

ANNUAL REPORT 2014-15



New Avenues, Same Message

Adventist World Radio broadcasts the advent hope in Christ, through the most effective media, to the people groups of the world in their own languages.

From its inception, AWR was charged with the responsibility of reaching the world with the message of the Advent hope in Christ, with a special emphasis on the 10/40 window. This is the area found between 10 and 40 degrees north of the equator, from North Africa/Western Europe to the Pacific Ocean on the other side of the world – home to two thirds of the world's population.

As times and technologies changed, AWR incorporated innovative methods of airing the gospel on different broadcasting platforms, in addition to our traditional radio broadcasts. With the growing urban audiences who listen to our local FM/AM affiliate stations, combined with our short-

wave programs and podcasts, AWR reaches millions of people on every continent of the world.

The revised AWR statement of mission describes our work more comprehensively. As we continue to send God's message to widespread target areas thousands of miles away through shortwave, we also reach millions in the cities on the FM and AM bands.

Online, AWR is accessible around the clock in more than 100 languages. The recent count of our daily podcast downloads hovers around 11 million, two thirds of which are in the Mandarin language alone, followed by Arabic and French!

As we look forward to the future and endeavor to fulfill the words of Jesus in Matthew 24:14 – adding new languages, reaching more people, covering more countries – I invite you to pray for the ministry of AWR. I firmly believe we are living in the very end of time!

Because of prayer and supporting partners like you, this gospel is reaching every nation, tribe, kindred, tongue, and people. Jesus is coming soon!

Dowell Chow
President



HIGHLIGHTS OF 2014-15

As you'll soon read, Adventist World Radio's ministry has expanded far beyond traditional radio waves. But whether people are hearing the voice of hope on a small scuffed shortwave radio or through a shiny mobile phone, God's messages of comfort and salvation remain the same. Thank you for partnering with us in bringing light and healing to those who need it most.

world updates

Responsive Website Design

To offer our online listeners and visitors a more streamlined experience, we completely redesigned our website – awr.org – this year. The responsive design allows for viewing on any device, from tablets and smart phones to desktop computers.

Podcasts

Our podcasts – available in more than 100 languages – continue to attract throngs of new listeners. The total daily downloads have now reached 11 million, with 8 million of those coming from mainland China.

General Conference Session 2015

General Conference Session 2015 gave us an opportunity to stand out from the crowd, thanks to our innovative 360° videos. This new, immersive method of storytelling utilized cutting-edge technology and virtual-reality goggles to deliver a memorable experience for visitors. The videos are also showcased on a custom website, 360.awr.org.

Solar Audio Players

Demand for our solar audio players and continues to be strong. The players – which are now customized with AWR's name – have most recently been distributed to the nomadic Doma people in Zimbabwe, as well as in Myanmar and North Luzon, Philippines.



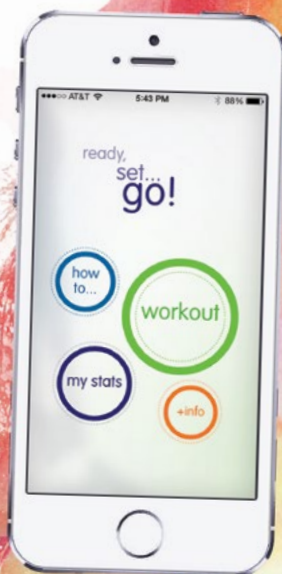
Creative Collaboration

SpiritStrong App

In partnership with AWR and Novo Tempo, Andrews University has created the SpiritStrong app (available at spiritstrongapp.com), which promotes physical and spiritual fitness through exercise routines that are accompanied by some of AWR's international mission stories.

Call-to-Listen Service

The new Call-to-Listen service makes selected programs available by phone in countries such as the U.S., Australia, and United Kingdom. More countries will be added as our partner organization, AudioNow, works out arrangements.



africa

Mauritius

When the government of Mauritius distributed more than 26,000 tablet computers to all grade 10 educators and students in the island country, local Adventist leaders saw the potential for sharing the gospel through online broadcasts. AWR Mauritius Web Radio offers daily half-hour programs in Mauritian Creole and Bhojpuri for young listeners, and is looking forward to expanding.

