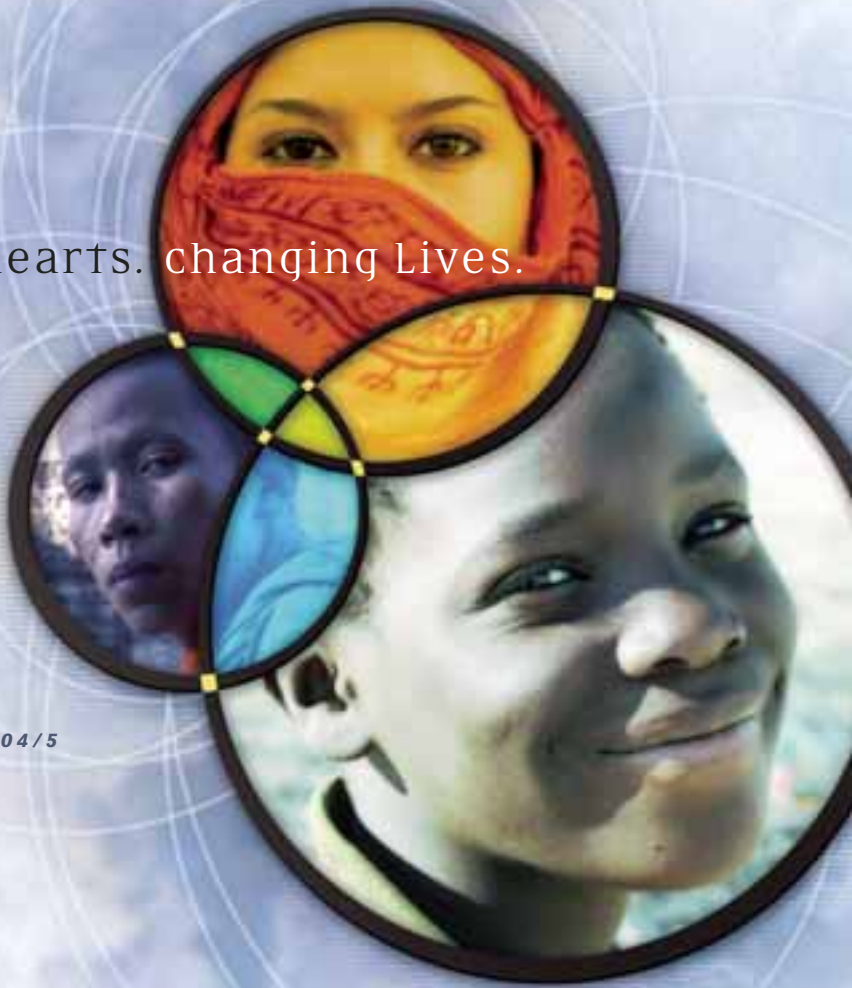


touching hearts. changing Lives.

ANNUAL REPORT 2004/5





Dear Friend of AWR:

As I reflect back over AWR's accomplishments during the past year and a half, I find myself awestruck at how God is using the technology of radio to touch hearts and change lives. Microphones, computers, satellites, and radio towers are the means by which the message of His love is being carried to people who are yearning for hope and salvation.

Time and again we receive letters such as this one from China: "One morning as I turned on my radio, I found Voice of Hope. I listened carefully and was deeply touched. Your words injected God's love and truth into my veins and carried them to my heart where all the filth of the past was cleansed. I opened my heart and accepted Jesus as my Savior!"

God has blessed AWR with talented staff and dedicated production partners, who are working together to broadcast programs around the clock and around the globe. Right now we serve listeners in 64 languages, and we are eager to advance this ministry to even more unreached areas of the world.

One of our dreams is to help producers prepare programs that are appropriate for special groups such as Muslims, Hindus, Buddhists, animists, and atheists/secularists. We plan to integrate even more closely with other ministries of the church, through listener follow-up, more resources in local languages, and better coordination with Global Mission pioneers and other workers. Adding airtime and adopting new ways of transmission will enable more people to hear the Adventist message.

In the year to come, I invite you to join us in extending God's soul-saving work to areas where other missionaries cannot go. Together we can make it possible for more precious souls to hear of God's love for the very first time.

