years.

New producers in North Sumatra, Indonesia, were also trained, and have started preparing programs to reach more than six million Batak-speaking people. In Yogyakarta, on the island of Java, AWR is funding FM programs that air on a location radio station.



☞ While Burmese is the official language in **Myanmar**, there are more than 135 languages spoken by various ethnic groups across the country. AWR is trying to reach as many of these groups as possible, and our radio presence is expanding. At the central studio in Yangon, the staff is creating programs in Burmese, Karen, Mon, and Po Karen. A second studio has been set up in Pyin Oo Lwin, with production currently in Chin, Kachin, and Shan. All of these languages can be heard on podcasts as well as shortwave.



☞ The **Democratic Republic of the Congo** is slowly piecing itself together after years of civil war. Two small new FM stations in the country's largest cities – Kinshasa and Lubumbashi – are starting up and will offer programs in Kiswahili and French. The towers are currently being erected, but operations are challenging, and fuel is very expensive.

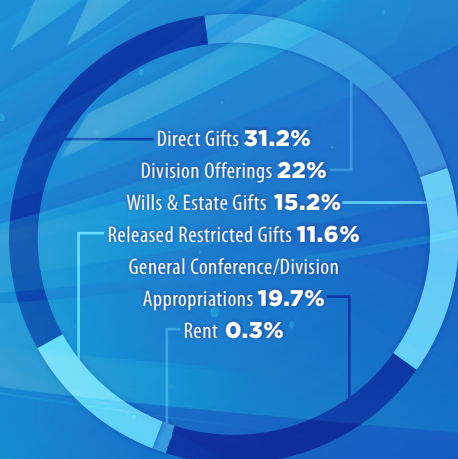
☞ Producers are the backbone of AWR's ministry, and listeners grow attached to hearing their voices daily. Several very long-time producers retired this year, and we thank them for their incredibly dedicated service: **Naseeb Basnet**, Nepal; **Vernon Jerome**, Sri Lanka; and **Victor Caballero**, Panama.

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HOW GIFTS TO AWR ARE USED

Funds received from donors are used primarily for equipping studios, training staff, and preparing and broadcasting 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. We thank our donors many times over for the passion and commitment they continue to show for AWR's ministry.

2012 INCOME



2012 EXPENSE



2012 GLOBAL GIVING

Wills & Estate Gifts	\$ 1,738,905
Unrestricted Gifts	\$ 3,562,261
Released Restricted Gifts	\$ 1,321,004
Annual Church Offering	\$ 2,511,525
TOTAL	\$ 9,133,695

DEFINITION OF TERMS

INCOME

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

Division offerings are donations received from local churches 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 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.



FROM TOWERS AND WIRES TO COMFORT AND PEACE

Every year seems busier than the one before, and for AWR, this past period has been especially productive. Studios have been built, towers erected, new producers trained, and additional airtime purchased ... leading to our theme in this report of "Stronger Than Ever." Our shortwave capabilities have been strengthened through the Guam station upgrade, FM stations are popping up in numerous countries, and our podcast downloads number in the hundreds of millions and are increasing every day.

But all of these developments are merely the prelude for our ultimate goal: carrying God's message of hope into people's homes and hearts. Here is a look at what happens once an AWR listener turns a radio dial, clicks a mouse, or picks up their smartphone.

STANDING FIRM IN MYANMAR

After she was baptized in June this year, AWR Burmese program listener Ma Aye Aye Myint [pictured center, below] said, "I am now sure for my salvation and my life."

Ma lives in the village of Yin Yin, in the Kani Township of middle Myanmar. She was a Buddhist, who listened to the Adventist message through AWR's Burmese broadcast for the past 10 years. Ma accepted the message she heard, but she did not have any contact with an Adventist church. The radio was the only preacher she regularly listened to.

When her father learned about Ma's radio listening last year, he stopped her and destroyed her radio. After that sad event, she could not continue listening to the radio.

God opened the way for her to get in touch with an Adventist evangelistic team that was conducting meetings close to her village. The team, comprising 16 people, was there to share the Adventist message "Health and Hope." Ma regularly attended the meetings and accepted Jesus as her personal savior.

Ma's parents did not agree with her acceptance of the true God, but nevertheless, she asked the pastors to go to the Chin Dwin River, which is few miles away from her village, and baptize her.

"When I heard what Ma was saying about her decision, I was thrilled with her commitment to go and trust," said Dr. Htwe Lay, one of the evangelistic team members.

"Though I have difficulty and hardship to accept Jesus," Ma assures everyone, "I will stand firm for God till I die."

SINGLE SOURCE OF COMFORT

Feraj was born and brought up in Eritrea, in eastern Africa. He used to teach in one of the schools in Asmara, the capital city, but when war broke out between Ethiopia and Eritrea, he became a soldier in the Eritrean army.

After some time, he defected and fled to Juba, South Sudan, with other soldiers – a perilous and challenging journey. Many died on the way from hunger and thirst.

It was about this time that Feraj became a regular AWR listener. He says, "I didn't know about AWR before I became a soldier, but I was introduced to it by other soldiers, who used to listen to the programs daily. They invited me to listen, and I did. After that, I became a regular listener."