Côte d'Ivoire

The long-running shortwave studio in Abijian, Côte d'Ivoire, received a complete renovation. The producers are continuing to create programs in Dyula and French; one of them has been faithfully sharing the gospel with listeners for more than 20 years.

Zambia

Radio Maranatha, in Kabwe, Zambia, celebrated its 10th anniversary in 2014. The FM station has been a beacon for its community, and the many people who have been baptized as a result of its ministry are a living testimony to the power of radio.

Tanzania & Democratic Republic of the Congo

Radio is thriving in East Africa. Tanzania's newest station in Arusha joins nine other sister stations in the Morning Star Voice of Hope FM network. Despite the challenges of operating in the Democratic Republic of the Congo, four new stations have been established, in Kamina, Kolwesi, Likasi, and Lubumbashi.





Uganda

This spring, 102.9 Light FM Radio went on the air in Kasese, Uganda, adding four new languages to AWR's roster: Lukonzo, Luyira, Runyakitara, and Rubwisi. The station, which has the potential to reach three million people, also airs programs in Swahili and English. Radio is an essential tool for reaching people in the surrounding communities: the Uganda Union reports that Prime Radio, in Kampala, is responsible for an average of 30 to 40 baptisms per quarter.

americas

Caribbean

Listeners throughout the Caribbean are able to hear Spanish programs on shortwave again, thanks to our new studio for that language. The producers are excited to hear their programs on the air, and our plans call for two additional studios in other parts of the country.

Argentina

The FM station in Buenos Aires, Argentina, was moved to a better location and received a full upgrade, including a bigger transmitter. It is now capable of reaching most of the 15 million people who reside in the capital's greater metropolitan area.

Bolivia

Ten new FM stations have popped up across Bolivia, bringing their total to 24. Programs are shared between stations throughout South America, and the response from listeners is strong.

Ecuador

The first and oldest station in Ecuador covers 85 percent of the country. AWR provided substantial funding for a new transmitter and accessories for Nuevo Tiempo, located in Quito, and a second repeater station is planned.

Holbrook, USA

Holbrook Indian School, located in Arizona, USA, helps Native American young people make healthy lifestyle choices and learn skills to equip them for the future. The school operates a low-power FM station, and AWR helped upgrade a small studio on the campus. Staff and students plan to produce new programs in Navajo for broadcast and podcasts.



asia/pacific

Mongolia

After a five-year hiatus, production was restarted in Mongolia when local church leaders located a new producer and installed a new studio. The new team members – which include mission office staff and a multimedia student – are enthusiastic about contextualizing messages for Buddhist listeners.

China

Young Adventists in China have impressive initiative and energy. They produce programs that tackle deep topics such as Daniel and Bible prophecy, and they are finding creative ways to share those messages. AWR is providing significant funding to purchase several thousand MP3 players, which are pre-loaded with local programming.

Thailand

With the current unrest in Thailand, all FM stations in the country were shut down, including the seven Adventist ones (some of which are now back on the air). Listeners are depending instead on shortwave and podcasts. New Isaan broadcasts are serving people in northern Thailand and Laos.

Pacific Islands

AWR staff members' expertise in FM station management and program development is in high demand. This year, we provided training in the Solomon Islands and Samoa, with attendees from the Solomon Islands, Fiji, Kiribati, and American Samoa.



Bhutan

We were pleased to finally locate a producer who could create programs in Dzongkha for listeners in Bhutan. A small studio was established on the Indian side of the border, and despite the unsettled conditions in the region, shortwave programs will be on air and online early this fall.

Maldives

AWR's FM broadcasts in south Asia are extending rapidly to far-off locations such as the Maldives, the Andaman Islands, and Kashmir. Programs featuring family and social issues are carefully crafted to integrate spiritual thoughts.

Vietnam

New personnel have been recruited for our studio in Vietnam, and they are energetically strengthening production of programs. Our shortwave broadcasts are a lifeline for listeners in remote areas of the country, who otherwise would have no Adventist contact.

europe/middle east

Ukraine

AWR has aired programs for more than 10 years on a national network in Ukraine and reaped abundant results. Leaders are eager to expand into FM, and were thrilled when nine licenses were granted. Although the Ukrainian church's finances are currently difficult, there is hope that even more stations can be started up as soon as possible.