Benjamin D. Schoun

Benjamin D. Schoun

PRESIDENT

HighLights of 2004/5

“I’m sure I’ll be taken to prison soon. Either this week or the next one. I’m just writing to let you know. Please do not ask anyone to help me. I know that no one can help me but the Lord. Maybe this e-mail will be the last one.”



Adventist World Radio had been corresponding with this teenage boy in North Africa for several months when it received this message. There are no Adventist churches or pastors in this country, no one who can be sent to assist him. All that AWR staff can do is pray ... and continue transmitting messages of hope and God’s love from halfway around the world.

From its first broadcast, AWR’s programs have been touching hearts and changing lives. More than three decades later, every listener is still precious, and every story illustrates the transforming power of the gospel and the vital importance of AWR’s mission.

Over the last reporting period of a year and a half, AWR has made a concerted effort to focus its resources on the hardest-to-reach areas of the world. This has led to exciting new initiatives and some major shifts in organization.

● Operations in the Americas region were reorganized in September, 2004, and merged with the Adventist Media Center in Brazil. AWR’s highly-popular live call-in program “Open Clinic” was transferred from Costa Rica to an AWR studio in San Juan, Puerto Rico. At the end of 2004, the English Language Service in the United Kingdom, in operation since 1994, was converted from a centralized to a regional model. The production of English language programs will be continued in Africa and Asia by local producers.



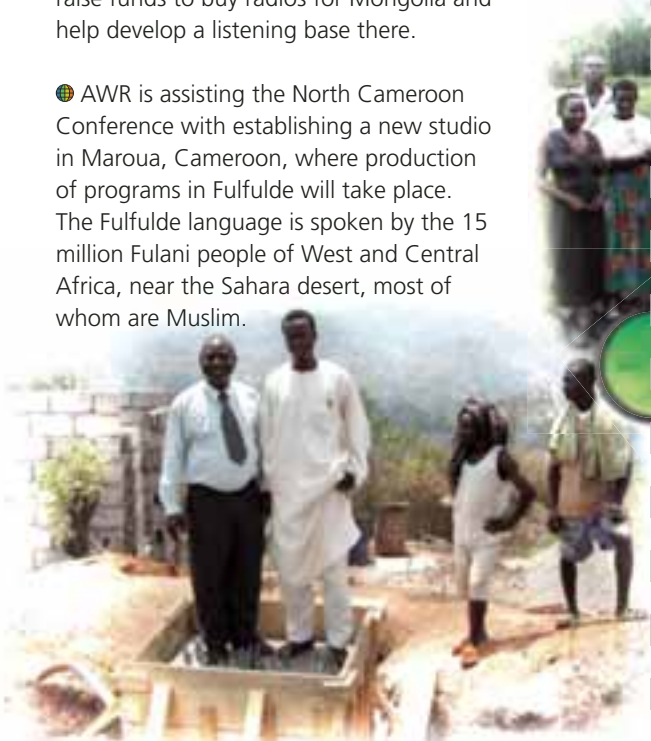
● In early 2005, AWR celebrated the completion of a four-year modernization project at its shortwave station on the Pacific island of Guam. The upgrades include five new transmitters and a corresponding computerized monitoring and control system, an erosion control project, building renovations, and a large new generator. These improvements are helping to ensure that the station can provide the most reliable broadcast service possible to millions of listeners in Asia.

● An FM station in Kigali, Rwanda, was opened in early 2005. The station, funded by a gift from a trust in the Pacific Northwest, is already bringing comfort to listeners. During the memorial week in remembrance of the country's terrible genocide, the program announcer asked listeners to call in with requests for prayer for specific friends and neighbors. They would say, "Please encourage Mr. X., who lost his family members." These people were greatly touched by the knowledge that many people were praying for them.

● This year AWR tested a new outreach that attracted enthusiastic support from friends of AWR. Gifts have been received to purchase 500 AM/FM/SW radios for listeners in remote areas of the Philippines, Madagascar, and Cambodia, as well as for the nomadic Maasai people in Africa. Many listeners are very poor, and must decide between buying food or batteries, so these radios can be powered by solar panels or hand cranks. The Northern Asia-Pacific

Division is challenging churches in Korea to raise funds to buy radios for Mongolia and help develop a listening base there.

