



Adventist World Radio
ANNUAL REPORT

2017-18

ABOUT 100 YEARS OR SO!

In the 1889 Oklahoma Land Rush, the “sooners” were usually the settlers who entered unassigned lands and obtained 160 acres of free public land. These sooners were the people who somehow found their desired piece of land before the official land rush began.

My grandmother and great-grandparents had come the year before to South Dakota, and my wife Kathy's grandparents had gone to North Dakota about the same time. They had all immigrated from the Volga River area in southern Russia. Years before, Germans had gone to Russia to farm the free rich land above the Black Sea after the original Russian residents were wiped out by the plague.

However, politics changed in Russia soon after, making it very difficult for the Germans to remain there. As a consequence, many of them left for the New World, passing through Ellis Island and on to a new life in free America.

I am not sure if my grandmother and her parents – the Youngs – were sooners or not, but they most likely were, because they ob-

tained 160 acres from the Sac and Fox Land Run of 1889. This land lies across the road from the farm where I

was born and grew up in central Oklahoma. Today, we still have that farm.

Times were tough, but by farming, picking lots of cotton, and milking cows, they progressed. By the year 1898, a little German-speaking country church was planted about a mile from their house. It began with a series of evangelistic meetings, where they talked about the end of the world and the Second Coming of Jesus. These were strange messages to my family, as they even talked about worshipping on Saturday instead of Sunday!

Just before my great-grandparents were baptized, George Young, my great-grandfather, fell very sick; while in a deep sleep, he had a dream. In the dream he saw Jesus; he was in heaven!

When he awoke, he told his wife, Susanna, my great-grandmother, that he'd had a dream. Susanna asked him what he saw, and he replied that he was in heaven and saw Jesus. In fact, heaven was so wonderful that he wanted to stay. He told my great-grandmother that Jesus had spoken to him.

“What did He say?” she asked him.

“Jesus said, ‘Tell your family that I am coming soon!’”

My great-grandmother was alarmed and asked, “How soon?”

George replied, “I am not sure ... in about 100 years or so.”

I often think, “100 years or so.” That was 1898, and it is now 2018. Could we be living on borrowed time? I believe so. I believe that Jesus will come ... and is coming *soon!*

AWR360° – From Broadcast to Baptism is all about telling people from every nation, tribe, tongue, and people that Jesus is coming *soon*. Almost every time I go to our farm in Oklahoma, I look across the road and think, “100 years or so ... Jesus is coming *soon!*”

One of my most-loved Bible texts is Isaiah 12:4: “Tell the World what He has done!”



These were strange messages to my family, as they even talked about worshipping on Saturday instead of Sunday!

In this AWR year-end report, our desire is to tell the world what God has done, to encourage people to prepare ... because Jesus is coming *soon*!

Exciting things are happening like never before:

- ▶ I just had the privilege of baptizing 160 communist rebels who listened to our AWR broadcast high up in the mountains of central Philippines. They had been hiding there for more than 50 years. [See a few of these new converts on the front cover of this report.]
- ▶ My friend Neville Neveling just conducted a series of AWR evangelistic meetings on his cell phone. He preached to 10,000 people and had 6,000 decisions for baptism! Currently, there are 14,000 people following his AWR cell phone sermons in Japan after advertising on Facebook about the recent flooding there.
- ▶ At the present time, there are more than 50,000 individuals listening to our AWR prophetic sermons around the world on their cell phones. This is being done with a small staff of volunteers in southern Africa. AWR is establishing a Center for Digital Evangelism (CDE) at our division office in the Philippines. Young missionaries will reach tens of thousands with computers and cell phones. We really are the first generation capable of reaching the world in mere minutes!
- ▶ We are planning to build 20 new stations in Papua New Guinea and many more all across Africa. We are working in 88 native villages on the island of

Mindoro, Philippines, where just over a year ago we had no work.