Kyrgyzstan

AWR funded equipment for a studio in Kyrgyzstan, where producers are beginning to create programs in Kyrgyz. We are looking for personnel who can record in Uzbek and Tadjik as well. It is not easy to have local stations carry Christian messages, so the programs will be available on shortwave and online.

France

There is a huge audience for our French podcasts, especially in Africa. To keep production going, we are jointly funding the producers, along with the Inter-European Division.

Russia

In one of the few instances of AM broadcasts, AWR has accepted a proposal from Russia to purchase three hours of daily airtime on a medium-wave station that covers Moscow. This is a suitable channel for reaching listeners, in addition to our broadcasts on a country-wide FM network of 1,300 stations.



Thriving in Myanmar

Adventist World Radio Myanmar celebrated an impressive 30 years of shortwave production this year. Guided by studio director Maung Maung Myo Chan, several new languages have been added within the past few years – bringing their total to 7 – and their studio at the Upper Myanmar Union Mission in Pyin Oo Lwin will soon be moved into a new facility. AWR is committing matching funds and studio equipment to this expansion. Looking ahead, their next dream is to add a local FM station. Today, get to know some of the faces behind the microphones.

Victor Than SGAW KAYIN PRODUCER

“When I hear that the daily program I produce for shortwave is also downloaded 80,000 times a day as a podcast, it makes me feel very happy,” Victor says. “Because of that, I try to create very exciting, new programs.”

Victor weaves nature and health talks and children’s stories into his programs, along with interviews and Bible topics. A talented guitarist, he also records music, and recruits his niece to sing.

When a family in Rakhine State – 400 miles away from the Yangon studio – were kicked out of their village after becoming Adventist, Victor and other studio staff collected a donation and helped them move to a village in Ayeyarwaddy Region where there are Adventist members.

Hla Hla Myint BURMESE PRODUCER AND WRITER

Children are Hla Hla’s passion, although she has not been blessed with children of her own. She has produced youth programs for 20 years, and is also a prolific writer and former government school teacher.

“The Bible can be hard for children to understand, so I wrote a version that’s easier for them,” she says. Hla Hla has translated Ellen White’s writings for youth and written eight books of Bible stories for children (which she charmingly illustrated herself); she also contributes poems and articles to her union magazine.

The Bible Society has recognized Hla Hla’s talent with four writing awards, such as the year she addressed the topic “The World Is Changing, But the Bible Is Not.”





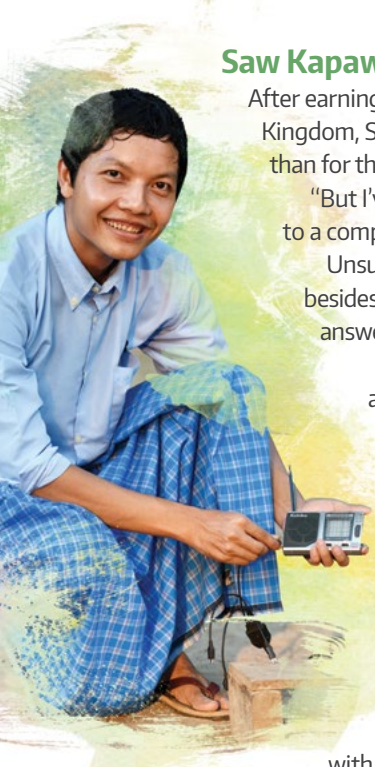
Yan Paing Myo PWO KAYIN PRODUCER

After graduating as a minister, Yan Paing was assigned to a church. But when he returned from a field evangelism trip, he got a call to work at AWR and start a new language.

"It's not what I chose; God chose me," he says. "If God uses me, I am here, and will continue working in radio."

Most of his listeners are traditional Buddhists, who grew up in the religion but don't thoroughly know the logical reasons *why* they believe. They're curious about what the Bible says, but they're afraid of making their spirits angry if they make a change.

"I need to visit my listeners more, because they are less educated people and often don't make phone calls," Yan Paing says.



Saw Kapaw Moo TECHNICIAN & VIDEO ASSISTANT

After earning an advanced diploma in computer studies from the United Kingdom, Saw Ka knew that he could earn a lot more working for a company than for the church . . . more than three times the salary.