● AWR is assisting the North Cameroon Conference with establishing a new studio in Maroua, Cameroon, where production of programs in Fulfulde will take place. The Fulfulde language is spoken by the 15 million Fulani people of West and Central Africa, near the Sahara desert, most of whom are Muslim.



● In Ethiopia, an entire congregation of Baptists joined the Adventist church as a result of AWR's shortwave broadcasts. For two years, the pastor and members had their specific questions about the Sabbath and other doctrines answered in on-air programs. The Central Ethiopia Field held a series of meetings that culminated in the baptism of 185 people, and a new church is planned for these believers. The AWR studio in Addis Ababa produces programs in four Ethiopian languages: Afan Oromo, Tigrigna, Afar, and Amharic.

Another dramatic response to AWR's programs is taking place in Sudan. Despite the chaotic political system and lack of postal system, more than 4,000 students



5 have enrolled in the local Bible school in neighboring Uganda since broadcasts began in 2004. AWR is broadcasting in Moru, Juba Arabic, Bari, and colloquial English, and will be sponsoring Acholi and Dinka production this fall.

A new studio in Izmir, Turkey, is producing programs for distribution through the Hotbird direct-to-home satellite. Since the producers are working in a Muslim country, they must be discreet about program content, so they are concentrating on health and family-life topics and comments on current events, while including some spiritual material. Other program segments are prepared by Turkish producers in Collonges, France. AWR plans to begin broadcasting these programs on shortwave in 2006.

In the area of technical developments, AWR is experimenting with outsourcing its Europe operations center functions to VT Communications Ltd. for two years. This move holds the promise of decreased costs and increased reliability through the company's backup infrastructure.

In summer, 2005, AWR purchased a building in England for its Europe office. The facility offers increased space for staff serving the Europe region and AWR's global distribution system, which is managed in England, with room for future growth.

The Asia/Pacific region added Uyghur language broadcasts to northwest China in 2004, which have the potential to reach 7.5 million listeners in their native tongue.

In Myanmar, AWR is broadcasting in three languages: Myanmar (Burmese), Chin, and Karen.

This military republic gives a great deal of protection for the state religion of Buddhism and keeps a close eye on the activities of its people, but a dedicated group of Adventist workers are doing as much as they can. In Bangkok, Thailand, lay members have started a small FM radio station, the only Adventist one in the country, and AWR is looking at ways to strengthen this effort and broaden its outreach to the entire country. A new project under consideration is a radio transmission to Laos, a Communist country that espouses atheism. This project will include not only the Lao language but also Hmong.



For countless listeners, an AWR program is the first time they have heard about God's love. Through this ministry, God's family is growing and lives are being saved for eternity.

financial report

INCOME

| per audited statements | 2003 | 2004 |
|-----------------------------------|--------------------|--------------------|
| General Conference Appropriations | \$ 1,843,374 | \$ 1,858,300 |
| Offerings | 1,349,137 | 1,405,327 |
| Donations | 2,394,583 | 2,310,979 |
| Maturities | 476,830 | 497,916 |
| Endowments | 451,311 | 333,446 |
| Investments | 509,232 | 138,213 |
| Rent & Miscellaneous | 348,668 | 478,728 |
| Released Restricted Income | 423,229 | 264,533 |
| Future Annuity Value | 142,842 | 230,687 |
| TOTAL INCOME | \$7,939,206 | \$7,518,129 |