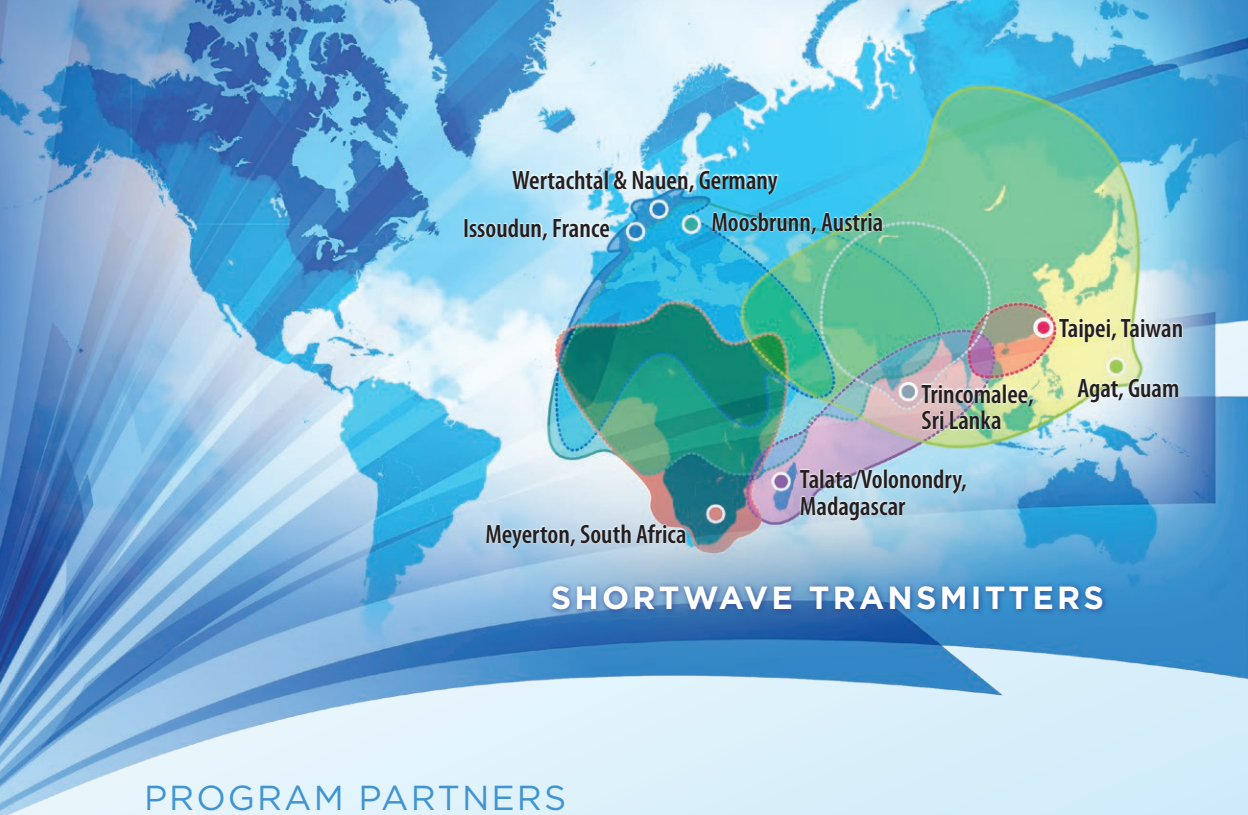
AWR offered comfort to Feraj and his friends during this difficult period. "At this time," he says, "there was no one who had a word of hope to give us strength, except the voice of hope from AWR." Feraj decided to learn more about Jesus and follow Him.

God met Feraj and his friends in the wilderness. Now, Feraj says, many of his friends also listen to AWR. He urges AWR to "work hard," because the ministry is reaching many who are in desperate situations.

A PERSONAL INTRODUCTION

An online listener in Tianjin City, China, e-mailed us to describe how he came to know Christianity: "I'm an engineer and just accepted some teachings of Jesus Christ. Not very long ago, I met a group of college students on a train. They seemed to be very happy. After talking to them, I found out that they were coming back from a baptismal ceremony. They were eager to share with me their faith. I was very touched. They told me about your website, so I began to listen to *Voice of Hope* online. Your teachings help me know more about God. Thank you very much!"





SHORTWAVE TRANSMITTERS

PROGRAM PARTNERS

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

RADIO STATIONS:

Bujumbura, Burundi*	Rundi
Yaounde, Cameroon*	Beti, French, Fulfulde
Kisangani, Congo*	French, Kiswahili, Lingala
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 , 11 stations*	Spanish
Belize , 2 stations*	English, 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
Phnom Penh, Cambodia	Khmer
Hong Kong	Cantonese, Mandarin, Min Nan, Uighur
Aizawl, India	Assamese, Meitei, 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	Chin, Kachin, Shan

Yangon, Myanmar	Burmese, Karen, Mon, Po Karen
Kathmandu, Nepal	Nepali, Tibetan
Pakistan	Punjabi, Sindhi, Urdu
Manila, Philippines	Ilocano, Tagalog
Colombo, Sri Lanka	Sinhalese
Muak Lek, Thailand	Hmong, Lao, Thai
California, USA	Khmer, Vietnamese
Vietnam	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 & MIDDLE EAST

AFFILIATE STUDIOS:

Plovdiv, Bulgaria	Bulgarian
Florence, Italy	Italian
Beirut, Lebanon	Arabic, Farsi, Kabyle, Tachelit
Tula, Russia	Russian
Turkey	Turkish
Kiev, Ukraine	Ukrainian

RADIO STATIONS:

Armenia	Armenian
Moldova , private network**	Romanian
Russia , national network	Russian
Spain , 6 stations*	Arabic, English, Hassaniya, Spanish, Tachelit
Ukraine , national network	Ukrainian

*Adventist-owned radio stations

** 25% ownership

AWR BOARD OF DIRECTORS 2013

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Dowell Chow (Secretary)
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Onaolapo Ajibade
Audrey Andersson
Rodney Brady
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Communication Director

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Planned Giving

Jeff Wilson
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Africa Region Director

Claudius Dedio
Global Frequency Engineer

Daryl Gungadoo
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