- ▶ We are going to be reaching into hard-to-reach areas like India and Nepal and even some places in Africa with the right arm of the message by teaming up with medical teams. We will broadcast, hold health seminars and mega medical clinics, and then bridge to prophecy meetings.
- ▶ AWR is broadcasting into North Korea and Bhutan. We are getting ready to broadcast into Iran via satellite. We even have a plan to broadcast the Adventist prophetic message to *very* hard-to-reach countries (I cannot tell you more) through cell phones, social media, and the Internet. What a time to be alive!
- ▶ We have 40 new churches in Madagascar as a result of our AWR broadcasts!



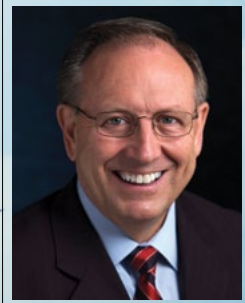
▶ We are sponsoring Mark Finley's series, which will be broadcast twice weekly on Sirius XM satellite radio in the U.S. Satellite radio is also blanketing two-thirds of Africa from our AWR studio in Pretoria.

What a time to be alive! Jesus is coming *soon*! AWR360° – *From Broadcast to Baptism* is all about telling the world what He has done and is doing and will do! Even so, come, Lord Jesus!

Yours in the Blessed Hope,

Duane McKey

Duane McKey
President



2017-18

AWR's ministry is flourishing, with new and expanded forms of outreach that are both supporting our traditional radio ministry and fulfilling our focus of leading listeners from broadcasts to baptism. We sincerely thank our many partners and supporters, who together are making the following accomplishments and plans possible.

AFRICA

CAMEROON

One of our first stations in the Africa region was in Yaoundé. Now we are establishing a new station in Douala, the largest and most populous city in Cameroon.

Station investment: \$12,000

BURKINA FASO

There are 15 Adventist FM stations in this country, which is small but has the sixth-highest fertility rate in the world. Now we are also transmitting programs on shortwave, to reach an even wider listening audience.

**5-year airborne investment:
\$81,180**

MADAGASCAR

Radio outreach is thriving here, making Madagascar one of AWR's biggest success stories. More than 40 new churches have been founded as a result of our short-wave and FM broadcasts, and we are helping the local church obtain 10 new licenses and establish the corresponding new radio stations.

Project investment: \$100,000

NAMIBIA

After a six-year process to obtain licenses for four FM stations, church leaders, members, and newly-trained producers were thrilled to finally get on the air this year. (While they waited, they

starting operating an Internet radio station in a shipping container, which attracted and served listeners through a website and mobile app.) The producers – many of whom are volunteers – are creating programs in eight local languages.

Project investment: \$288,000

RWANDA

The radio team here has been a tremendous blessing to listeners throughout Kigali, both through their broadcasts and community involvement. We are supporting them with a new transmitter and generator facility, as well as a new studio at a second location. In a separate outreach, we are serving the needs of nomadic Maasai listeners and Burundi refugees in the country by distributing 1,200 godpod players.

Project investment: \$35,088
Godpods: \$48,000



ZAMBIA

What an eventful year this has been for radio in Zambia. In advance of holding evangelistic meetings at more than 1,000 sites, we paved the way through extra broadcasts on local stations (in addition to the fine work of our AWR radio partners here). We were awestruck to hear that 80 percent of the 17,968 baptisms were attributed to our radio broadcasts. We are planning to serve listeners we met at a maximum security prison in Kabwe by providing 1,000 godpod players.

Airtime investment: \$148,620
Godpods: \$40,000

FM GROWTH

Local radio is booming across Africa. In addition to the projects described in this report, we have also added the following new stations to our roster of partners:

- Angola** – 4 stations
- Guinea Bissau** – first station
- Ivory Coast** – 7 stations
- Kenya** – 1 new station
- Lesotho** – 3 stations
- Mali** – first station
- Madagascar** – 22 stations
- Sao Tome & Principe** – first station
- Sierra Leone** – first station
- South Sudan** – 2 stations
- Uganda** – 2 stations
- Zambia** – 2 stations



AMERICAS

BRAZIL

São Paulo is the largest city in Brazil, with more than 12 million people. We have partnered with the Central Brazilian Union, the South American Division, and the Novo Tempo Network by providing one third of the funding to purchase a radio station here.