EXPENSE

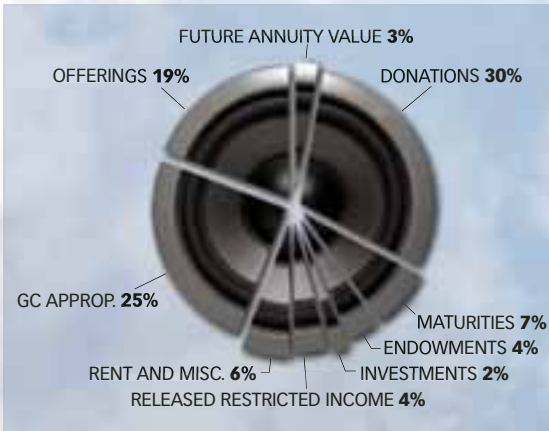
| per audited statements | 2003 | 2004 |
|----------------------------------|--------------------|--------------------|
| Administration and General | \$ 1,390,118 | \$ 1,096,973 |
| Operations and Engineering | 3,125,718 | 2,739,072 |
| Purchased Air Time | 2,420,837 | 1,632,594 |
| Programming and Production | 406,370 | 361,686 |
| Global Training | 89,527 | 99,734 |
| Public Relations and Development | 970,136 | 970,235 |
| Region Administration | 324,576 | 309,403 |
| Special Projects | 103,737 | 329,061 |
| TOTAL EXPENSE | \$8,831,019 | \$7,538,758 |
| GAIN OR (LOSS) | (\$891,813) | (\$20,629) |

| SUMMARY OF GIVING | 2004 |
|--|----------------|
| Wills & estate gifts | \$505,421.82 |
| Current giving | \$2,340,911.67 |
| Total giving through the annual fund and direct mail | \$2,846,333.49 |
| Total number of gifts | 31,712 |
| Total individual donors | 10,349 |

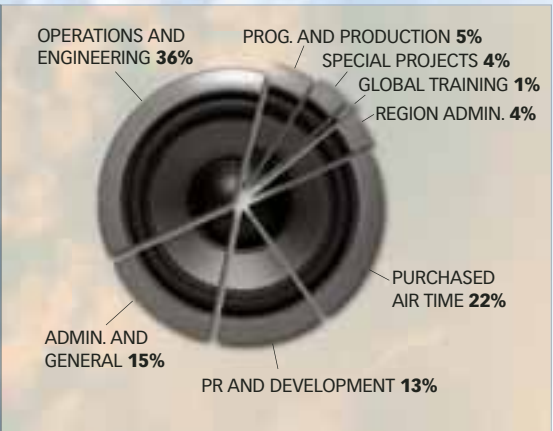
HOW GIFTS TO AWR ARE USED

The General Conference of Seventh-day Adventists and some of its world divisions assist in funding AWR operations from their budgets. These appropriations are used to fund the general administrative expenses of AWR offices around the world so that funds received from donors can be used primarily for the broadcast ministry of AWR.

2004 INCOME



2004 EXPENSE



definition of terms

INCOME

The General Conference and some divisions assist in funding AWR operations from their budgets. These **GC 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.

In addition, funds from the annual **AWR offerings** in each division and a percentage of world mission offerings are received each year.

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

Gifts are also received from **matured estate plans** such as wills, trusts, annuities, and properties for the work of AWR.

Endowment income is received to help with some of our operations expenses. These funds are held by the General Conference, and the income is paid regularly to AWR.

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.

Rental income is also generated from rental property. Also, we have miscellaneous income from gains on currency fluctuation and the sale of assets.

Released restricted income is donations which have been held for a specific purpose and then released when there is a specific project which qualifies.

Future annuity value is the amount that future annuities given to benefit AWR have increased over the previous year's value.

EXPENSE

Administration and general expenses consists of the secretarial and accounting functions at each site, including headquarters. These expenses are the costs of operating an office, such as insurance and utilities.

Operations and engineering is the technical staff and expenses related to the broadcasting and engineering function at each site.

Purchased air time 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.

Programming and production is the function at each site where programs are developed and produced to be transmitted at various sites to the world.

Global training is the function of training studio personnel in the art of program production and broadcasting.

Public relations and development 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.

Region administration is the function in each region where the operating expenses of the directors are recorded.

The **special project** appropriations, which AWR gives for the start-up of new studios where new languages are produced, is used for new equipment, training, and sharing in the production costs.

“ALone in the dark, I heard your voice”

Her eyes shine with pride. “Nepal is the most beautiful country in the world, with the highest mountains in the world – nearer to heaven than all other countries! You must come to visit as soon as you can!” she exclaims.

But a few minutes later, her face clouds over. “Our country is going back to the Stone Age,” she says sorrowfully. “The terrorists are destroying bridges and factories, and villagers are fleeing into the cities, leaving their cattle, property, everything behind. With kerosene so expensive, many people are burning pine sticks with sap as their fuel.”