"But I've always wanted to work for God," he says. "I knew that if I went to a company, there would be no time to attend church."

Unsurprisingly, Saw Ka is kept plenty busy in church work too; besides serving as a technician for all of the AWR programs, he answers calls for help from staff from throughout the union office.

Saw Ka likes to visit radio listeners, often on Sundays, but as he does not have a car, he makes the journeys by bus.

Chit Hnin Yee Shwe

BURMESE PRODUCER

It took outstanding determination and focus for Chit Hnin to achieve her dreams of a college education. For six years, she worked in a sewing factory, often in shifts that stretched from 8 a.m. to 10 p.m., six days a week.

As a student, Chit Hnin became involved with the AWR Burmese programs. After finishing her degree in religion last year, she became a full-time writer and speaker. "I love being behind the microphone," Chit Hnin says, and her coworkers confirm that she is a talented actress, who makes children's stories come alive.

"When I'm doing recordings, I picture the children and other listeners all right around me," she says.



income

Direct Gifts	31.3%
Division Offerings	21.3%
General Conference/Division Appropriations	19.6%
Wills & Estate Gifts	18.7%
Released Restricted Gifts	8.7%
Miscellaneous	0.4%



expense

Purchased Airtime	29%
Administration	17%
Self-Generated Airtime	15%
Broadcasting and Engineering	12%
Advancement, Communication, Development, Planned Giving, and Web	11%
Fund-Raising	9%
Special Projects and Miscellaneous	7%



global giving

Wills & Estate Gifts	Unrestricted Gifts	Released Restricted Gifts	Annual Church Offering	Giving Total
\$2,303,216	\$3,861,269	\$1,077,266	\$2,632,293	\$9,874,043



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.

Released restricted gifts is income and donations designated for a specific purpose and then released when there is a specific project which qualifies.

Miscellaneous income is from gains on currency fluctuation, the sale of assets and investments, and income from rental property owned by AWR.

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.

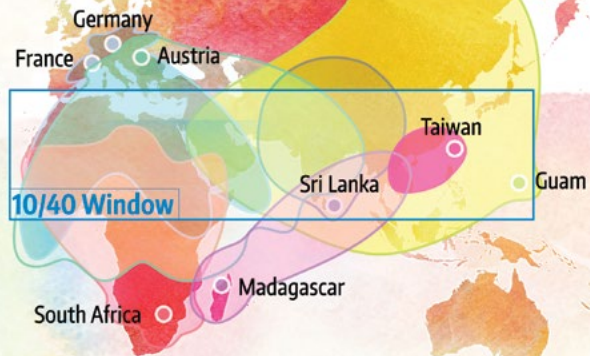
Administration and general expenses consist of the administrative, secretarial, and accounting functions at each site, including headquarters. These expenses are the costs of operating an office, such as insurance and utilities.

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.

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.

shortwave transmitters



broadcast partners

¹ Church-owned radio stations
² Lay-owned radio stations
³ 25% ownership

Africa

Shortwave 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	Maasai, Swahili

FM Stations

Bujumbura, Burundi ¹	Rundi
Yaounde, Cameroon ¹	Beti, French, Fulfulde
Congo, 8 stations ^{1,2}	French, Swahili
Libreville, Gabon ¹	French
Ghana, 2 stations ¹	English, Ewe, Ga, Hausa, Twi
Kenya, 4 stations ¹	Dholuo, Ekegusii, English, Kikamba, Maasai, Swahili

Monrovia, Liberia ¹	Bassa, English
Blantyre, Malawi ¹	Chichewa
Elisha Remo, Nigeria ¹	English, Hausa, Igbo, Yoruba
Kigali, Rwanda ¹	Kinyarwanda
Juba, South Sudan ¹	Juba Arabic
Tanzania, 9 stations ¹	Swahili
Uganda, 4 stations ¹	Ateso, English, Luganda, Lugosa, Lukonzo, Luo, Luyira, Runyakitara, Rubwisi, Swahili
Kabwe, Zambia ¹	Bemba, English, Lenje, Tonga

Americas

United States Spanish shortwave for Caribbean

FM Stations

Argentina, 63 stations ¹	Spanish
Belize, 8 stations ¹	English, Spanish
Bolivia, 24 stations ¹	Spanish
Brazil, 18 stations ¹	Portuguese
Chile, 31 stations ¹	Spanish