Project investment: \$600,000

COLOMBIA

We have long wanted to see Adventist radio work established here, so are thankful for the opportunity to partner with the Southern Columbia Union in acquiring the station Radio Luna – the first for the church in this country.

Station investment: \$100,000

MEXICO

Although the church has not been able to obtain radio licenses in Mexico, we are pleased to have two podcasts added to our system. The programs are produced by Universidad Montemorelos and the North Mexican Union.

NICARAGUA

We continue to support the radio work in this country, most recently with transmitters and other equipment for new stations in Bluefields, Somoto, and Rio Blanco.

Equipment investment: \$15,000

PARAGUAY

The population of this small country has more than tripled since 1950. In Asuncion, we have purchased equipment for Radio Nuevo Tiempo Asuncion.

Equipment investment: \$20,209

PERU

Twenty-nine stations are currently serving communities across the mountains here. Our most recent investment is for the purchase of a radio station in Chachapoyas, to be operated by the Northeastern Peru Mission.

Station investment: \$30,000

VENEZUELA

Radio is bringing messages of hope to the people in this turmoil-filled country. At several stations, we have funded the repair and replacement of radio equipment that was damaged or stolen during the recent social and political unrest.

Equipment investment: \$13,865

FM GROWTH

Like Africa, local radio continues to blossom in the Americas. In addition to the projects described in this report, we have also added the following new stations to our roster of partners:



Argentina – 25 stations
Bahamas – first station
Bonaire – first station
Colombia – first station
Guadaloupe – first station
Guatemala – 3 stations

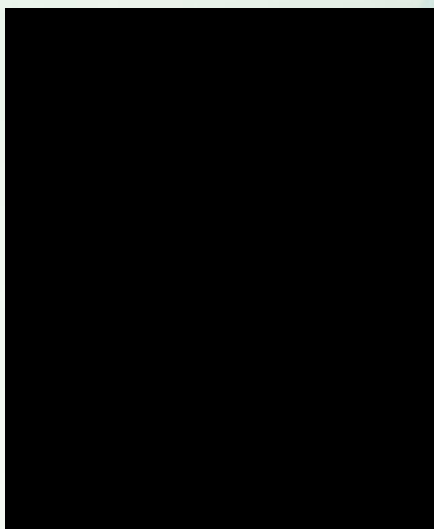
Honduras – 6 stations
Jamaica – first station
Martinique – first station
Panama – 1 station
Peru – 9 stations
Venezuela – 18 stations

ASIA/PACIFIC

CENTER FOR DIGITAL EVANGELISM

To fulfill our mission of connecting listeners with the Seventh-day Adventist Church, we are undertaking a major initiative to establish a Center for Digital Evangelism, with plans to roll out the model to other countries in the future. Our first one is centered in the Philippines, where student missionaries will form relationships with digital interests worldwide, offering online prayers, Bible studies, and introductions to local churches.

Project investment to date:
\$1,000,000





NORTH KOREA

One of the most difficult countries in the world to reach, we are praying that new devices such as our godpod players will help the gospel be heard here. We are partnering with ASAP Ministries on translating health messages for North Korean listeners and are working on a strategy for delivery. The godpods will augment our ongoing shortwave broadcasts and 2017/18 AM broadcasts.

Godpods: \$6,000

Annual shortwave investment: \$262,800

AM investment: \$102,700

INDIA

Our outreach to listeners across this vast country will be enhanced through new studios in Manipur (for the Meitei language) and Shillong (for the Khasi language), upgrades to our main studio in Pune, summer evangelism presentations by our radio producers, distribution of flash drives loaded with sermons, and video projectors for AWR360° health and evangelism meetings.