Against this backdrop, AWR producers Rama Basnet and her husband, Pastor Naseeb Basnet, are laboring to bring the gospel to the Nepali people. But the challenges are many, from political and religious hurdles to geographic obstacles.

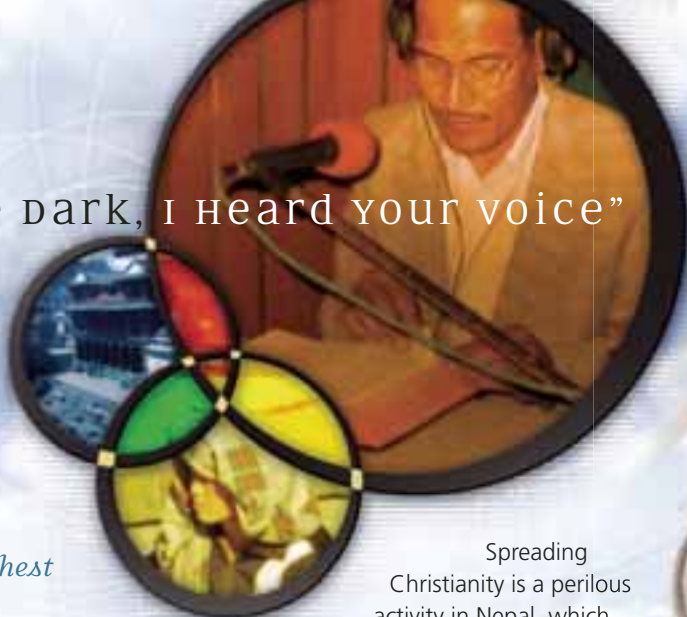
Nepal has been politically unstable for the past dozen years, as Maoist insurgents battle the army in an attempt to bring in communist rule. “Ordinary people are sandwiched in between,” Rama says. “People are so scared that they don’t talk to strangers, they don’t share like they used to.”

Spreading Christianity is a perilous activity in Nepal, which is the only officially Hindu country in the world. Naseeb’s conversion efforts have led to his arrest several times, and at one point the couple’s radio studio equipment was destroyed.

Nevertheless, Naseeb and Rama persevere. They produce eight radio programs per week for AWR, and say the response is overwhelming but encouraging.

Their programs include Nepali songs, Bible lessons and explanations of salvation, health talks on topics such as sanitation and eating habits, and more. AWR’s ministry is based on a system of local producers, which enables each country to create programs that are relevant for the specific needs of their local listeners. In the case of Nepal, this means that the Basnets’ programs include updates on agricultural information, which are welcomed in a society that has a largely agricultural economy. The most popular segments are the stories of real-life listeners.

“We try to give quality and effective programs





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so that listeners return," Rama says. "When people hear their own language, they are drawn in." One listener told them, "Alone in the dark, I heard your voice. Now I have hope that I can face tomorrow."

These messages of hope are broadcast from AWR's shortwave station on Guam in the Pacific Ocean. Shortwave radio signals travel thousands of miles, so the Nepali programs can not only penetrate the Hindu country of Nepal but can also be heard in India, Myanmar, Thailand, Japan, and as far away as Saudi Arabia. There are 100,000 Nepali workers in that country, and listeners are thrilled to hear programs in their own language. They wrote to the Basnets, "We feel so much at home, and there are now two groups studying the Bible here."

Rama has written a book of stories which she sends to listeners and is now working on a devotional book, which would be the first one in Nepali. But as always, more funds are needed for Bibles and the mail costs of correspondence.

"People are suffering today," she says. "We can't wait. We must help today."

Nepal has a caste system that regulates people's lives in ways that are almost unimaginable. Pastor Naseeb Basnet, one of AWR's producers in Nepal, writes, *"It is like a curse. Low-caste people are untouchable and are not allowed to enter into the houses of other people. In everyday life, they are totally discriminated and excluded. They*

can never visit the temples where other higher-caste people go and cannot read those religious books at all."

The impact of this restrictive system is vividly felt in the following letter from an AWR listener.