Costa Rica ¹	Spanish
Dominican Republic , 21 stations ¹	Spanish
Ecuador , 3 stations ¹	Spanish
El Salvador , 2 stations ¹	Spanish
French Guiana ¹	French, Mandarin, Lao
Guatemala , 4 stations ¹	Spanish
Haiti , 4 stations ¹	French, Haitian Creole
Honduras ¹	Spanish
Nicaragua , 12 stations ^{1,2}	Miskito, Spanish
Panama , 5 stations ¹	Spanish
Paraguay , 2 stations ¹	Spanish
Peru , 20 stations ¹	Spanish
Puerto Rico , 2 stations ¹	Spanish
Uruguay , 2 stations ¹	Spanish
Venezuela , 29 stations ^{1,2}	Spanish

Asia/Pacific

Shortwave Affiliate Studios

Dhaka, Bangladesh	Bangla
Phnom Penh, Cambodia	Khmer
Hong Kong	Cantonese, Mandarin, Min Nan, Uighur
India (for Bhutan)	Dzongkha
Aizawl, India	Assamese, Meitei, Mizo
Pune, India	English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu
Bandung, Indonesia	Sundanese
Jakarta, Indonesia	Indonesian
Medan, Indonesia	Batak
Yogyakarta, Indonesia	Javanese
Seoul, Korea	Korean
Sarawak, Malaysia	Malay
Ulaanbaatar, Mongolia	Mongolian
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, Isan, Lao, Thai
California, USA	Khmer, Vietnamese
Vietnam	Vietnamese

FM Stations

Australia	Mandarin
Cook Islands	English, Hindi
Fiji ¹	English, Fijian, Hindi
India , 13 stations	English, Hindi, Kok Borok, Malayalam, Meitei, Mizo, Tamil, Telugu
Indonesia , 3 stations	Indonesian, Mandarin
Maldives	Telugu
Nepal , 26 stations	Nepali
Papua New Guinea	Pidgin English
Philippines , 3 stations	Tagalog
Samoa	English
Solomon Islands	English
Tahiti	French, Tahitian
Thailand , 7 stations	Lao, Thai

Europe/Middle East

Shortwave Affiliate Studios

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

AM/FM Stations

Armenia	Armenian
Moldova , private network ³	Romanian
Portugal ¹	Portuguese
Russia , AM and FM	Russian
Spain , 28 stations ¹	Arabic, English, French, Hassaniya, Spanish, Tachelit
Sweden	Swedish
Ukraine , national network	Ukrainian

Podcast-Only Broadcasts

Georgia	Georgian
Germany & Austria	German
Japan	Japanese
Mauritius	Mauritian Creole
Poland	Polish
USA	Navajo

LISTENER Testimonies



I noticed the happiness in your message, like a heart full of joy, and words fail me to describe it all. But all I know is that I feel the clouds around me have dissipated once and for all. In fact, I know I have found the path to God. My heart is so filled with joy I cannot find a way to express myself. - Listener in Morocco

To: info@awr.org

Re: Thanks for your programming!

"I deeply appreciate your shortwave program *Wavescan*, which can be heard so clearly in Cuba. I'm so grateful that AWR is on the air with additional programming to my island."



Jomarie Millo "Wow, this is what I am looking for: a radio station spreading the gospel in every tribe and nation ... God bless AWR ... #LISTENING"

Like Comment Share

board & staff 2014/15

Board of Directors (2014 THROUGH JUNE 2015)

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Dowell Chow (Secretary)
Vimala Abraham
Onaolapo Ajibade
Audrey Andersson
Rodney Brady
Gordon Christo
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Loney Duncan
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Juan Prestol
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Homer Trecartin
Bruno Vertallier
Ray Wahlen
Nathaniel Walemba
Stevanus Widjaja
Ted Wilson

†Deceased

Administrative Staff (AS OF SEPTEMBER 2015)

Headquarters

Dowell Chow
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Shelley Nolan Freesland
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Ray Allen
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Global Frequency Engineer

Daryl Gungadoo
Global Resource Engineer

Surachet Insom
Asia/Pacific Region Director

Brook Powers
Guam Chief Engineer/
Site Manager

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