Two new studios: \$16,516

Pune upgrade: \$31,500

Evangelism events: \$6,250

Flash drives project: \$20,000

Video projectors: \$190,000

INDONESIA

This year, our radio team in Indonesia celebrated 30 years of production and broadcasts. Amazingly, some of the individual producers have been coming to the studio on a volunteer basis for all of those 30 years. We thank them for their dedication and celebrate the impact they have had on their large country.

PAKISTAN

Another difficult country, we are thankful to have dedicated producers working here. This year, we added two languages – Pashto and Sindhi – to our shortwave broadcast schedule.

Annual investment: \$52,000

PAPUA NEW GUINEA

Local church leaders and members here are thinking big, very big: they want to set up 20 or more FM stations ... and we have agreed to help make that happen.

Cost to be determined

PHILIPPINES

This was another active year for AWR in the Philippines.

► In advance of our evangelistic meeting series in Palawan, we sponsored Bible workers for several months and FM broadcasts across the island. This strategy was further enhanced by prefacing the meetings with our first LifeSource medical clinic, which served nearly 9,000

people over three days.

- We also returned to Mindoro, this time with young speakers from China, who gained experience presenting meetings. We are continuing our strong presence on this island by sponsoring another year of broadcasts on three stations.
- In Manila, we are purchasing

a radio station, to share the gospel with the residents of this densely-populated capital.

Bible workers: \$7,500

Annual airline investment:

\$110,000

Evangelism investment:

\$120,000

Station investment: \$7,000,000

EUROPE

ARMENIA

Church members in this former Soviet republic are committed to radio outreach, and we are pleased to support their work, through radio expansion as well as 500 AWR godpod players.

Radio investment: \$15,525

Godpods: \$20,000

GEORGIA

Located at the crossroads of western Asia and eastern Europe, producers have quietly been creating programs for several years. We are assisting their expansion through funds for equipment, salary, and airtime for new AM/FM health programs, as well as 500 godpod players.

Radio investment: \$32,390

Godpods: \$20,000

SWITZERLAND

Europe is rapidly transitioning to digital radio, known as DAB+. Clearly, people across the continent need to hear the gospel message, so we are delighted to support the recently-approved plan to launch DAB+ broadcasts in Lausanne and Zurich.

DAB+ investment: \$50,000



UNITED KINGDOM

Last year, the doors finally opened to begin broadcasts for the 14 million people in the London metro area, through the newly-established DAB+ station Adventist Radio London. We have already pledged additional support for staff and equipment. In northern England, we are pleased to begin funding a new FM initiative for the next five years.

3-year DAB+ investment: \$450,000

5-year FM investment: \$600,000

PODCAST GROWTH

As listeners' habits change, we adjust our broadcast methods to match. As podcasts have exploded in popularity, several of our production partners have launched podcast-only programs.