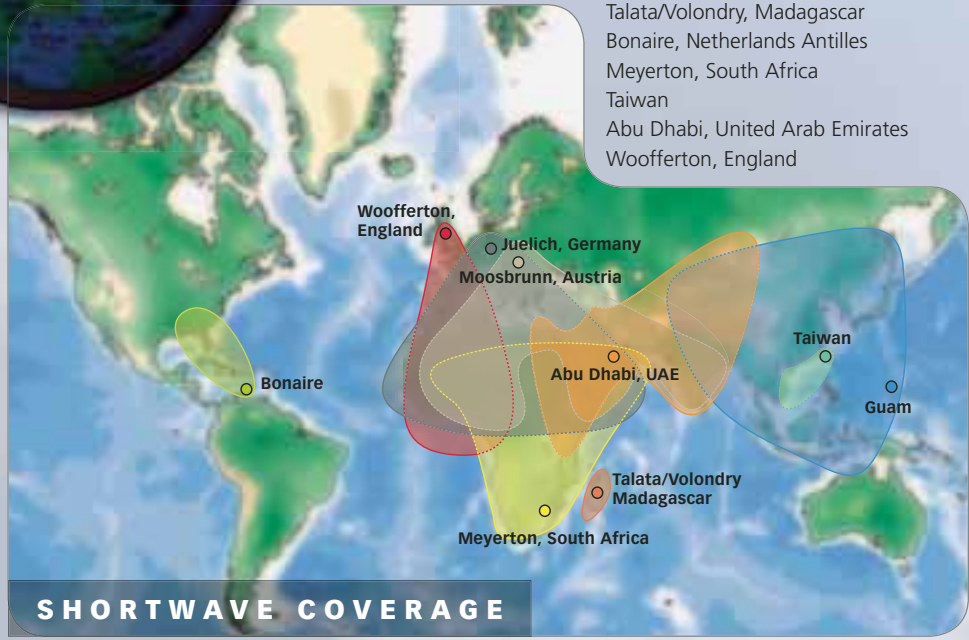
"I have been listening to your program for the last four months and already I am learning many useful truths from it. I have realized Jesus is truly a living God, I have been experiencing many blessings, I thank you for presenting such an important Nepali program, and I thank Jesus for being so good to me. I have a question: can the Bible be read by all people, or is this book only for the upper-level people? I would like to get a Bible and read it for myself. Please tell me how I could get a Bible, and please tell me if this is all right."



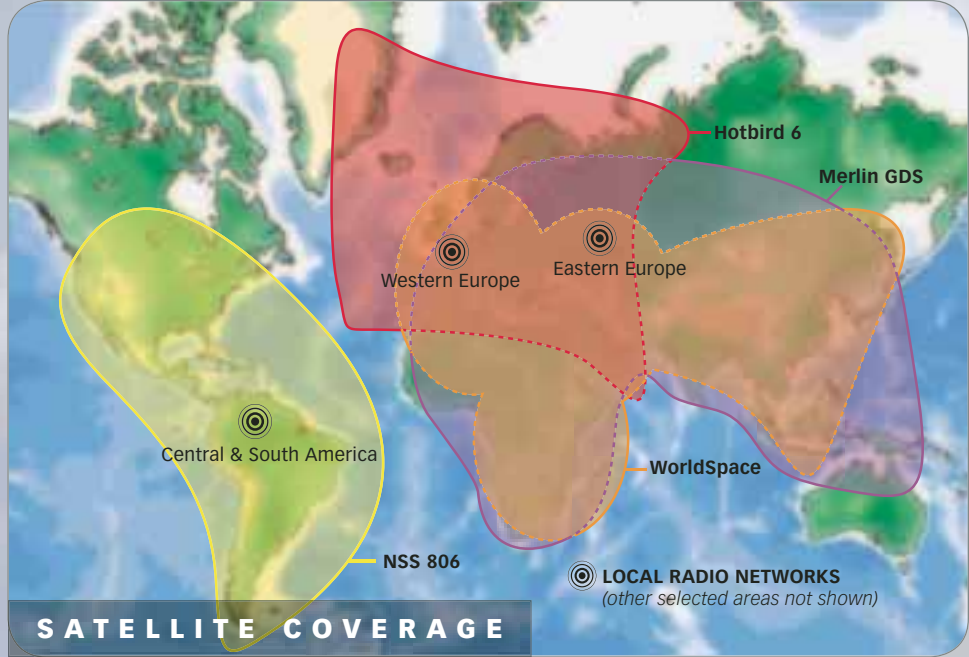
broadcast coverage

TRANSMITTER SITES

- Moosbrunn, Austria
- Jacarei, Brazil
- World Radio Network, London, England
- Juelich, Germany
- Agat, Guam
- Talata/Volondry, Madagascar
- Bonaire, Netherlands Antilles
- Meyerton, South Africa
- Taiwan
- Abu Dhabi, United Arab Emirates
- Woofferton, England