Armenia – 4 podcasts

France – 3 podcasts

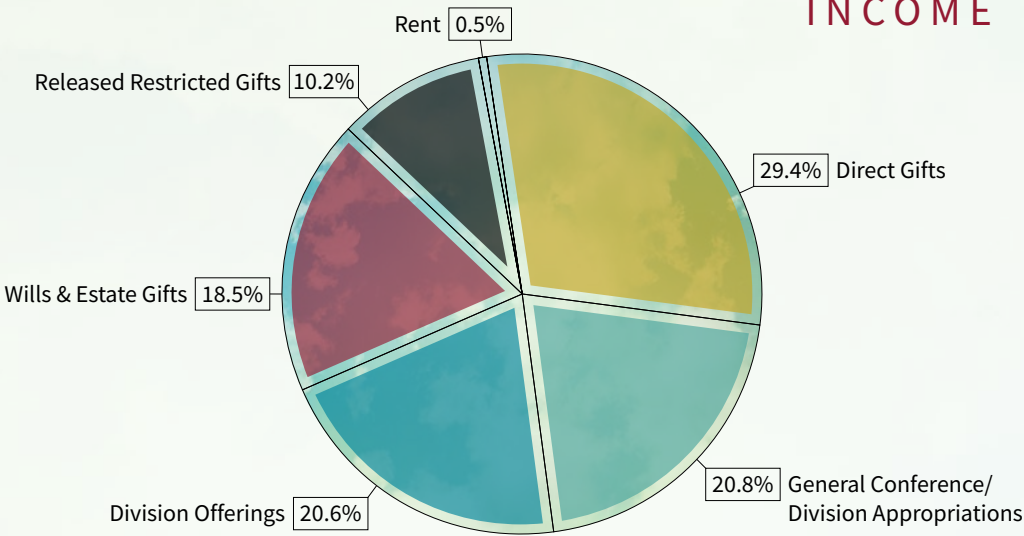
Spain – 3 podcasts

Sweden – 1 podcast

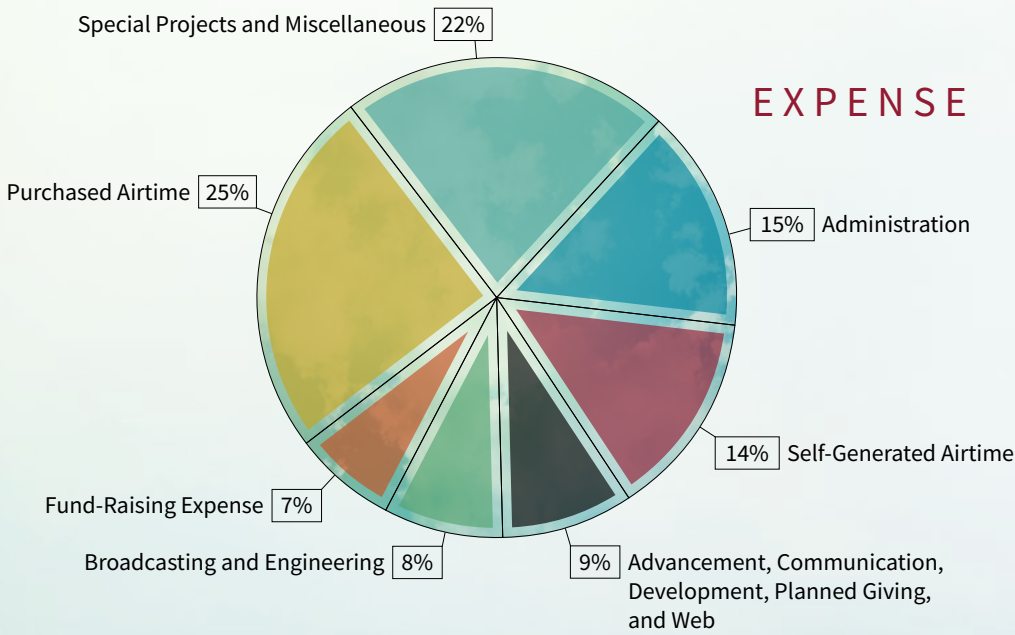
Ukraine – 10 podcasts

2017-18

INCOME



EXPENSE



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.

Rent is 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.

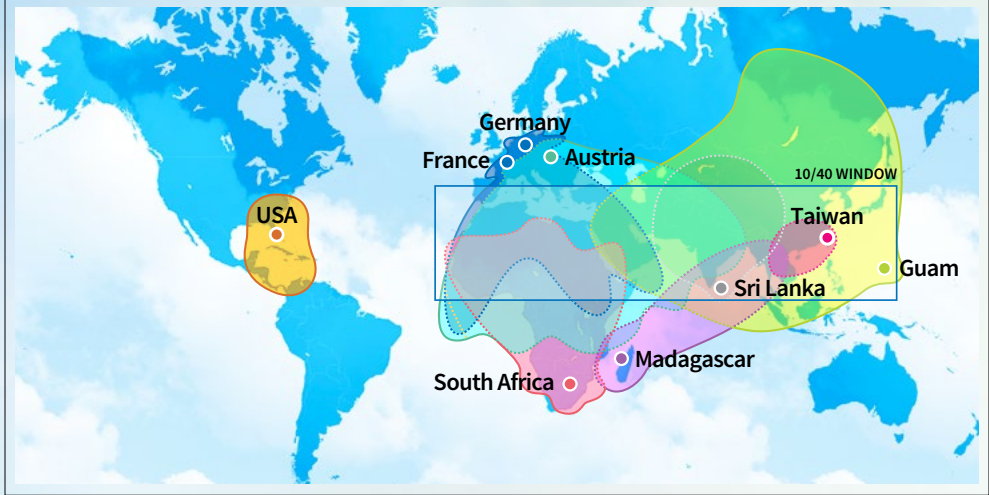
Advancement, communication, development, planned giving, and web are the functions, coordinated at headquarters, where reports of the work of AWR, materials for AWR promotion, communication with donors, and the cultivation of potential donors are carried out.