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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 | |
|----------------------------|----------------------------------|
| Johannesburg, South Africa | English |
| Antananarivo, Madagascar | Malagasy |
| Nairobi, Kenya | English, Somali |
| Addis Ababa, Ethiopia | Afar, Amharic, Oromifa, Tigrinya |
| Morogoro, Tanzania | Kiswahili, Maasai |
| Accra, Ghana | English |
| Abidjan, Ivory Coast | French, Dyula |
| Yaounde, Cameroon | Fulfulde |
| Elisha Remo, Nigeria | Igbo, Hausa, Yoruba |

| AMERICAS REGION | |
|--|---------|
| www.tagnet.org/live/awrspan.ram | |
| Cochabamba, Bolivia | Spanish |
| Guatemala City, Guatemala | Spanish |
| Entre Rios, Argentina | Spanish |
| Managua, Nicaragua | Spanish |
| Panama City, Panama | Spanish |
| Havana, Cuba | Spanish |
| Lima, Peru | Spanish |
| San Juan, Puerto Rico | Spanish |
| San Salvador, El Salvador | Spanish |
| Nova Friburgo, Brazil | Spanish |

| ASIA/PACIFIC REGION | |
|---|---|
| Hong Kong www.vohc.com | Mandarin, Uyghur |
| Yokohama, Japan www.vop.japan.net | Japanese |
| Seoul, Korea www.awr.or.kr | Korean |
| Pune, India | Hindi, English, Kannada, Malayalam, Telugu, Tamil, Punjabi, Marathi |
| California, USA | Vietnamese, Khmer |
| North Carolina, USA | Khmer |
| Dhaka, Bangladesh | Bangla |
| Nepal | Nepali |
| Jakarta, Indonesia | Indonesian, Javanese |
| Yangon, Myanmar | Burmese, Chin, Karen |
| Ontario, Canada | Khmer |

| | |
|-----------------------------|------------------|
| Aizawl, India | Mizo, Assamese |
| Colombo, Sri Lanka | Sinhalese |
| Manila, Philippines | Tagalog, Ilocano |
| Cebu, Philippines | Ilongo |
| Cagayan de Oro, Philippines | Cebuano |
| Ulaanbaatar, Mongolia | Mongolian |

| Europe | |
|----------------------|--|
| Darmstadt, Germany | German |
| Vienna, Austria | German |
| Collonges, France | Arabic, French, Farsi, Turkish, Tachelit, Kabyle |
| Zagreb, Croatia | Croatian |
| Rome, Italy | Italian |
| Florence, Italy | Italian |
| Plovdiv, Bulgaria | Bulgarian |
| Dushabe, Tadjikstan | Tadjik |
| Tula, Russia | Russian |
| Zaokski, Russia | Russian |
| Almaty, Kazakhstan | Kazakh, Russian |
| Bishkek, Kyrgyzstan | Kyrgyz, Uzbek, Turkmen, Russian |
| Kiev, Ukraine | Ukrainian |
| Lahore, Pakistan | Urdu, Punjabi, Pashto |
| Arua, Uganda | Moru, Bari, Dinka, English |
| Tashkent, Uzbekistan | Russian, Uzbek |

| 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: | |
| Central & South America | 60+ stations |
| Spain | FM — Spanish |
| Africa | 50 stations |
| Kazakhstan, Kyrgyzstan, Russia, Tadjikstan, Ukraine | 900+ stations |
| Japan | AM, satellite, local shortwave, phone, mobile phone |
| Tahiti | FM — English, Hakka, Japanese |
| Melbourne, Australia | FM — Mandarin |
| Fiji | FM — English, Hindi |

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