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 — The gifts that we receive from kind donors go directly into our radio and evangelism projects to reach the world for Jesus. As a ministry of the General Conference of Seventh-day Adventists®, our AWR staff salaries and expenses are paid from funds that come from the GC and not from donations. So be assured that your gifts go directly to AWR projects.

GLOBAL REACH

SHORTWAVE TRANSMITTERS



BROADCAST PARTNERS

AFRICA

SHORTWAVE AFFILIATE STUDIOS

Ouagadougou, Burkina Faso	Mooré
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
Elishan Remo, Nigeria	Hausa, Igbo, Pidgin English, Yoruba
Morogoro, Tanzania	Maasai, Swahili

LOCAL STATIONS

Angola , 4 stations ²	Kimbundu, Umbundu
Botswana , 2 stations	English
Burkina Faso , 15 stations	Mooré
Bujumbura, Burundi ¹	Rundi
Cameroon , 2 stations ¹	Beti, French, Fulfulde
Congo , 8 stations ^{1,2}	French, Swahili
Libreville, Gabon ¹	French
Ghana , 2 stations ¹	English, Ewe, Ga, Hausa, Twi
Bissau, Guinea Bissau ¹	Guinea Bissau Creole, Portuguese

Ivory Coast , 7 stations ²	Baoule, Bete, French
Kenya , 5 stations ¹	Dholuo, Ekegusii, English, Kikamba, Luo, Maasai, Swahili
Lesotho , 3 stations ²	Sotho
Monrovia, Liberia ¹	Bassa, English
Madagascar , 22 stations ¹	Malagasy
Blantyre, Malawi ¹	Chichewa
Bamako, Mali ²	Dyula
Namibia , 4 stations ¹	Afrikaans, Damara/Nama, English, Mbukushu, Otjiherero, Rukwangali, Rumanyo, Setswana, Silozi
Elishan Remo, Nigeria ¹	English, Hausa, Igbo, Pidgin English, Yoruba
Kigali, Rwanda ¹	Kinyarwanda
Sao Tome & Principe ²	Creole, Portuguese
Freetown, Sierra Leone ¹	Krio, Mende
South Sudan , 3 stations ¹	Juba Arabic
Tanzania , 9 stations ¹	Swahili
Uganda , 5 stations ¹	Ateso, English, Luganda, Lugosa, Lukonzo, Luo, Luyira, Rubwisi, Runyakitara, Swahili
Zambia , 3 stations ¹	Bemba, English, Lenja, Tonga

AMERICAS

United States	Spanish shortwave for Cuba
LOCAL STATIONS	
Argentina , 105 stations ¹	Spanish
Bahamas ¹	English
Belize , 8 stations ^{1,2}	English, Spanish
Bolivia , 37 stations ¹	Spanish
Bonaire ¹	Papiamento
Brazil , 18 stations ¹	Portuguese
Chile , 34 stations ¹	Spanish
Colombia ¹	Spanish
Costa Rica ¹	Spanish
Dominican Republic , 23 stations ¹	Spanish
Ecuador , 2 stations ¹	Spanish
El Salvador , 2 stations ¹	Spanish
French Guiana ¹	French, Lao, Mandarin

ASIA/PACIFIC

SHORTWAVE AFFILIATE STUDIOS

Dhaka, Bangladesh	Bangla
Phnom Penh, Cambodia	Khmer
Hong Kong	Cantonese, Mandarin, Min Nan, Tibetan, Uighur
Aizawl, India	Assamese, Kok Borok, Mizo
Manipur, India	Meitei
Pune, India	English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu
Shillong, India	Khasi
Bandung, Indonesia	Javanese, Sundanese
Jakarta, Indonesia	Indonesian
Seoul, Korea	Korean
Ulaanbaatar, Mongolia	Mongolian
Pyin Oo Lwin, Myanmar	Chin, Kachin, Shan
Yangon, Myanmar	Burmese, Karen, Mon, Po Karen
Kathmandu, Nepal	Nepali, Tibetan
Pakistan	Pashto, Punjabi, Sindhi, Urdu
Manila, Philippines	Ilocano, Tagalog
Colombo, Sri Lanka	Sinhalese

Guadeloupe ¹	French
Guatemala , 7 stations ¹	Spanish
Haiti , 4 stations ¹	French, Haitian Creole
Honduras , 9 stations ¹	Spanish
Jamaica ¹	English
Martinique ¹	French
Nicaragua , 12 stations ^{1,2}	Miskito, Spanish
Panama , 6 stations ¹	Spanish
Paraguay , 2 stations ¹	Spanish
Peru , 29 stations ¹	Spanish
Puerto Rico , 2 stations ¹	Spanish
United States , 100 stations ²	English, Ghanaian Twi, Haitian Creole, Navajo, Spanish
Uruguay , 2 stations ¹	Spanish
Venezuela , 58 stations ^{1,2}	Spanish

Bangkok, Thailand	Hmong, Isan, Lao, Thai
California, USA	Khmer, Vietnamese
Vietnam	Vietnamese

LOCAL STATIONS

Andaman Islands	Hindi
Australia , 130+ stations ¹	English
Cook Islands ¹	English, Hindi
Fiji ¹	English, Fijian, Hindi
India , 22 stations	English, Hindi, Kok Borok, Malayalam, Meitei, Mizo, Tamil, Telugu
India-administered Kashmir	Hindi
Indonesia , 3 stations ¹	Indonesian, Mandarin
Maldives	Telugu
Nepal , 25 stations	Nepali
Papua New Guinea ¹	Pidgin English
Philippines , 10 stations ¹	Tagalog
Samoa ²	English, Samoan
Solomon Islands ¹	English
Tahiti ¹	French, Tahitian
Thailand , 4 stations ¹	Lao, Thai

EUROPE/MIDDLE EAST

SHORTWAVE AFFILIATE STUDIOS

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

LOCAL STATIONS

Yerevan, Armenia	Armenian
St. Malo, France	French
Italy, 8 stations ¹	Italian
Moldova, 5 stations ¹	Romanian
Sintra, Portugal ¹	Portuguese
Romania, 45 stations ¹	Romanian
Russia, 6 stations	Russian
Spain, 28 stations ¹	Arabic, Darija, English, Hassaniya, Kabyle, Spanish, Tachelit
Gothenburg, Sweden	Swedish
Ukraine, 13 local stations ¹ , national network	Ukrainian

PODCAST-ONLY PROGRAMS

Armenia, 4 programs	Armenian
Austria	German
Colombia	Spanish
France, 3 programs	French
Georgia	Georgian
Germany	German
India (for Bhutan)	Dzongkha
Japan	Japanese
Mauritius, 2 programs	Mauritian Creole
Mexico, 2 programs	Spanish
Poland	Polish
Spain, 3 programs	Spanish
Sweden	Swedish
Ukraine, 10 programs	Ukrainian
USA	Navajo

DIGITAL AUDIO (DAB+)

London, England	English
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1 Church-owned radio stations

2 Lay-owned radio stations



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When 17,968 people joined the Seventh-day Adventist Church after
AWR360° meetings in Zambia, 80 percent of the baptisms were
attributed to our radio broadcasts.

